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THE YEAR

2026

The footwear industry is in a state of dynamic change 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, ambitious reboots, and legacy brands changing hands.

A new footwear frontier is upon us.

LEE CROY

”

[FOOTWEAR
SERVICES]SM

FROM THE GROUND UP

“

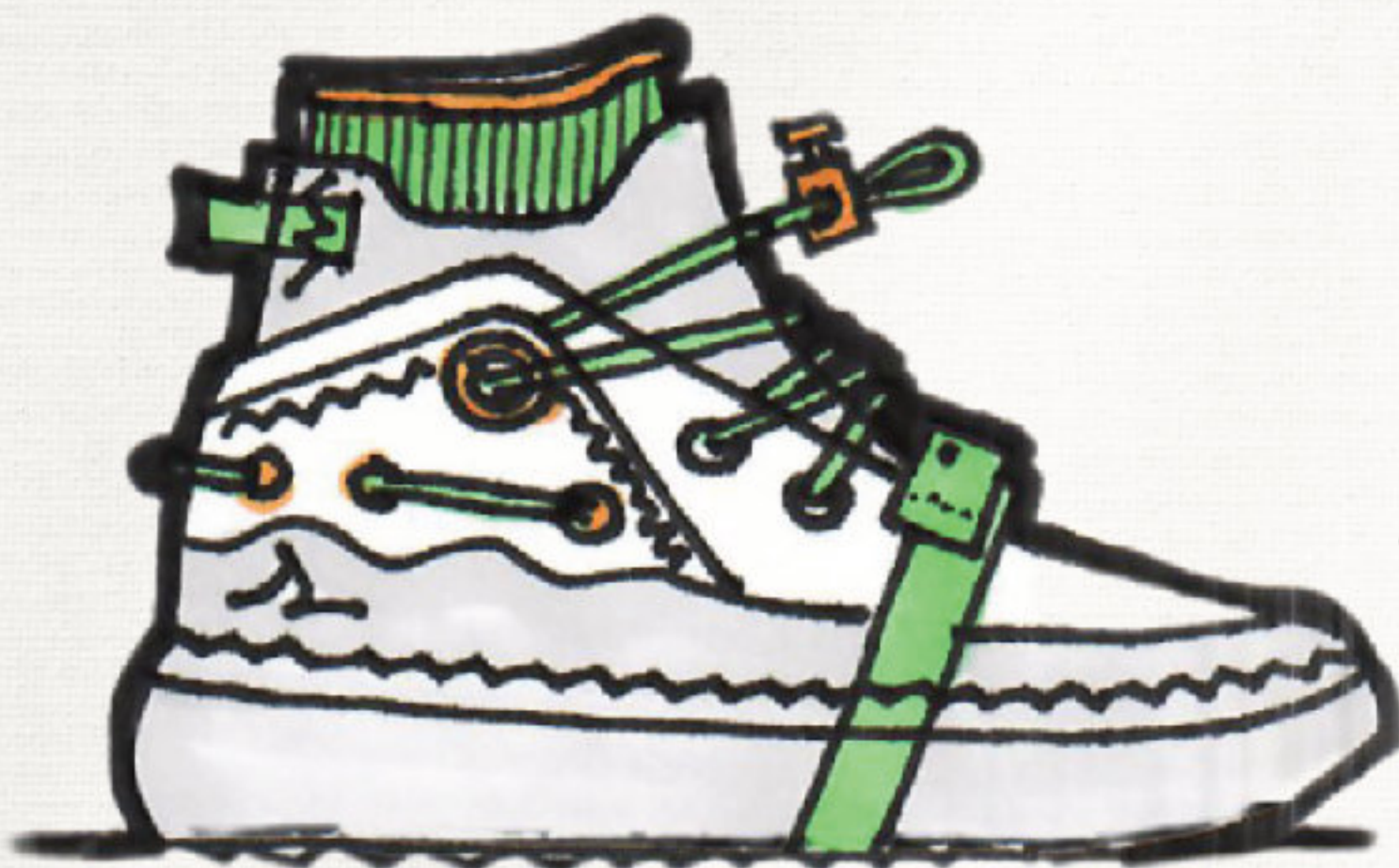
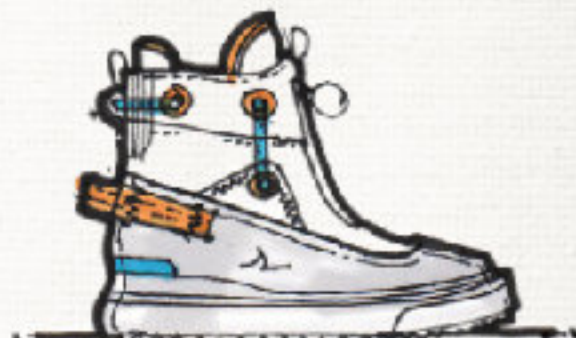
I TURN
INSIGHT
INTO
IMPACT
THROUGH
INNOVATION

