

HELLO

THE
FOOTWEAR
INDUSTRY
IS A
CALLING

LEE CROY

{ FOOTWEAR }SM
{ SERVICES }

FROM THE GROUND UP

WHAT A TIME

The industry is in a state of
dynamic change and uncertainty,
with shifting tides on the horizon
and fertile soil
beneath our feet.

From tariffs and ai, to additive
manufacturing, bio-tech materials,
and mind shoes, to rising
underdogs and
ambitious startups,

— *a new footwear frontier
is upon us.*

“

WHAT A CALLING

TRANSLATE
INSIGHT
INTO
IMPACT
THROUGH
INNOVATION

LEE CROY

”

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SERVICES }

FROM THE GROUND UP

EXPERTISE

MARKET & CONSUMER INSIGHTS

FOR BUSINESS & PLANNING

Through deep listening, analysis, & storytelling,
I build data-backed-insights to help sharpen
the lens of your brand telescope.

DESIGN STRATEGY & INNOVATION

FOR XF CREATIVE TEAMS

During times of uncertainty & seismic shifts,
I provide a steady hand, an adaptable process, & an
unwavering curiosity to define what's next.

PRODUCT CREATION & DEVELOPMENT

FOR GOODS, WEARS, & 'WARES

Where Research & Design make meaning.
Driving storytelling, product collections, on-foot
innovations, apparel, accessories & activations.

RETAIL & CUSTOMER EXPERIENCE

FOR ENGAGEMENT & SELL THROUGH

With foundations in B&M retail, I enjoy threading the
story through the moment of truth, where product,
people, place, & possibility converge.

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FROM THE GROUND UP

SUPERPOWERS

COLLABORATION WITH CROSS FUNCTIONAL INNOVATION TEAMS

WITH RESPECT TO COMPANY CULTURE

TRANSLATION OF BRAND DNA & MARKET INSIGHTS INTO IMPACTFUL IDEAS

TO STEWARD THE COLLECTIVE INTENT

CREATION OF NEXT-GEN PRODUCT EXPERIENCES WHICH RESONATE

IN SERVICE OF CUSTOMER DEMAND

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FROM THE GROUND UP



HISTORY



DESIGN FOR



BRANDS



BIG



SMALL



&



MIGHTY



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FROM THE GROUND UP

ACTION

**IF YOU'RE BUILDING
WHAT'S NEXT IN
PRODUCT, FOOTWEAR,
OR APPAREL &
NEED A SEASONED
COLLABORATOR,**

LET'S WALK.

LEE CROY

LEE@FTWRSRVCS.COM

503.893.9062

Move people
Move culture
Move units

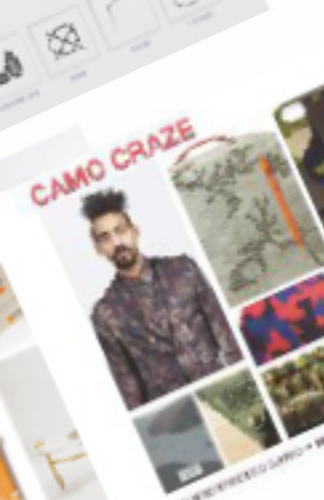
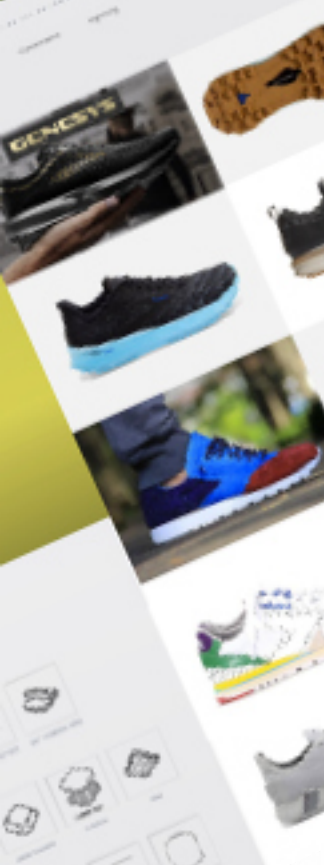
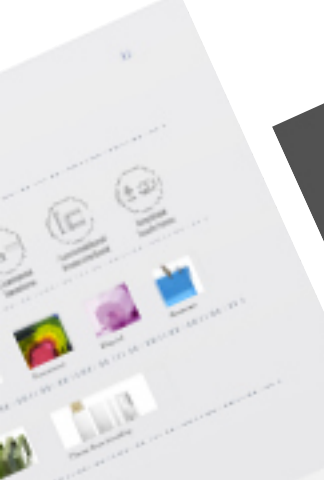
**[FOOTWEAR]SM
[SERVICES]**

