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Shazad Haider
BUF 3310 Contemporary Designers and Luxury Markets

Designer: Dominic "The Shoe Surgeon" Ciambrone
<https://instagram.com/ciambrone?igshid=YmMyMTA2M2Y=>

Brand Name: The Surgeon
<https://instagram.com/thesurgeon?igshid=YmMyMTA2M2Y=>
<https://www.thesurgeon.com/>



Dominic Ciambrone's brand The Surgeon takes sneaker/shoe customization to whole another level. The brand lets the customer contribute into the customization process rather than leaving them out of it. If a customer has a different vision for a sneaker or shoe they have, The Surgeon can help them bring their vision to life. Sometimes a brand can lose customers because their designs or colorways are not intriguing, attracting, or they feel that there is no thought put into it. This is where The Surgeon comes into play because they make their customers ideas come into a reality. The Surgeon puts in the time and effort into the customizations to satisfy the customer. The results of the customizations are insane that it makes whatever sneaker/shoe brand design team look bad.

The Surgeon creates bespoke and one of one's sneaker/shoe customizations. They use the finest materials available, and the craftsmanship of the customization is perfected. They do one on one appointments to discuss the process of the custom. The brand work with celebrities because it allows the brand to demonstrate their work and craftsmanship to the public, while also displaying the celebrities' creativity. The Surgeon either creates a custom dedicated to certain person or they work directly with the certain person. Not only does The Surgeon create for celebrities, but they also work with the public. They only select a number of inquiries from, the public at a time to keep the brands uniqueness. They have a time frame for the process which is 6 to 8 weeks meaning they take craftsmanship seriously. They don't want their projects to be rushed and horribly crafted. The Surgeon also uses the finest fabrics and textiles in the market, they don't use cheap or less expensive fabrics because it ruins the brands image. The Surgeon is a designer luxury brand because the brand revolves around uniqueness and creativity.