LEE CROY

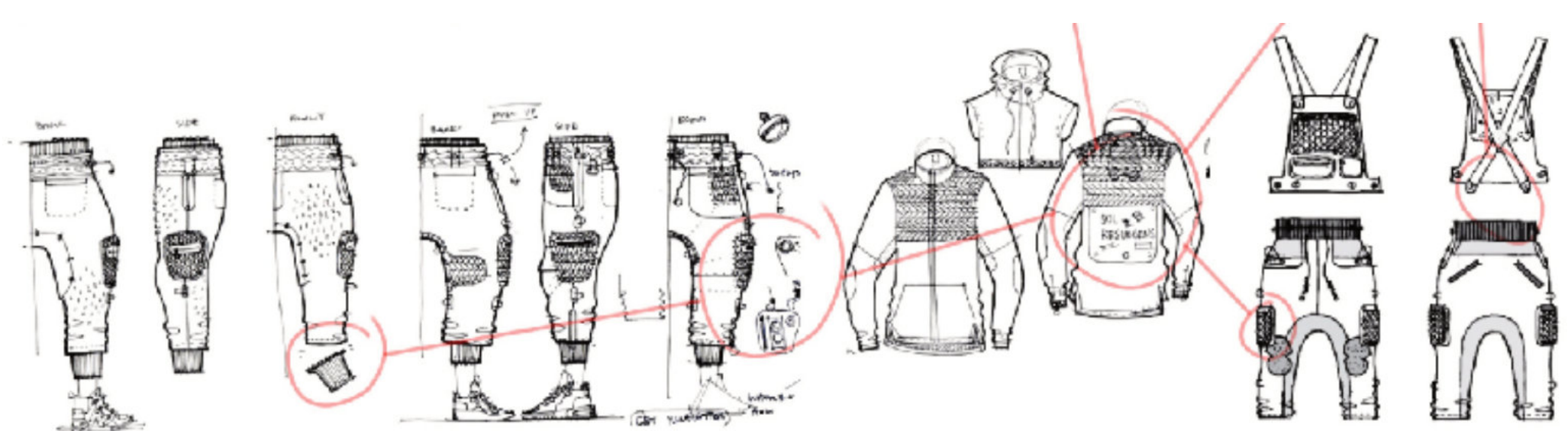
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FROM THE GROUND UP



[FOOTWEAR]SM
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FROM THE GROUND UP