FROM THE GROUND UP

MARKET & CONSUMER INSIGHTS

BROOKS POV 2021

NEXT GEN
GUIDERAILS
FOOTWEAR FOR
SUPPORT & INJURY
PREVENTION



INDUSTRY 5.0
MFG

Brooks celebrates the Cascadia's environmental sustainability through our products & let the design team tell your story of a sustainability initiative?

How do we address their vision and lead the construction of Cascadia's Smart Manufacturing initiative?

What minimal wear and tear can we use with an existing product narrative and collectors committed to production?

How can Brooks utilize disruptive and innovative services & experiences in place of B2B retail and E-commerce DTC?

ARTISAN-MADE SPECIALIZED E-COMMERCE DIRECT CONSUMER SUBSCRIBE OR SHARE THE SOCIAL SCIENCE SHOPPING EXPERIENCE



RESEARCH & DESIGN

WHO ARE YOUR FUTURE CUSTOMERS?

How do we create our discovery and empathy process and build stronger emotional connections with our runners?

How do we engage with our customers in relevant & meaningful ways during a Covid world?

How do we design for the next generation of runners?

How do we shift our language from "target consumers" to "runners, believers, aspirationalists, loyalists, & Walker Audites?"

ur attention will move from the phone

are becoming smaller each day with bite size interactions and information moving to our eyes. The tablet will continue to those close to us. How will the tablet make those close to us? How are people using it? How will the tablet make those close to us? How are people using it?

DESIGN STRATEGY & INNOVATION

ZIBA | INTEL 2013

The Age of Interpretation

We capture everything. We share almost anything. We contribute a little bit. Information is there, accessible and free. Objects are integrated, seamless and disaggregated.



The Information Age
We are now free to be relevant in real time

Early Adopters



While early adopters are quick to try the next big thing, they don't build the boundaries of tablets. We discovered that early adopters are the ones who establish the new bleeding edge of what it can do. They have adapted the tablet and changed their behaviors to use the tablet as their primary device.

Connected Dots

People + Information

People need the ability to not only see more but also connect the dots. They want to share what they've discovered so they can better connect with others.

Mutual Relationships

People + Devices

People don't update their devices all at once. Tablets should work seamlessly with older devices and adapt to moving between primary and secondary roles.

Controlled Stimulation

People + Environment

People get distracted easily and need controlled amounts of stimulation in their environment in order to stay focused or engaged.

