



CSE: **SHOE**
OTCQB: **GPAIF**
FWB: **K1G**, WKN: **A3DVB1**
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Grounded People to Enter Comfortwear Market in 2025 with Sustainable Slippers and Hoodie Sweatsuits

VANCOUVER, British Columbia, Canada – December 20, 2024 - **Grounded People Apparel Inc.** (“**Grounded**” or the “**Company**”) (CSE: **SHOE**), (OTCQB: **GPAIF**), (Frankfurt: **K1G**, WKN: **A3DVB1**), a fair-trade and sustainable shoe company based in Vancouver, British Columbia, Canada, and dedicated to reducing the harmful impact of the global fashion industry on the environment, announces that it is expanding into the comfortwear market in 2025. The Company is introducing a new line of home shoes and super-comfortable hoodie sweatsuits, marking a significant step in Grounded’s mission to offer ethical and sustainable fashion across more categories while tapping into new revenue streams. The Company is targeting Q1 2025 to launch this new product line, having already identified a number of potential suppliers. The Company notes that final selection of a supplier is contingent upon ongoing diligence to ensure alignment with the Company’s sustainability standards.

The collection of sustainable home shoes will include a light version, perfect for indoor wear with breathability and a minimalist aesthetic, as well as a winter version enhanced with cozy, insulating materials to keep feet warm during colder months. This extension of Grounded’s core focus on footwear diversifies the Company’s offerings while aligning with the growing consumer demand for eco-friendly and stylish indoor shoes.

Complementing the home shoe line is Grounded’s entry into casual apparel with a product line of comfortable hoodie sweatsuits. Grounded aims to make an impact on the sustainable fashion market, combining timeless design with eco-conscious materials.

This expansion represents a strategic growth initiative for Grounded, tapping into the North American market for comfortwear and loungewear with the potential to reach a broader audience and increase revenue.

“Our expansion into comfortwear is not just about meeting market demand—it’s about redefining what comfort and sustainability mean in today’s world. We believe that true comfort comes from knowing your choices are making a positive impact on the planet. With these new product lines, we’re giving our customers the opportunity to live more consciously without compromising on style,” said Maximilian Justus, the Company’s CEO.

ABOUT GROUNDED PEOPLE APPAREL

Grounded People Apparel Inc. is a Vancouver, British Columbia, Canada based innovative apparel company focused on delivering high quality products to its customers that are 100% PeTA – APPROVED vegan. The Company is primarily engaged in the business of fair-trade, sustainable and earth-conscious fashion. Grounded People has recently partnered with Erfe Group, a distinguished Turkish shoe manufacturer known for its high-quality production using renewable materials and ethical practices, to set new standards in environmentally responsible footwear manufacturing.



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In addition, Grounded actively supports environmental sustainability in the fashion industry with its L.A.C.E.S. campaign. When purchasing Grounded footwear, customers can select shoelaces in specific colors, each representing a different charity that the Company supports. All profits from these shoelace sales are then donated to the corresponding charities.

ON BEHALF OF THE BOARD OF DIRECTORS

“Maximilian Justus”

Maximilian Justus
Chief Executive Officer

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