NEW BALANCE + PENSOLE 2022

MATERIAL FUNCTION
Butter Proof

PERFORMANCE ATTRIBUTES
Butter

COMPOSITION
Canvas, Mesh, Leather

MATERIAL FUNCTION
Mixer Hat, Crochet, Demand Station

PERFORMANCE ATTRIBUTES
Knit, Demand Station, Waterproof

COMPOSITION
Canvas, Mesh, Leather

MATERIAL FUNCTION
Butter Proof

PERFORMANCE ATTRIBUTES
Butter

COMPOSITION
Canvas, Mesh, Leather

MATERIAL FUNCTION
Top Liner, Pocket Guard, Pocket Lining

PERFORMANCE ATTRIBUTES
Knit, Demand Station, Waterproof

COMPOSITION
Canvas, Mesh, Leather

MATERIAL FUNCTION
Knit, Demand Station, Waterproof

PERFORMANCE ATTRIBUTES
Knit, Demand Station, Waterproof

COMPOSITION
Canvas, Mesh, Leather

MATERIAL FUNCTION
Suspenders & Mesh Band

PERFORMANCE ATTRIBUTES
Knit, Demand Station, Waterproof

COMPOSITION
Canvas, Mesh, Leather

COLLABORATORS | YARITZA LOZANO & ANGELA MEDLIN



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ADIDAS 2015



COLLABORATORS | ZIBA



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FOR



BRANDS



BIG



SMALL



&



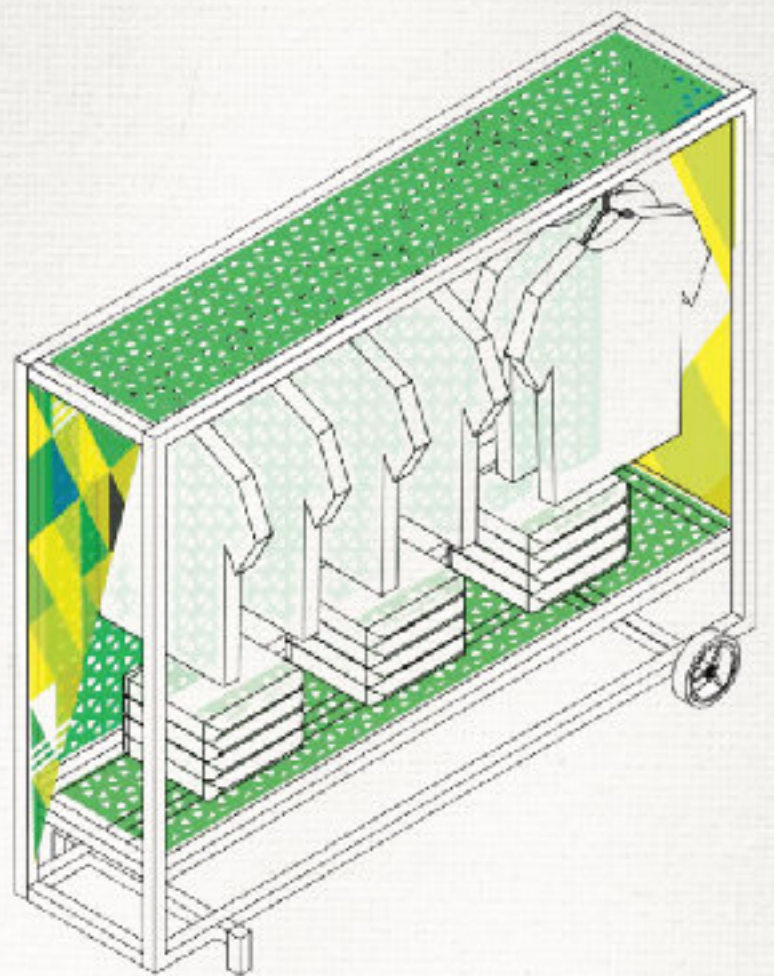
MIGHTY



FROM THE GROUND UP



COLLABORATORS | ZIBA



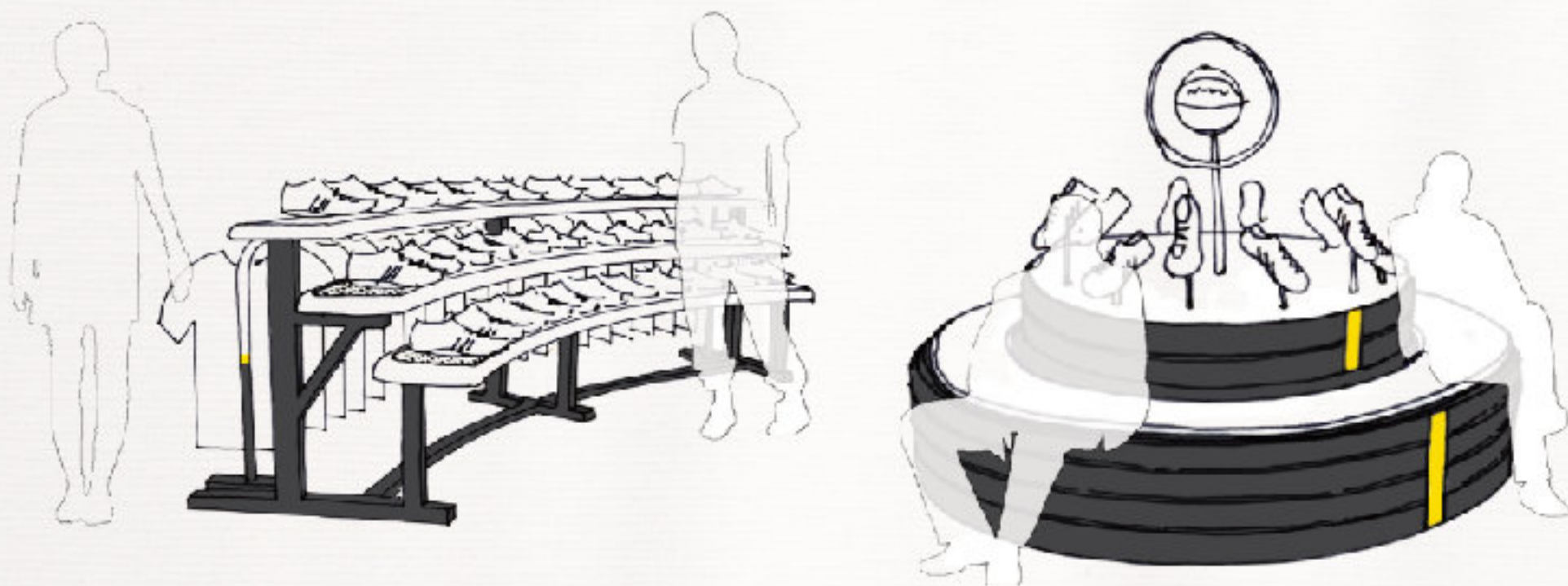
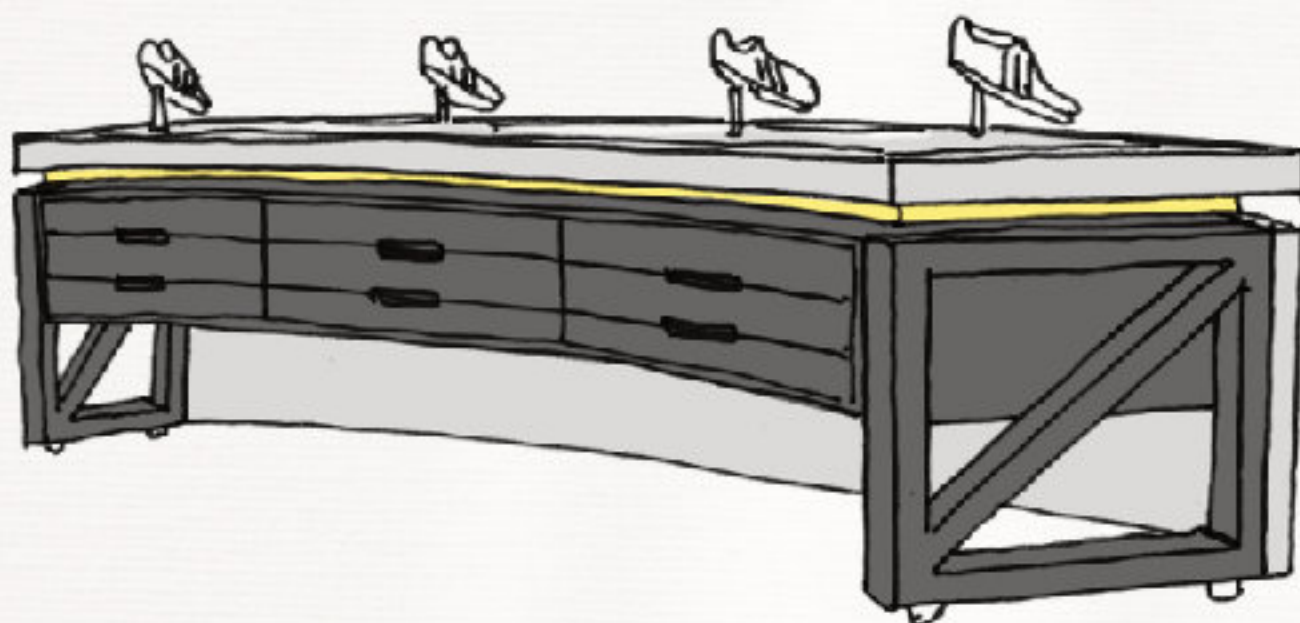
[FOOTWEAR SERVICES]SM
FROM THE GROUND UP