Intention Zone

Control what's around you

Wearable Play

Discard your phone

Supportive Back

Remove your laptop

Tangible Play

Directional interaction

Separable Screen Shot

Highlight anything

Supportive Secondary

Refreshing PCs

Separable Camera + Projector

Project and share

Long term Platform extensions

Media Sync, Weekly Data Report, Quick Scan, Quick Share, Rewards, Life Vault

Medium term Platform foundations for relationships

Desktop 2.0, Home Monitoring, Backup, Tracker, Data Logs

Short term New products and channels

Outer Drive, Mobile Best Seller, Double Drive, Mobile Companion, iShaq

Enhanced Point of Purchase

Differentiate products by value

Seagate Cloud

Simple, intuitive, online storage services

MySeagate ID

Unified user accounts to access all Seagate services

MySeagate Service

Simple, quick, and easy installation, online powered by Seagate OS

Cloud Partnerships

Joint marketing

Retail Partnerships + Training

Create retail scenarios in new channels

Passive Solution Seeker

03 Simply Sweets

02 Social Sharer

04 Loss Preventer

01 Access

Big + Complex Data

Small + Simple Data

Story B Things to get

Microfluidic Inkjet

Immersive Day

Overhead Projection Screens

Work Pro

VR

5x5 I/O

Experience

Interpretation of Information

Engaged

Around Me

Value Proposition: Amplification of my senses so I can relive my life and explore the world as if I was there.

Story B Making

FROM THE GROUND UP

[FOOTWEAR]
[SERVICES]

FROM THE GROUND UP

04 Hard drives are associated with anxiety. Web services are associated with enjoyment.

Web services tend to be the heroes when it comes to providing content enjoyment. Users have high expectations for user-friendly apps and services. Hard drives are viewed as purely functional associated with worst-case scenarios.

Connect with people through positive

HYPERTECH
POP

CELEBRITY

DESIGN STRATEGY & INNOVATION

ZIBA | BESTBUY 2016

DESIGN THEME
is passion-
and unex-
inspired by
performance of
Product ben-
with performance
to excite the
er and create credibil-
brand

