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PAUL AND JAMES VAN DOREN

- Founders and Idea behind the Shoe
- Created tough, durable shoes with thick soles
- Shoes that last



SHIFT TO SKATE CULTURE

- Durable - adopted by skaters
- Vans went all in with the skater vibe
- The ultimate “adventure shoe”





“OFF THE WALL”

- Vans #36, the Old Skool - Sidestripe
 - The classic look
- “Off The Wall” logo - 13 year old Mark Van Doren



1976-77

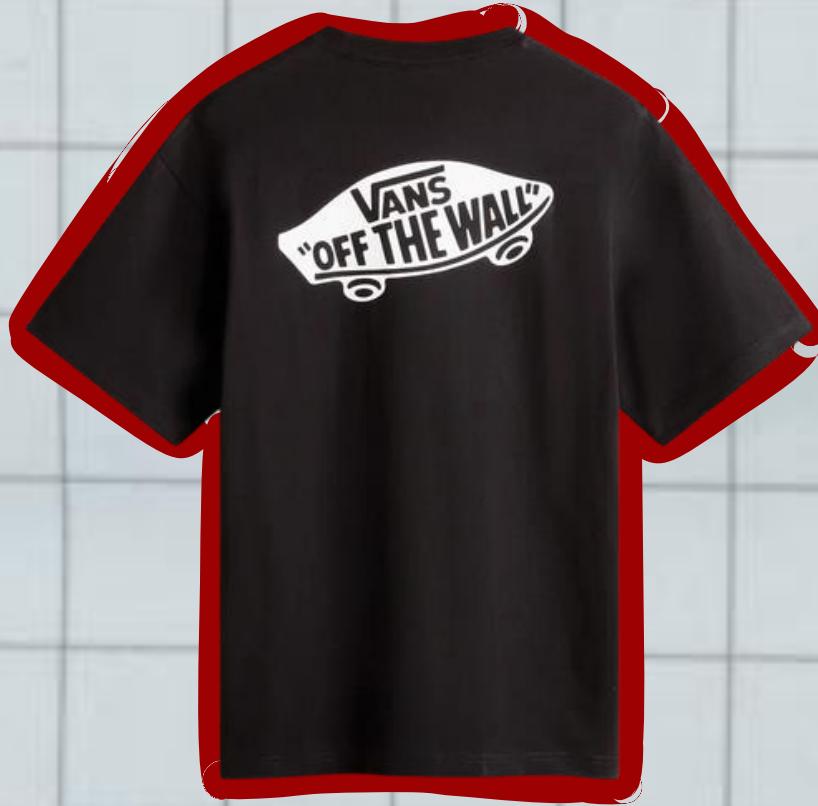
VANS GO MAINSTREAM

- Skaters shot Vans into the mainstream
- Expands to clothing and specialized shoes



THE “NEW” SHOES





VAN'S BANKRUPTCY

- Van's take a shot at clothing
- Used more resources than created
- File for bankruptcy

CLASSIC LOOK

"Vans are the easiest default in the world"

"No one will ever make fun of you for wearing Vans"

"No one's going to wonder why you wore Vans."

"No one ever thinks of Vans negatively."