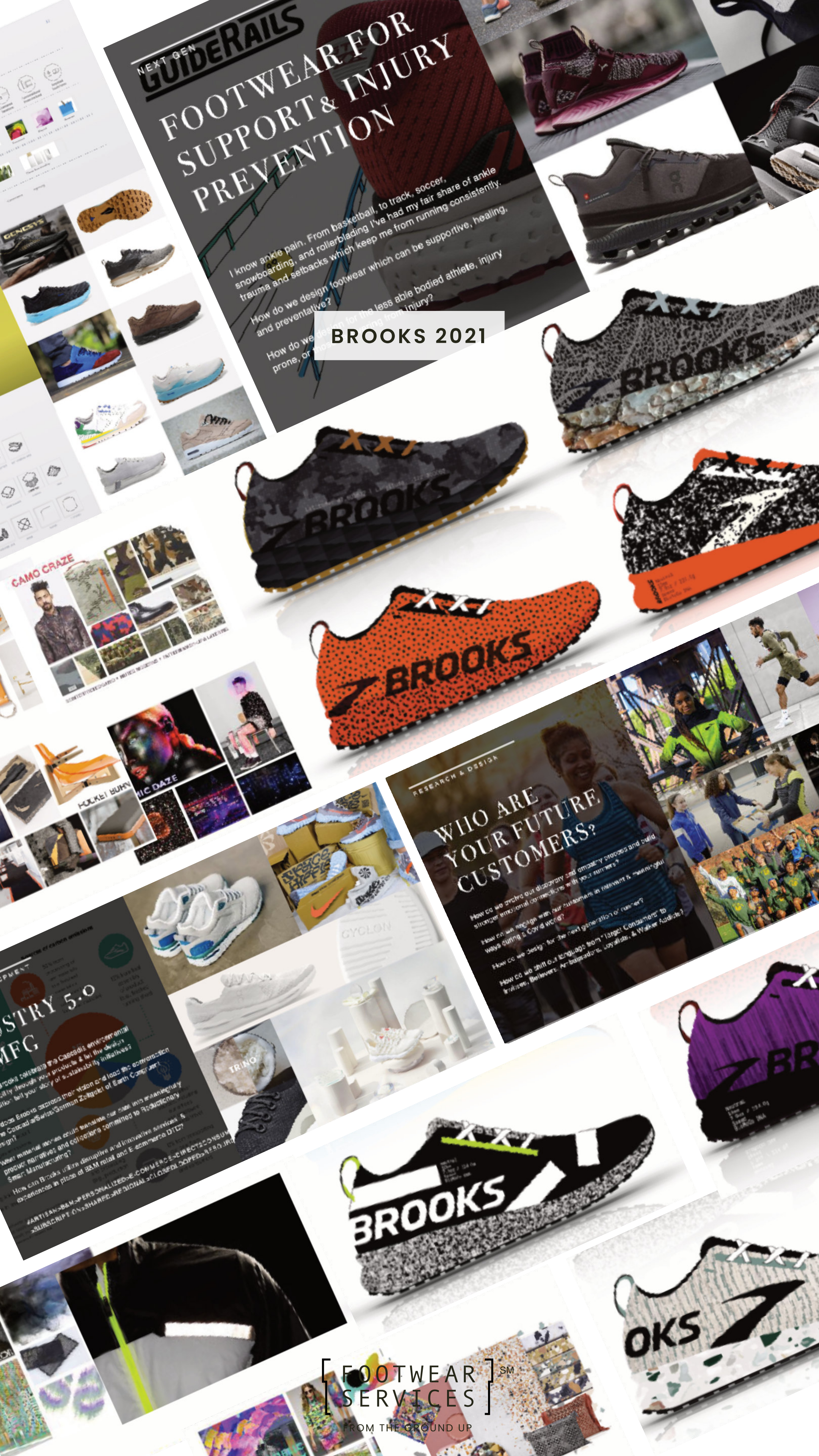
ADIDAS 2016



COLLABORATORS | ZIBA



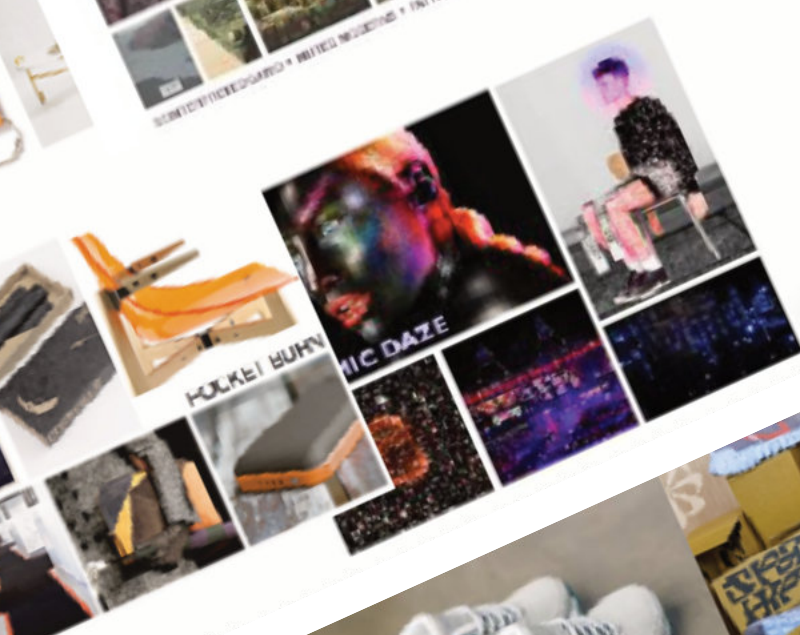
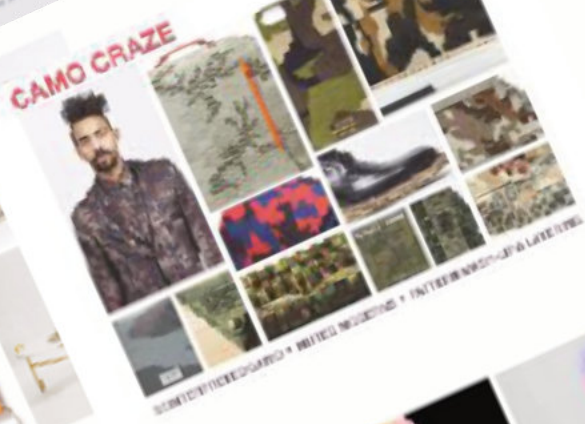
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FROM THE GROUND UP



NEXT GEN GUIDERAILS FOOTWEAR FOR SUPPORT & INJURY PREVENTION

I know ankle pain. From basketball, to track, soccer, snowboarding, and rollerblading I've had my fair share of ankle trauma and setbacks which keep me from running consistently. How do we design footwear which can be supportive, healing, and preventative?
How do we design for the less able bodied athlete, injury prone, or those recovering from injury?

BROOKS 2021



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FROM THE GROUND UP

1

I collaborate with
cross functional teams
on complex problems,
FOR TRANSFORMATIONAL GROWTH

2

fuse brand DNA with
market research into
strategic paths forward,
TO HARNESS THE COLLECTIVE INTENT

3

& create next-generation
products, experiences, &
retail activations.