zero headphones



phone case



HDMI cable



phone to
with ear



HEALTH TECHNOLOGY

PRECISE
SMART
COVETED
SEAMLESS
REFINED
DURABLE



backpack



ME

phone case



PRODUCT FAMILY SYSTEM



Power strip
with 1 USB port



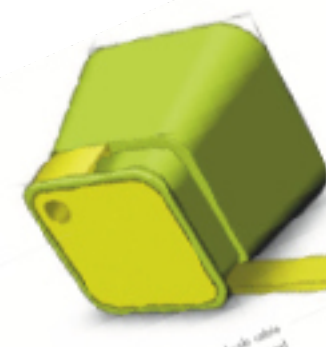
wireless keyboard

HDMI cable



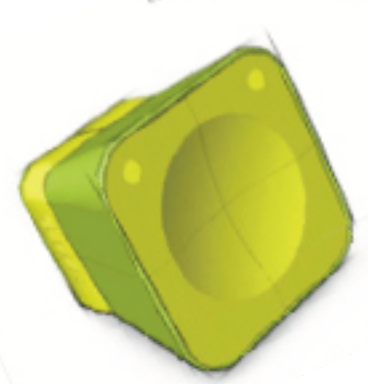
BRAND EVOLUTION

MicroUSB
for weight vest



Integrated cable into
also available with sleeve

metal spike cover



UNIVERSAL
PERSONAL

DESIGN THEME
MOVE