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SUPPORT & COLLABS

- Warped tour
- Collabs: Metallica, Star Wars, and Sesame Street



SINCE FOREVER CLASSIC



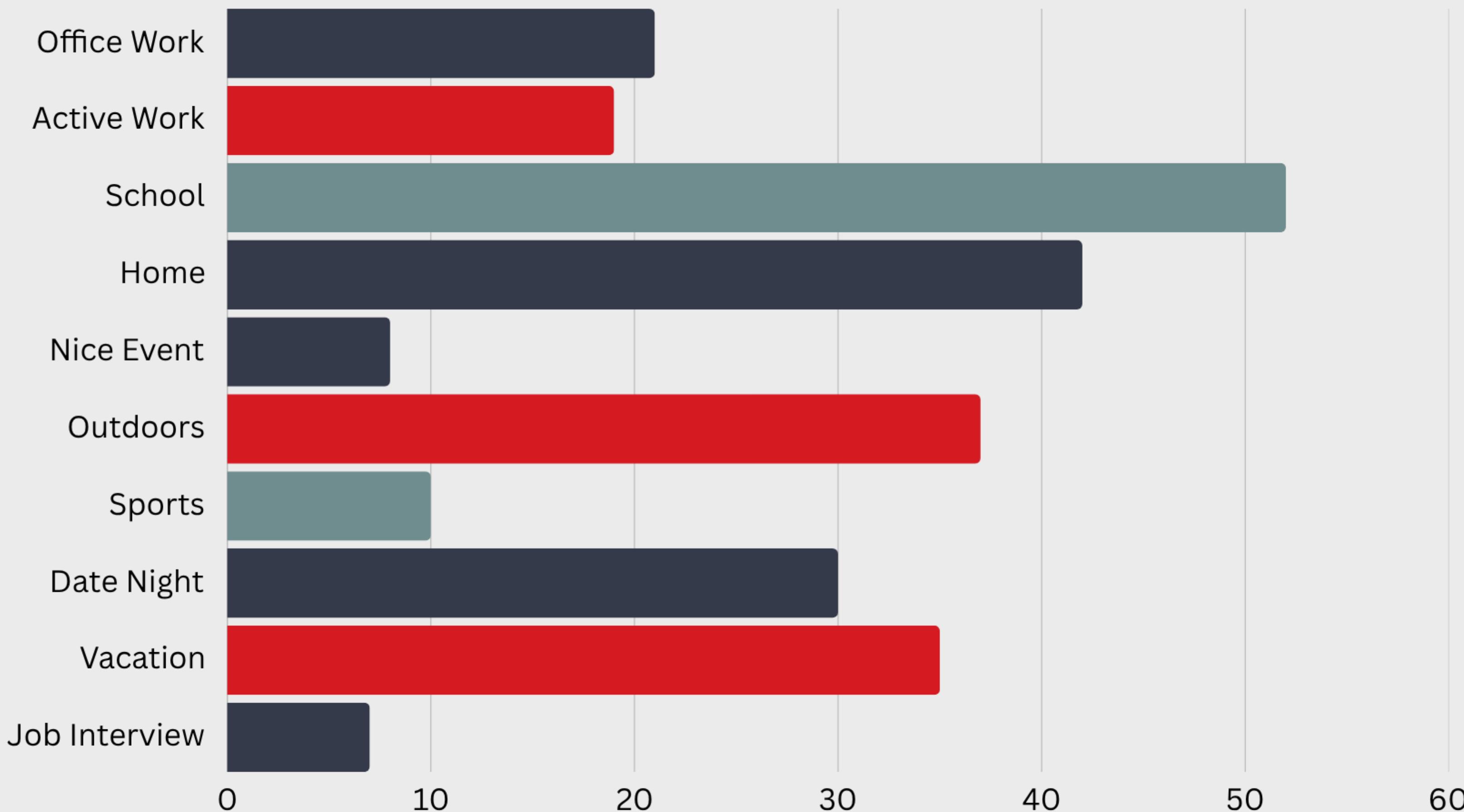
FAMILIARITY

- From the skate shoe, to a go-to
 - Checkered patterns and slip-on shoes ruled the halls of high schools and middle schools
 - *“I definitely think pretty much everyone’s had at least one pair of Vans”*

2010-20



WHERE WOULD YOU WEAR VANS?





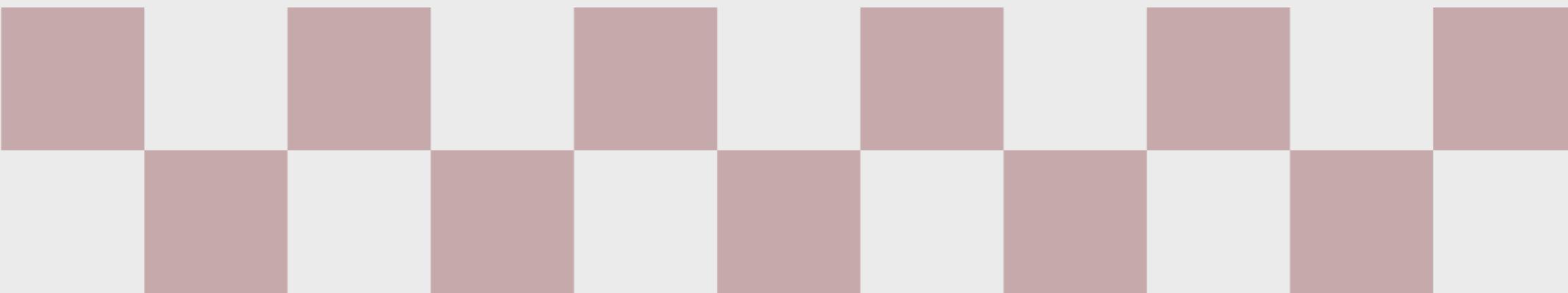
ULTIMATE ADVENTURE SHOE

"I literally got through the mud in those shoes"

"I think I just did everything in those shoes. I would play basketball every night with them. I would go on a lot of trips around the world with them. I went to school every day with them."