IN SERVICE OF CUSTOMER NEEDS

LEE CROY

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FROM THE GROUND UP



FROM THE GROUND UP



COMPLEX + F.I.T 2021

DJ Booth



Disco Ball Chandelier

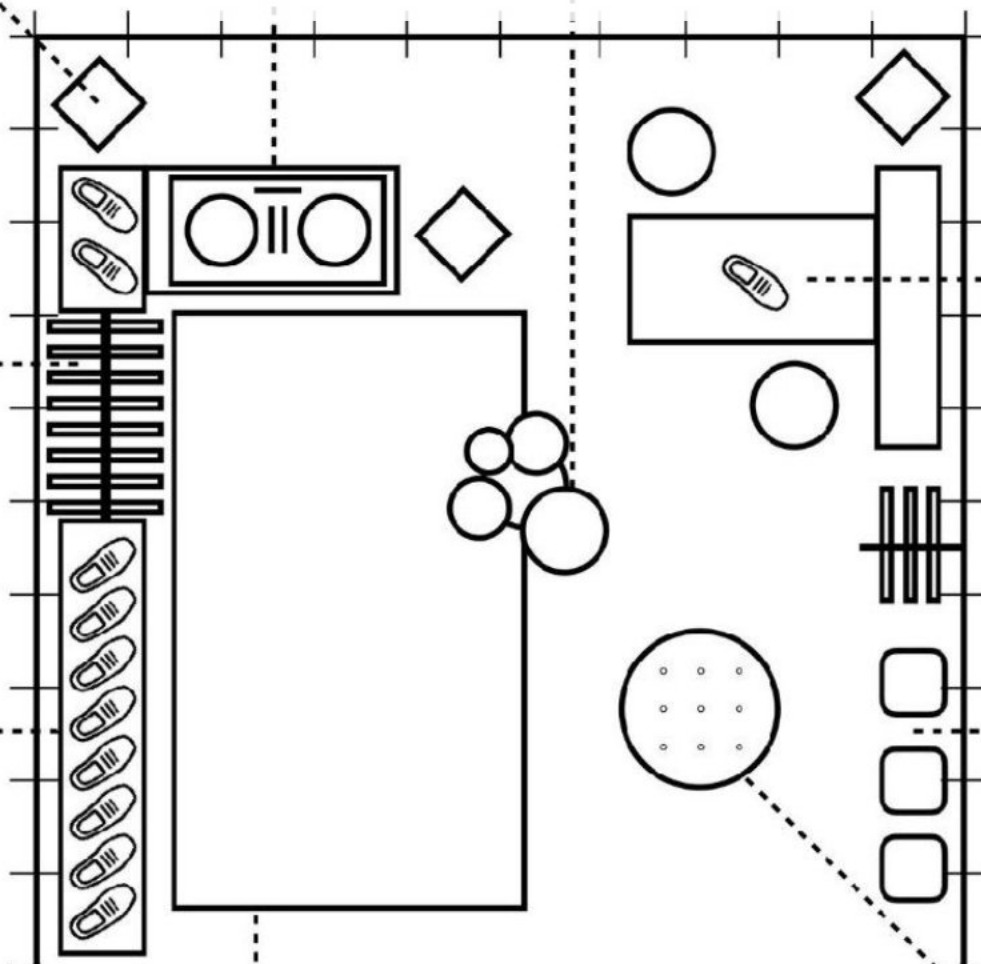


COMPLEX + F.I.T 2021

areel Corner



e wall



Workbench & Buyers Table



Bags & Accessories



Bench



Dance Floor

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.

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FROM THE GROUND UP

CELE

entor is passion-
ormed and unex-
ways inspired by
r and performance of
n within. Product ben-
upled with performance
nd specs to excite the
mencer and create credibil-
ne brand.