MAKER

[FOOTWEAR]
[SERVICES]SM

FROM THE GROUND UP

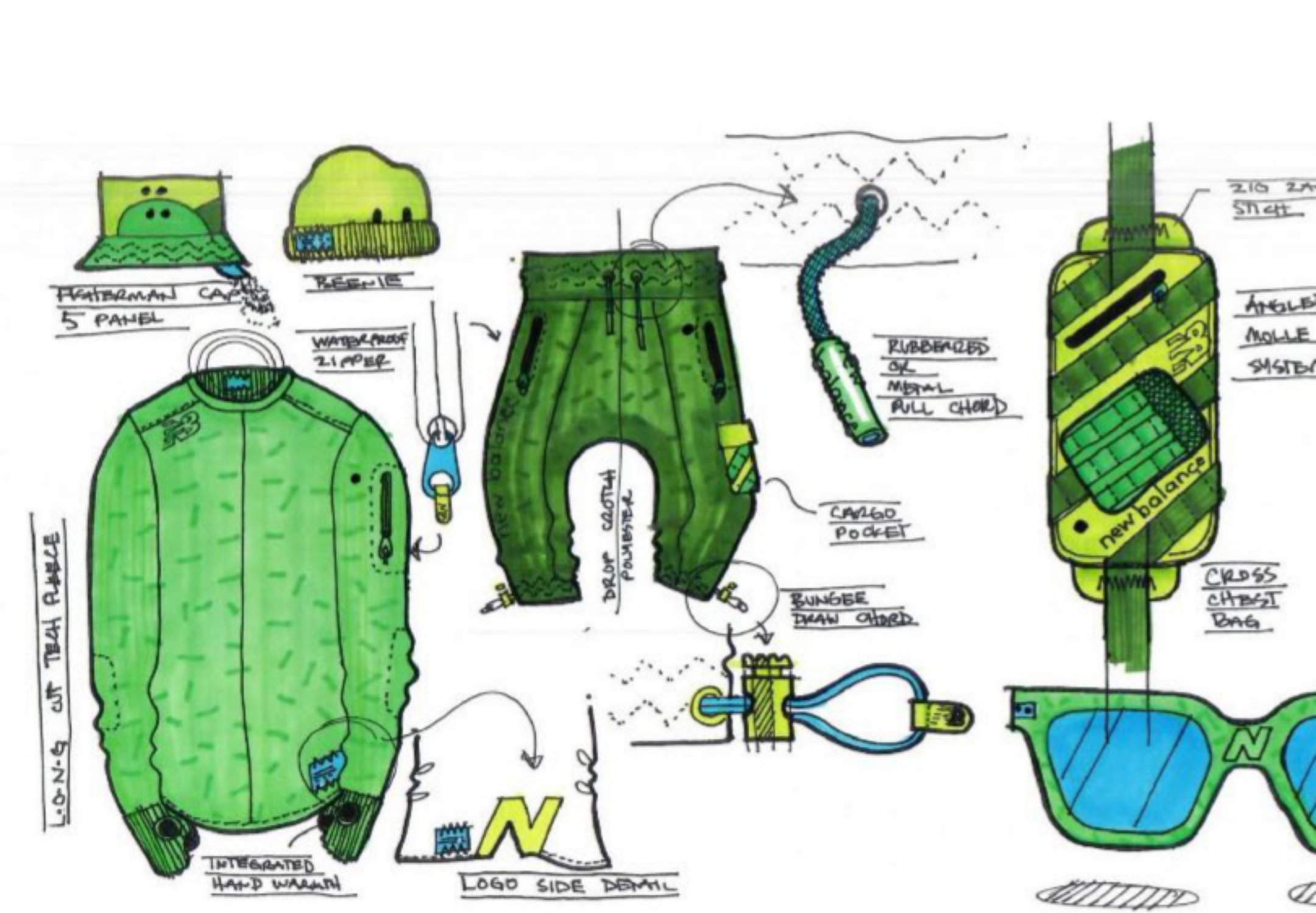


can discover



PRODUCT CREATION & DEVELOPMENT

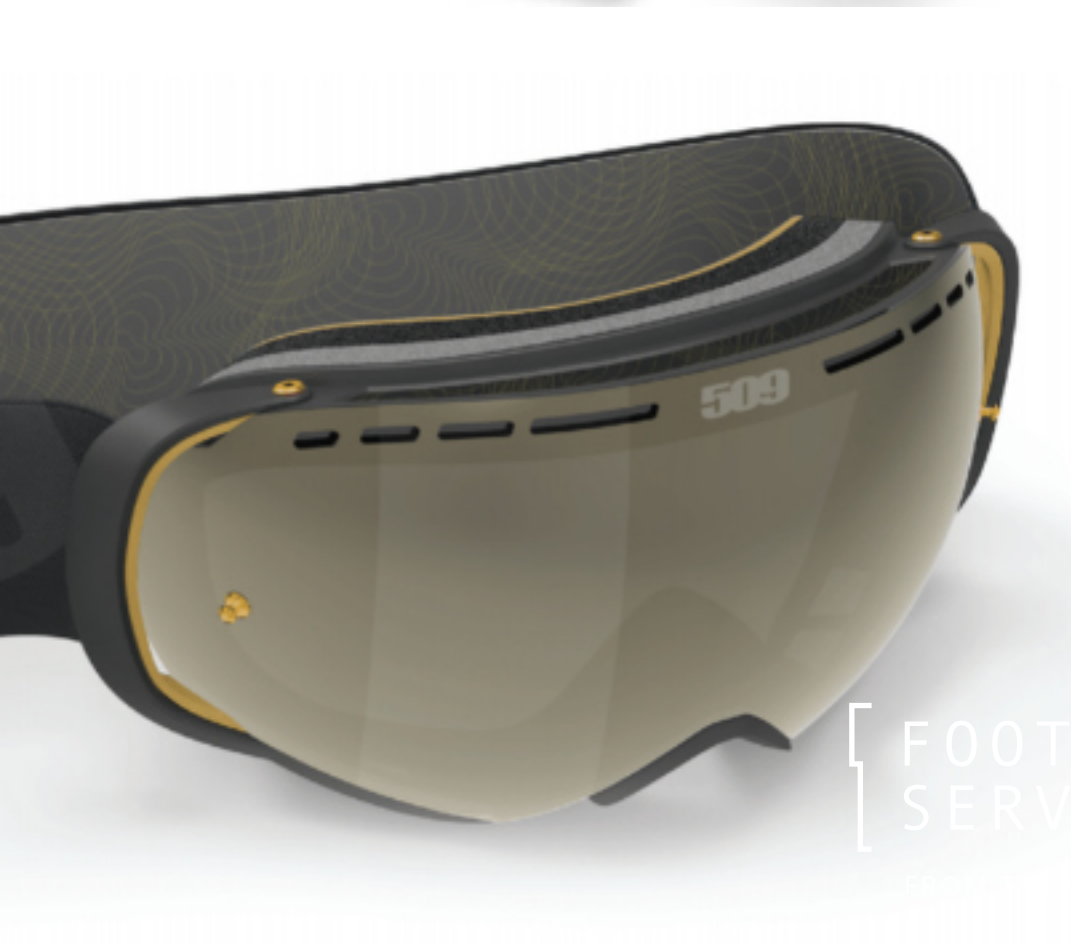
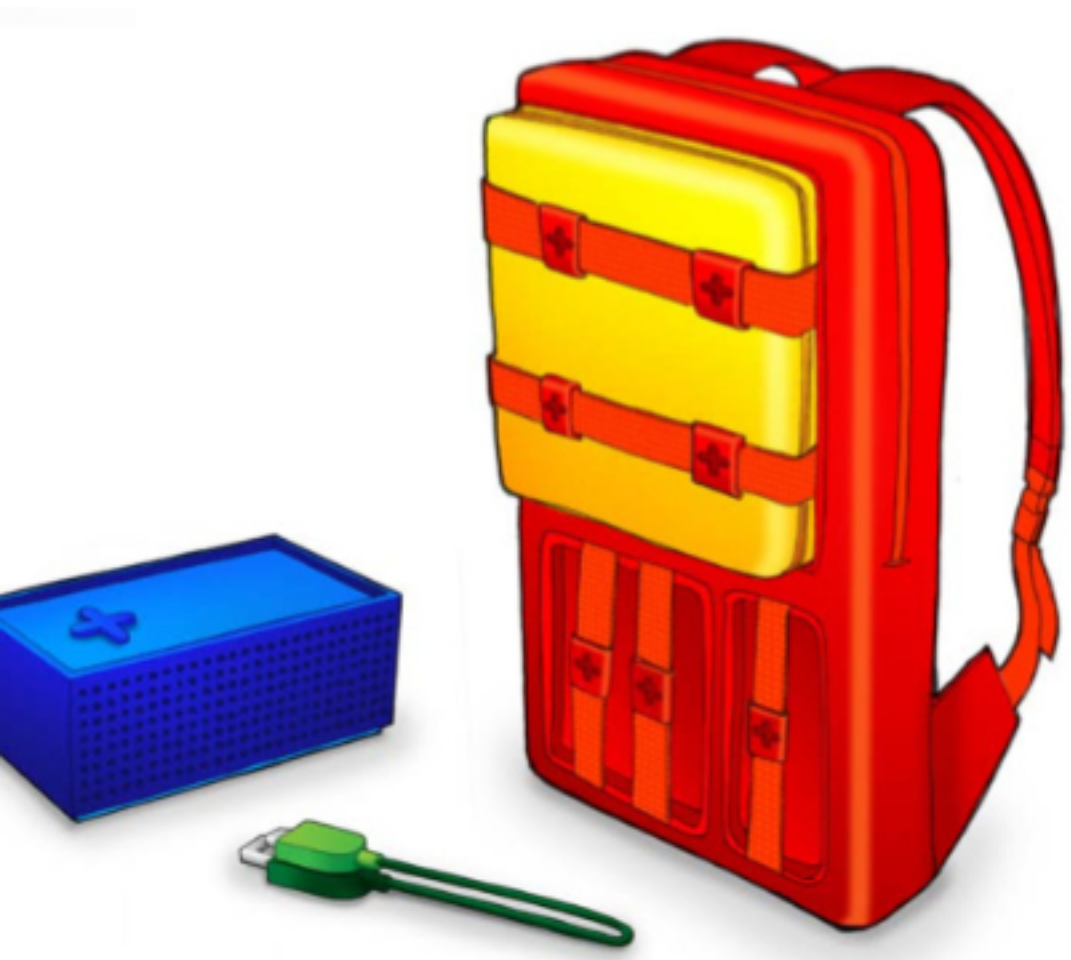
NEW BALANCE 2022