COMPANY INSIGHT

Vans are the familiar avenue
to adventure.



DECLINE AMONG GEN Z

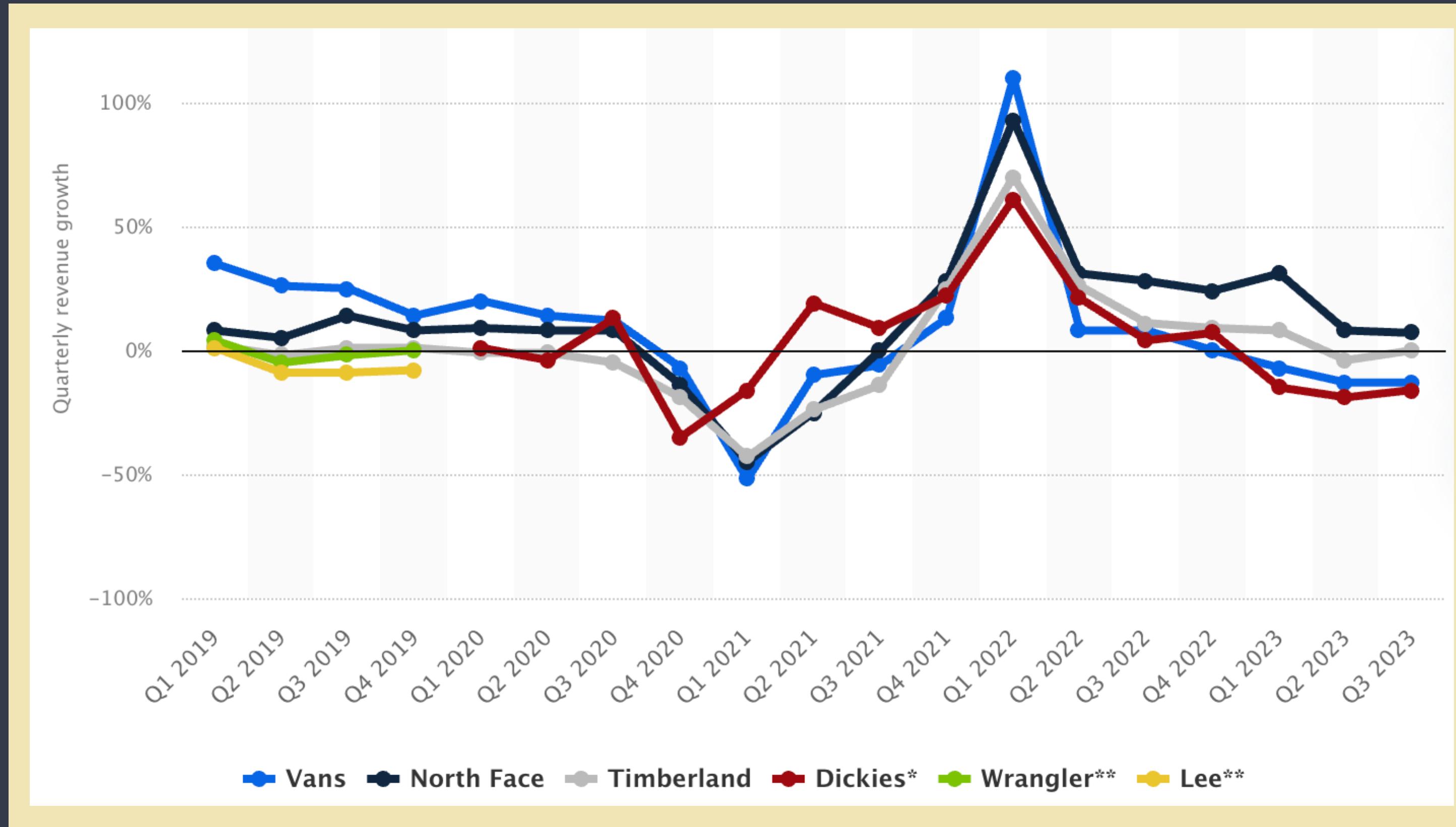
"They're just not the go-to shoe anymore."

"I think the older you get the more you fade out of that kind of shoe."

"I've moved on from Vans."