wifiHDMI cable

phone case

HDMI cable

hertop sluis

ME

single case

hackpo

PRECISE
SMART
COVETED
SEAMLESS
REFINED
DURABLE

LANGUAGE EXPLORATION

MOVE
MAKER

FOOTWEAR
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FROM THE GROUND UP

UNIVERSAL
SONAL

rubberized
for spigot sand

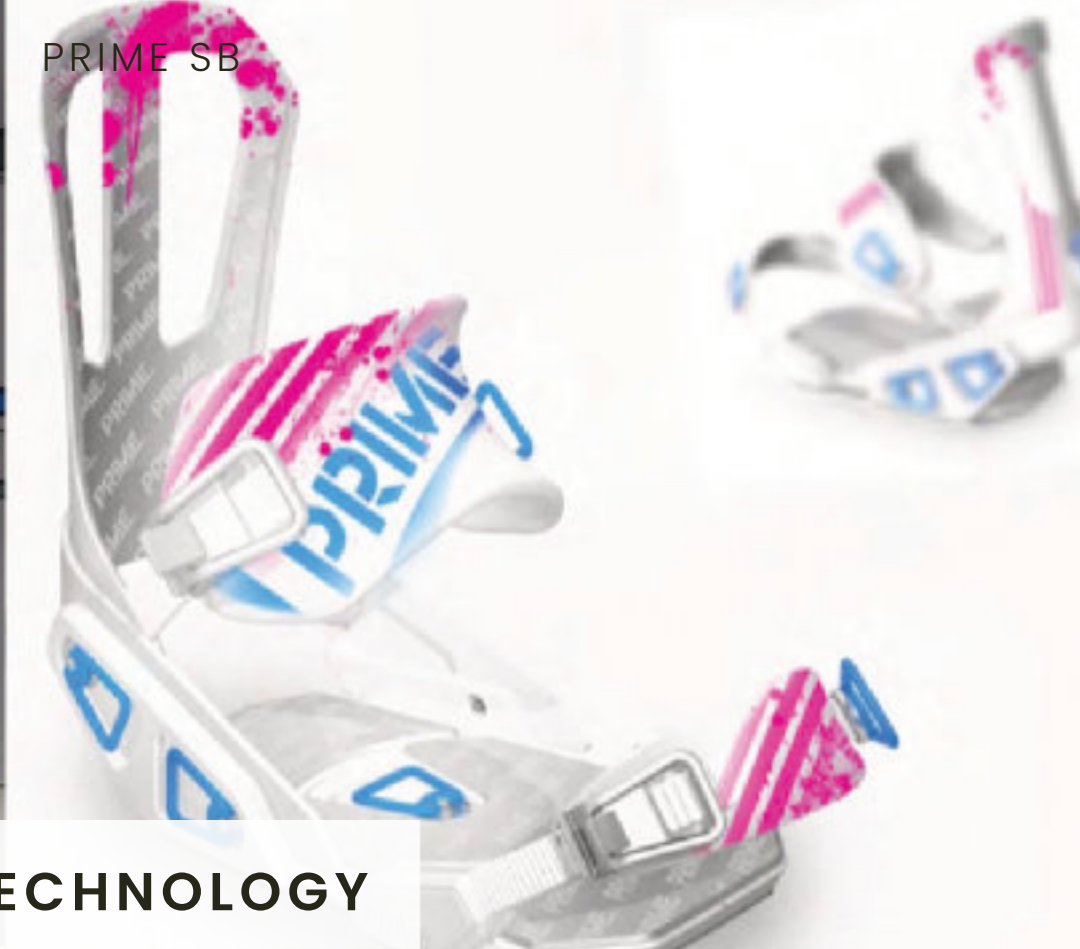
Integrated web cam
also provides stable stand