PRODUCT CREATION & DEVELOPMENT

OUTDOOR ARCHIVES



[FOOTWEAR SERVICES]SM

ROUND UP

PRODUCT CREATION & DEVELOPMENT

PENSOLE | NEW BALANCE 2023



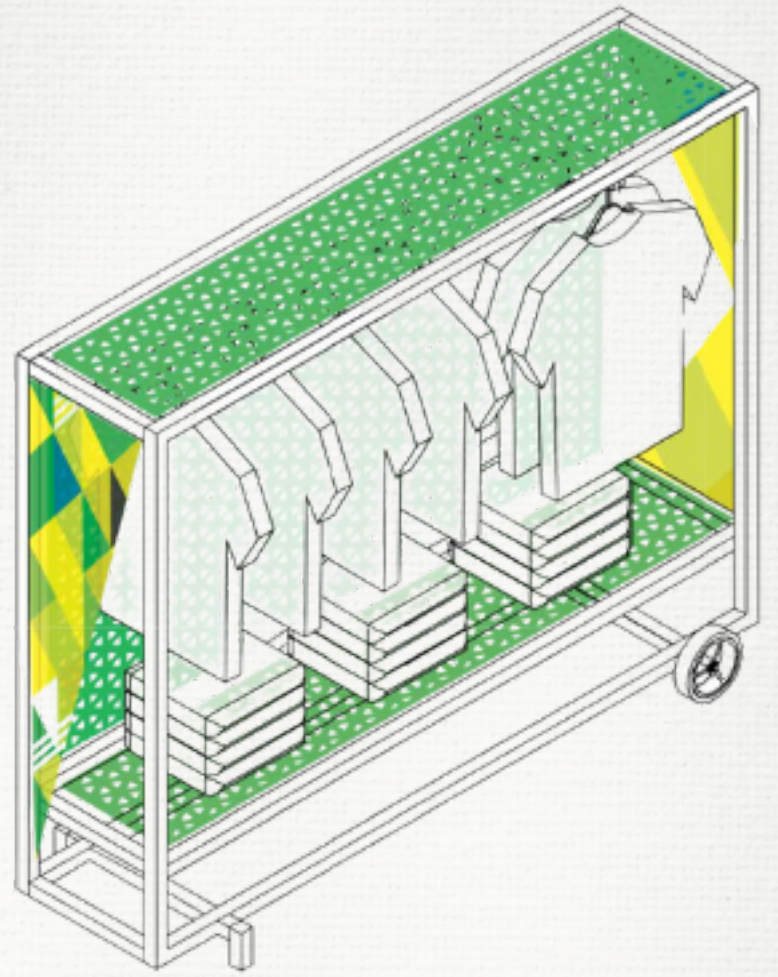
COLLABORATORS | YARITZA LOZANO & ANGELA MEDLIN





RETAIL & CUSTOMER EXPERIENCE

ZIBA | ADIDAS 2014



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RETAIL & CUSTOMER EXPERIENCE