RESEARCH BACKS THIS



MARKET TRENDS

- High growth
- CAGR (Compound annual growth rate) of 6.2%
- Increases in prices





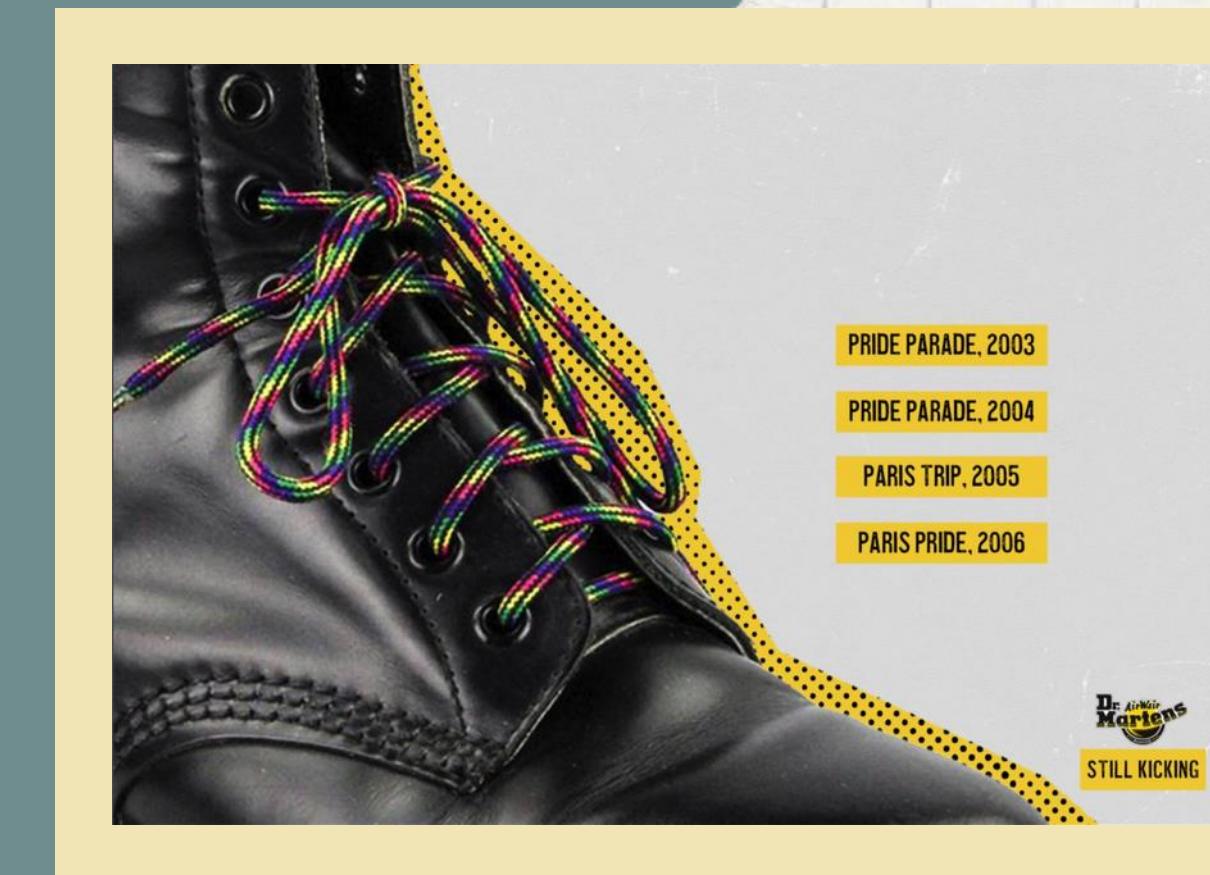
INDUSTRY LEADERS

- Among Gen Z...
 - 66% of respondents own Nike
 - 52% Adidas
 - 29% Vans

DESIGNED BY YOU

- In-Store personalization
- 47% of consumers want this option
- More variety



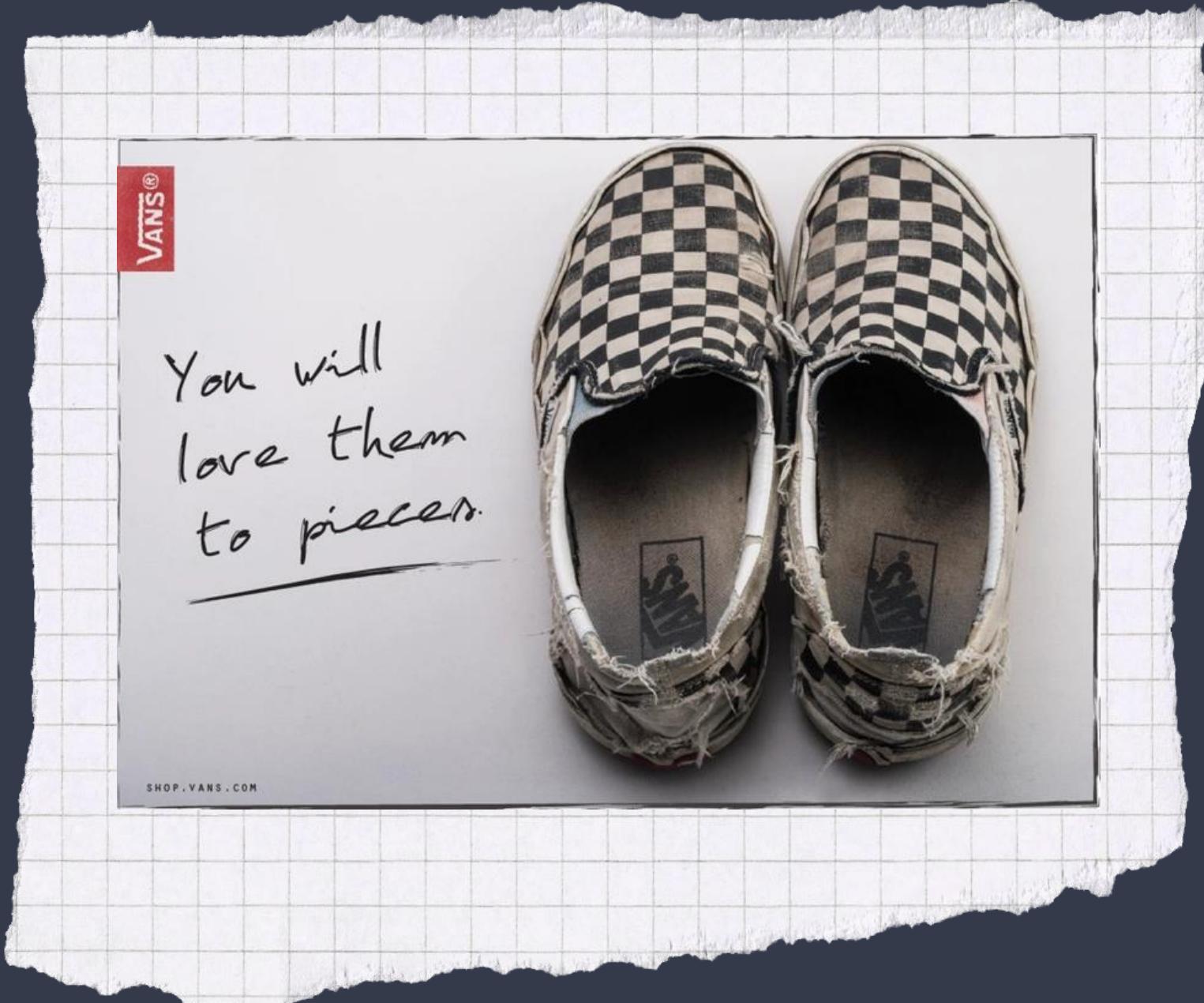


IN-DIRECT COMPETITION

- 35% willing to spend more for sustainable footware/apparel
- 33% consider themselves sustainable or ethical consumers
- Thrift: 42% of Gen Z buys secondhand



WHERE VANS FITS IN



SUSTAINABILITY

- *"Those things will last you until the end of time."*
- Biobased foams, natural grown rubber, recycled textiles.

TRENDS

" They are simple, straightforward and you kind of know what you're getting when you're getting a pair of Vans."

WAFFLE SOUL

THE HISTORY OF VANS SHOES

For 50 years, Vans have been making some of the most recognizable and successful footwear in the world of action sports. Let's take a look back at the most iconic shoes from the past half century.

**1966****The Authentic**

Vans first shoe, the Authentic, was originally released as a made to order shoe. They had great success with it, and produced it as their only shoe for the next ten years.

**1976****The Era**

Stacy Peralta and Tony Alva, two of the most famous skaters ever, came together with Vans and developed the Era, adding new colorways and a padded collar.

**1977****The Old Skool**

The first shoe to feature the iconic Vans Sidestripe, the Old Skool was designed as a skate shoe first, with leather side panels for added strength.

**1977****The Slip-On**

Originally popular with BMX and Skateboard athletes, the Slip-On became world famous when seen on Sean Penn's feet in the film *Fast Times at Ridgemont High*.

**1978****The Sk8-Hi**

The Sk8-Hi brought new style and functionality to the skatepark. The high ankle provided much needed ankle support and protection from runaway skateboards.

