

**FOR IMMEDIATE RELEASE**

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**Shoes By Bryan – Pioneering 3D Printed High Heels  
(London)**

3D printing has quickly graduated from a far-out, hard-to-explain concept to a quickly growing trend and buzz word in the fashion industry – from 3D printed textiles, and now, to shoes.

The critically acclaimed Shoes By Bryan début collection Heavy Metal Series continues to generate buzz in fashion and technology circles and are products of more advanced 3D printing technologies that take time to perfect and refine for the collection's eventual release to market. Nonetheless, in keeping with his mission to fuse beauty and technology for a new generation of footwear design, Bryan Oknyansky of Shoes By Bryan continues to push forward and has made a landmark breakthrough in the global pursuit to bring 3D printing into our everyday lives – like 3D printing a pair of shoes from home.

You may have seen this breakthrough recently during the SS13 London Fashion Week Fashion Fringe 2012 catwalk finale centre-stage at Somerset House and the recent 3D Print Show 2012. The newest design from Shoes By Bryan dubbed “Split Heels” was featured at both events and helped Fashion Fringe-winner HaiZhen Wang distinguish his collection to clench first prize.

Split Heels are a pair of 3D printed chunky platform high heels made from eco-friendly bio-plastic and are the first design to come of an exclusive partnership between 3D printing industry giant 3D Systems (NYSE:DDD) and Shoes By Bryan. The partnership provided Oknyansky with their top-of-the-line desktop 3D printing solution, the Bits From Bytes 3D Touch 3D printer. The breakthrough is how close Split Heels gets people to being able to 3D print their own pair at home.

3D Systems is a leading provider of 3D content-to-print solutions including 3D printers. Its expertly integrated solutions replace and complement traditional methods of production and reduce the time and cost of designing new products by printing real parts directly from digital designs. These solutions are used to rapidly design, create, communicate, prototype or produce real parts, empowering customers to create and make with confidence.

Says Oknyansky, “The day the 3D Touch 3D printer arrived at the studio I powered it up and immediately started printing prototypes of Split Heels. This is my first design that I could make completely from my studio without outsourcing production. One month later I had 13 cutting-edge high heels ready for the catwalk at a fraction of the cost. It's a real game-changer and it will soon change how shoes are made and sold.”

Shoes By Bryan kicked off a private limited sale of Split Heels at Bloody Gray Press Days with delivery in time for the holidays just passed.

Follow news and updates on [www.shoesbybryan.com](http://www.shoesbybryan.com), on [facebook.com/shoesbybryan](https://www.facebook.com/shoesbybryan) and on Twitter @ShoesByBryan. For more information on the technology provided by 3D Systems go to [www.bitsfrombytes.com](http://www.bitsfrombytes.com) or [www.3dsystems.com](http://www.3dsystems.com).

Tags: Shoes By Bryan, Bryan Oknyansky, 3D Systems, 3D Printing, 3D Print Show, Split Heels, London Fashion Week, SS13, Fashion Fringe 2012, Bits From Bytes

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