



DRIVENBYCHARLES



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Resetting A Cinderella Story

It's About Brand Not Shoes

Crocs was built on the success of one shoe. A few followup successes established them as a growth brand. But singular shoe success blinded them to the notion of cementing and building on their brand. When I arrived I guided the brand to look beyond the success of one item, to understand how design shapes vision and product and how to establish



A Look At Brand Lineage

I began by taking a respectful look at where the brand had been and what could be considered its DNA. I examined valuable product attributes, technologies and design details that were important characteristics to maintain in the future.

CROCS | DESIGN

Knowing the Power of Design

Understanding brand is one thing. Being clear on how design activity can convert that into products and experiences is another. It was necessary to educate the organisation on the power of design and how it can be used to shape a brand.

I did so by tracing design history and showcasing designers and design movements.

THE BAUHAUS | ART MEETS INDUSTRY

In the early 20th century, the German architect Walter Gropius recognized the need for a school that would bring together a collaboration between the building trades and the arts. He established a curriculum that would merge art and technology. The Bauhaus (1919 - 1933) is widely recognized as the beginning of modernism and the first true school of design. One of the core principles that embodied the Bauhaus and modernism was the notion of providing for the people, not catering to luxury.

DIETER RAMS | ON DESIGN

"To design is to think."

PRODUCT DESIGN TIMELINE | FUNCTION TO FUN

THE STREAMLINE ERA | INDUSTRIAL DESIGN AND CONSUMERISM

DIETER RAMS | DESIGN AND THE CORPORATION

Visual Language

Shaping visual language for the brand ensured that both the product as well as the look and feel of the brand was authentic and consistent. Tools were created to guide both internal as well as external creatives.



Seasonal Creative Direction

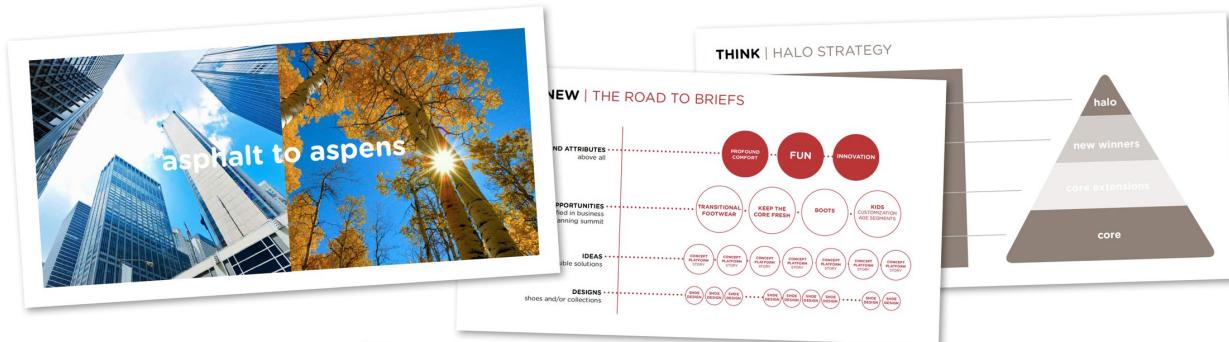
As the overall brand creative direction was established, seasonal directions were also shaped and shared.



WHAT'S NEW | MISSION STATEMENT

WHAT'S NEW | PRODUCT ATTRIBUTES

WHAT'S NEW | ADVERTISING CAMPAIGN



WHAT'S NEW | COMFORT LANGUAGE

WHAT'S NEW | COMFORT LANGUAGE

FOOTBED

- HEEL
- HIGH
- METATRASAL
- TOES

OUTSOLE

- FLEXIBILITY
- WEAR ZONES

WHAT'S NEXT | TRANSITIONAL SHOE

What's the next step in **transitional** footwear?



And When It Works

Good creative direction honors the past while setting a path for the future. The result should be innovative design that is fitting to the brand and resonates with the consumer. Below is some of the work that emerged for the creative direction I established in my role as Global Creative Director.



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⟨ **Puma Visual Language Book**

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