**1988****The Half Cab**

The Half Cab was released as the first Pro model skate shoe. It was originally as a high top, but skaters would often cut it down to a mid height shoe, so the Half Cab was born.

**1993****Mountain Edition**

Featuring weather resistant material and more significant insulation, the Vans Mountain Edition shoes were introduced for use as a winter shoe.

**2004****Vans Customs**

In 2004, Vans launched the Vans Customs application on vans.com. This allowed people to fully customize their very own pair of Vans with available fabrics, patterns, and colors.

**2012****LXVI Line**

The ultimate in Vans comfort, The LXVI line featured UltraCush Lite technology. This allowed for a lighter shoe that also provided greater cushioning on landings.



CATEGORY INSIGHT

While other brands go through styles, trends, and their actual products rather quickly, Vans focuses on enduring materials and silhouettes that remain socially consistent.

A BRAND OVERLOOKED

- Normalized by culture as a reminder of good times past
- Still very connected to skate culture

“the easiest default in the world.
Like, no one will ever make fun of
you for wearing Vans,”



WHAT'S THE PROBLEM?

Vans were the go-to shoe in the past, but have failed to maintain relevance as Gen Z starts facing an ominous, unpredictable future.



THE JOB MARKET

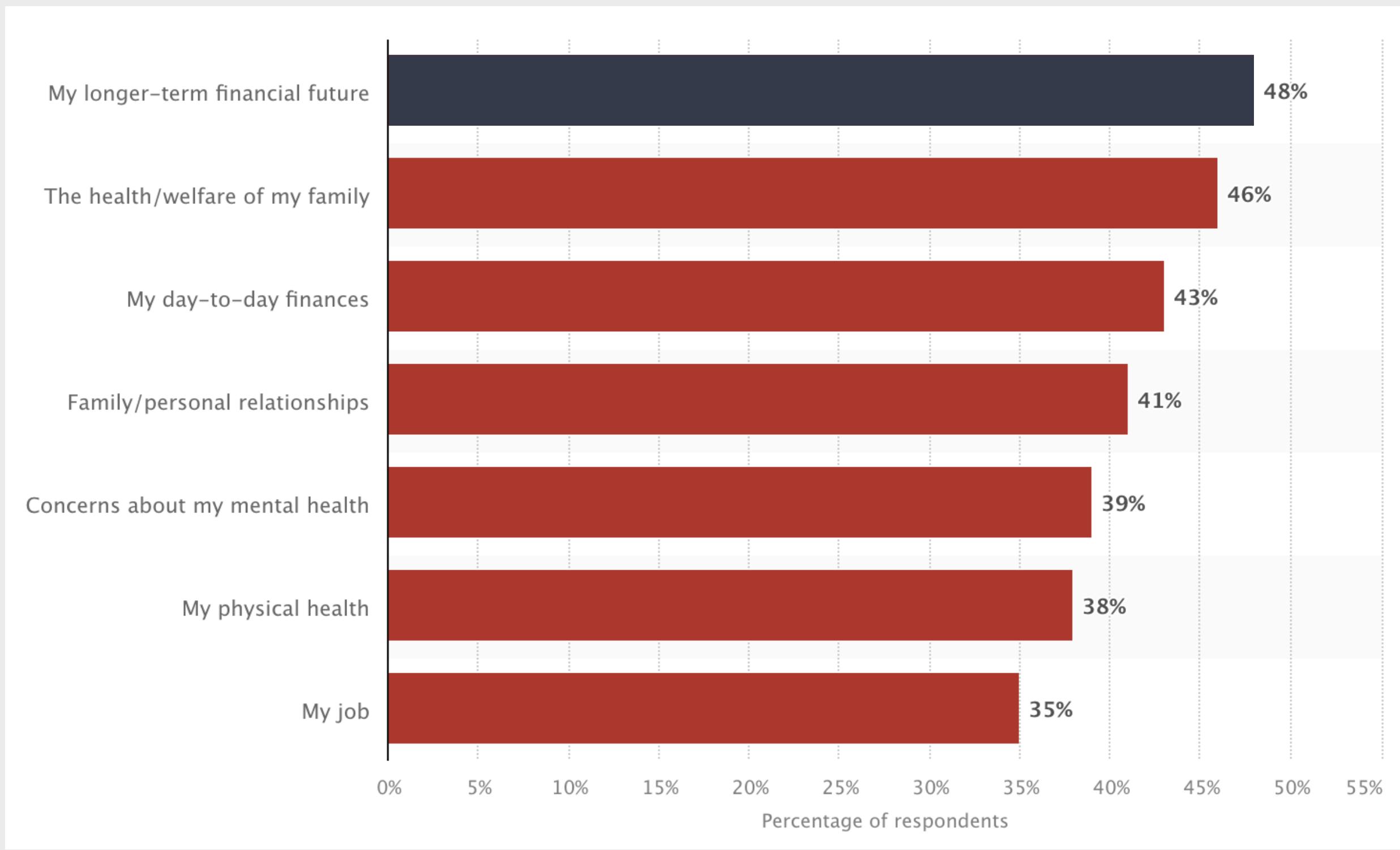
GEN IS THINKING ABOUT...

