

Presentation on VANS Brand Story

Presentation about VANS brand Student group 2P-296
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Brand history

- Vans - manufacturer of footwear and clothing for sports since the mid 60-ies of the XX century. The first pair of shoes was sold by this company in 1966.



how was the brand created

- The company is named after its founder Paul Van Doren. Van Doren began with the production of canvas shoes - slip-ons and selling them in local stores that belonged to the company itself. A striking feature of Vans shoes was that classic models combined a light canvas top with a thick sole. This later became a distinctive element of the Vans style. The company also produces goods for active sports.

- History Edit On March 16, 1966, in the city of Anaheim (California), brothers Paul Van Doren and James Van Doren, Gordon Lee and Serge Delia opened the first Vans store called The Van Doren Rubber Company. Paul Van Doren and Delieu owned the bulk of the shares, while James Van Doren and Lee owned only ten percent. On the first day of the store's work in the morning, twelve canvas shoes, which are now known as "genuine", were sold. The company introduced three types of shoes at prices ranging from \$ 2.49 to \$ 4.99, but on the opening day only mock-ups of shoes were available in the store, but twelve buyers agreed to return to the store later to collect their orders [1]. Paul Van Doren and Gordon Lee rushed to the factory to make the shoes chosen by customers. Upon returning customers, Paul Van Doren and Lee realized that they had no change to settle accounts with customers. Customers received the shoes, but they were asked to pay the next day. All twelve buyers returned the next day and paid for their shoes.



- In 1979, the company launched the famous Vans Slip-On line of shoes. Its massive success has contributed to the expansion of the distribution network of the company. The brand's shoes began to be sold not only in their own retail stores, but also in malls and retailers throughout the United States. Soon, the company was faced with the problem of cheap fakes of popular Slip-On, so it was forced to cut prices. The high cost of labor, opening new stores and maintaining variability in the product line led the company to bankruptcy in 1984 with a debt of \$ 12 million. Two years later, the company settled its debts and returned to business.



- In 1988, Paul Van Doren sold McCown De Leeuw & Co. Paul for \$ 74.4 million. In 2000, Vans began re-releasing its old shoe models, reviving the retro style, and the business skyrocketed. In 2004, VF Corporation acquired Vans for \$ 396 million.

attitude to skateboarding

- Skateboarding Course In the mid-70s, skateboarding developed rapidly. Skaters of that time tried to find the shoes that would fit their needs. One of those models that pioneers of skateboarding liked then was Style # 44. Wear-resistant canvas, the heel part stitched with four seams, the vulcanized sole with a waffle pattern - all these details contributed to a more comfortable skateboarding. In the 70s, Vans Style # 44 became part of the skater uniform of the time and personified the true California style.

- Skateboarding pioneers began to wear Vans shoes before the brand began to pay attention to this street culture. Californian brand sneakers attracted skaters of that time with their durability, functionality and affordable prices.





- Closer to the year 1976, Vans are fully aware of their attitude towards the skate community. The brand began to advertise in skateboarding magazines and sponsor riders.



- Vans as a sponsor In the 70s, skateboarding inexorably continued to gain momentum. New talents appeared that were the same potential "pro-riders." Sponsors, contracts are a common thing. Without this, it is difficult to imagine modern skateboarding. In the 70s, it was just as practical.



Thanks for attention