ZIBA | ADIDAS 2016



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FROM THE GROUND UP

DJ Booth



Disco Ball Chandelier



RETAIL & CUSTOMER EXPERIENCE

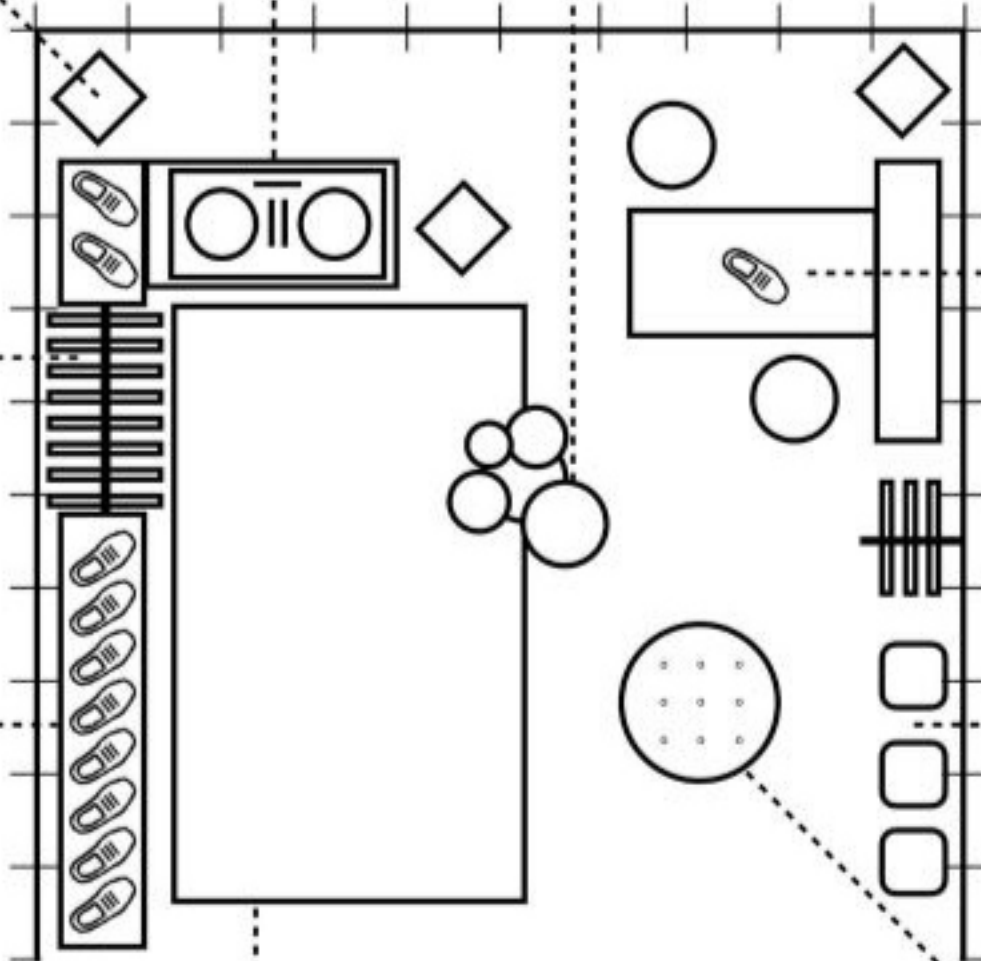
F.I.T. | COMPLEX 2021



Shoe Wall



Shoe Wall



Workbench & Buyers Table



Bags & Accessories



Bench

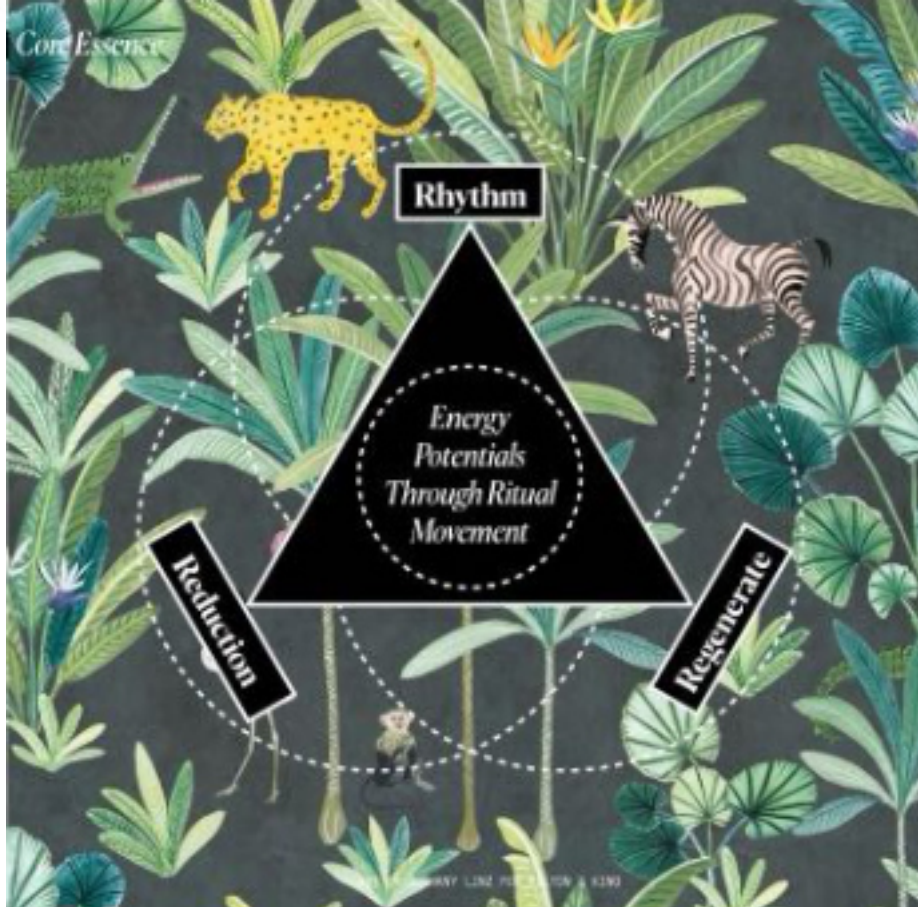


For those who walk to their own drum, as long as its four-on-the-floor. We provide a rhythmic space & service for the movers & shakers, the thinkers, hustlers, & money makers. For the generators & contributors who know potential rises best together, two steps at a time.

Footwear, Gear, & Accessories from an age old relic, turning forgotten data & sound into a resource for custom DTC goods from up-cycled materials.

We are about reducing our need to create raw materials when there is abundance in discarded technologies which still have energy, value, & time left to share.

Dance Floor



[FOOTWEAR SERVICES]SM

FROM THE GROUND UP

“

WHY?

FOOTWEAR IS FOUNDATIONAL

Shoes were born out-of-necessity
& became our human made
connection to mother earth.

Shoes provide the path to pursue
our full potential, protecting us &
enhancing her earthly elements
on our journey home.

LEE CROY

”

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{ SERVICES }

FROM THE GROUND UP