"Job placement, school and like worrying about being successful in life"

"More adult problems"

"Starting a family"

FINANCIAL INSTABILITY



JOB INSECURITY

- Gen Z is the fastest growing demographic on LinkedIn
- Gen Z will eventually make up 27% of the workforce
- Among workers aged 16-24, per-capita new hires have declined by 14%



Desperate job hunters resort to 'unhinged' hacks to beat the competition in tough market: 'Some are just lying'

June 2, 2025 | 3:37pm

Desperate times calls for desperate measures.

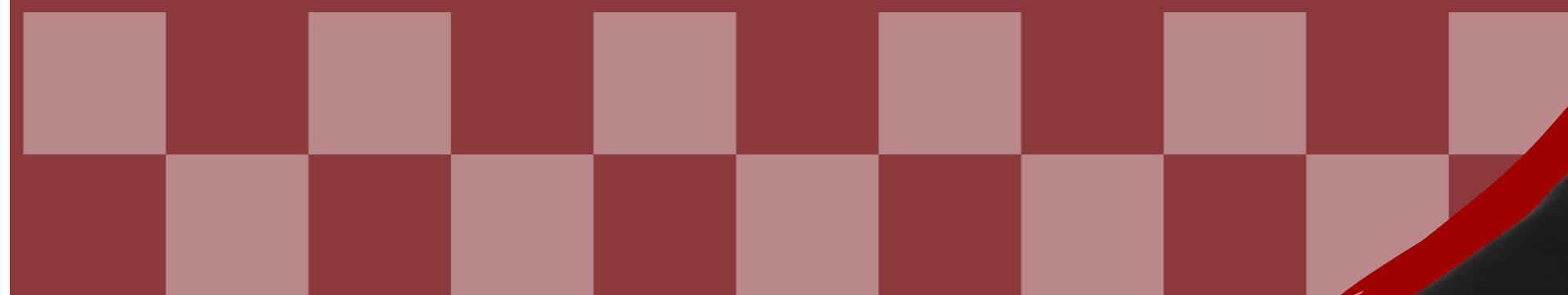
THE AI TAKEOVER

- Goldman-Sachs estimates that 300 Million Jobs will be replaced by AI
- 25% of the Global Market
- Losing jobs like data entry, scheduling, and customer service



CULTURAL INSIGHT

Gen Z are expected to establish themselves in a world that keeps pulling the rug out.





GEN Z

- Focus on 18-25 years old
- Entry level adults
- University students

Writer and Joint BookAuthor,

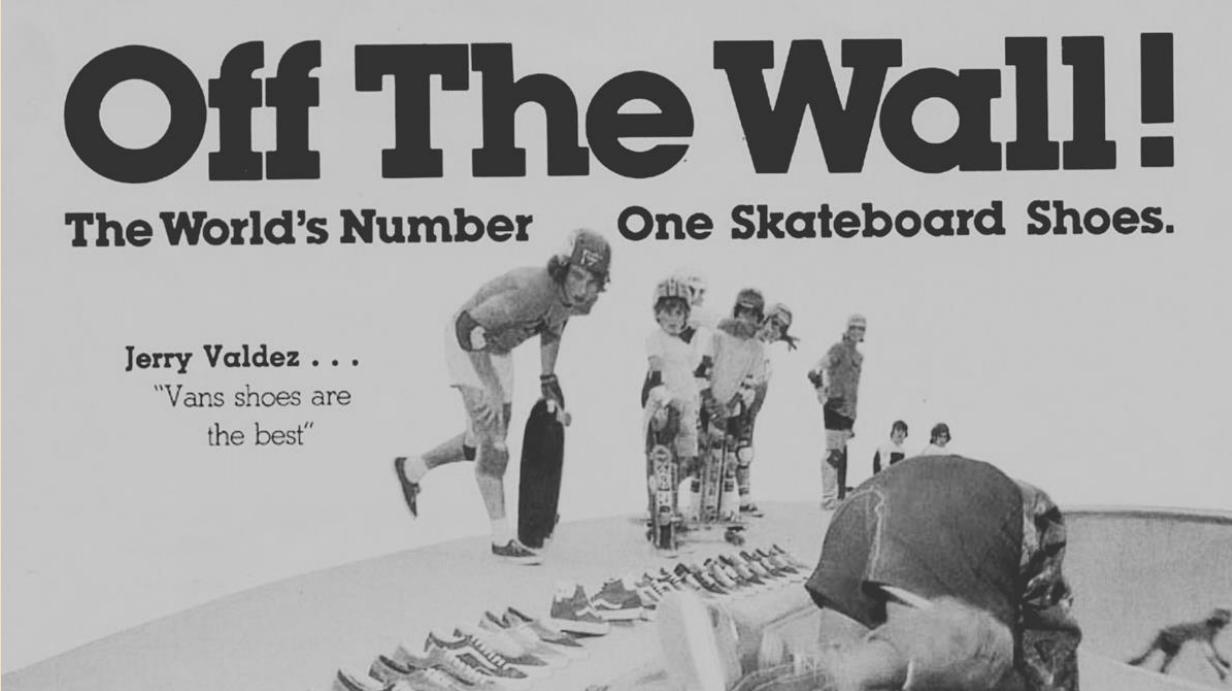
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NOSTALGIA

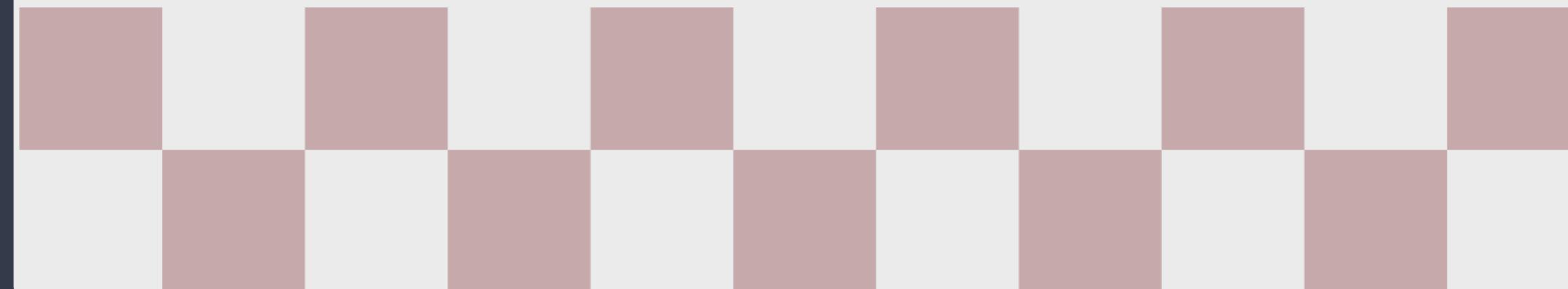
- Nostalgia sells!
- Consumers are focusing on the past to bring comfort to their current lives



"I put on the suckers, I'm running in the streets to hang out with my friends, going through fields, riding stuff and using my feet to stop it on the road."

DISILLUSIONED ABOUT LIFE

“I think I moved on from Vans just because I wasn't doing crazy stuff every day. I was just sitting down at a desk. And so I feel like that's when you move on from Vans.”



WORRIES ABOUT THE FUTURE

- Burnt out and hopeless
- $\frac{1}{3}$ to $\frac{1}{2}$ of Gen Z is concerned about instability in the world and economy
- Visualizing the future

“Like that has never entered my wildest-like, it makes sense to me, but I don't actually see it. I know it's going to happen, but actually visualizing that and feeling that, like it's– it's pretty difficult.”



BRIGHT FUTURE AHEAD



Gen Z is actually “less limited by their age when it comes to starting families, embracing technology, focusing on self-care and experimenting with goals that take them off their current path”.



CONSUMER INSIGHT

Gen Z feels their best memories were in the past, but their best memories are yet to be made.



OUR INSIGHTS

COMPANY

Vans are the familiar avenue to adventure.

CULTURE

Gen Z are expected to establish themselves in a world that keeps pulling the rug out.

CATEGORY

While other brands go through styles, trends, and their actual products rather quickly, Vans focuses on enduring materials and silhouettes that remain socially consistent.

CONSUMER

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CATEGORY

While other brands go through styles, trends, and their actual products rather quickly, Vans focuses on materials and silhouettes that are consistent.



**FIND STABLE FOOTING TO
ESTABLISH AN OPTIMISTIC FUTURE.**

Their best memories were in the past, but their best memories are yet to be made.

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