metal speaker mount

OUTDOOR PRODUCTS



PRIME SB



OUTDOOR TECHNOLOGY

LIFT SAFETY



PRIMUS



BRUNTON



BRUNTON



509



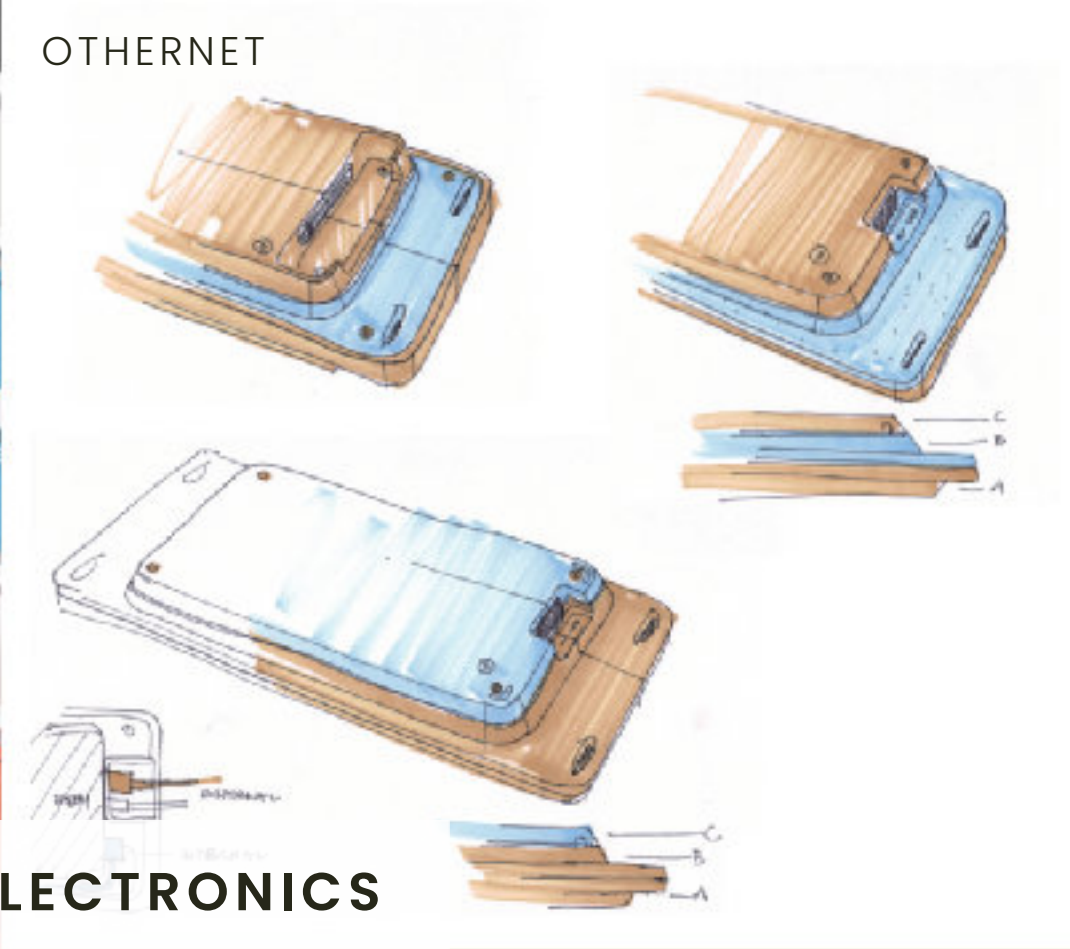
OUTDOOR RESEARCH



BEST BUY

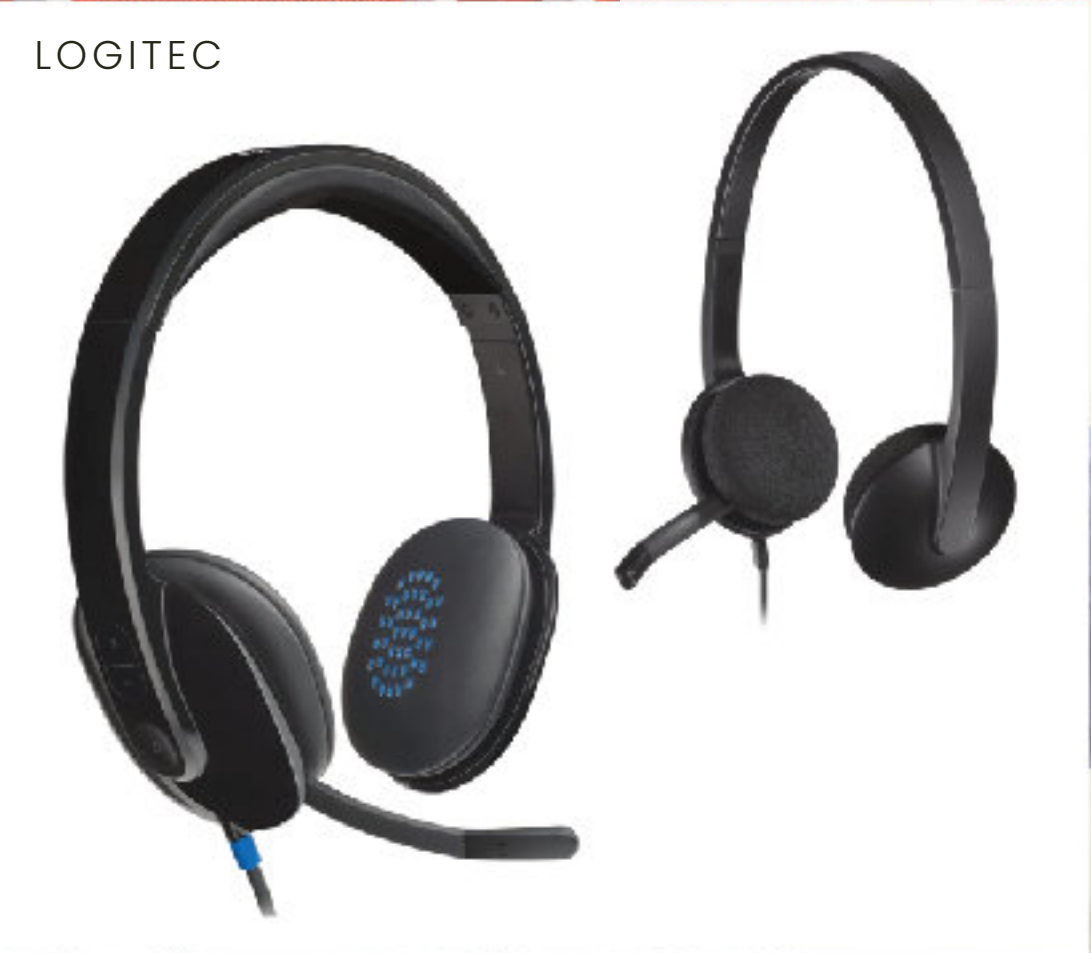


OTHERNET



CONSUMER ELECTRONICS

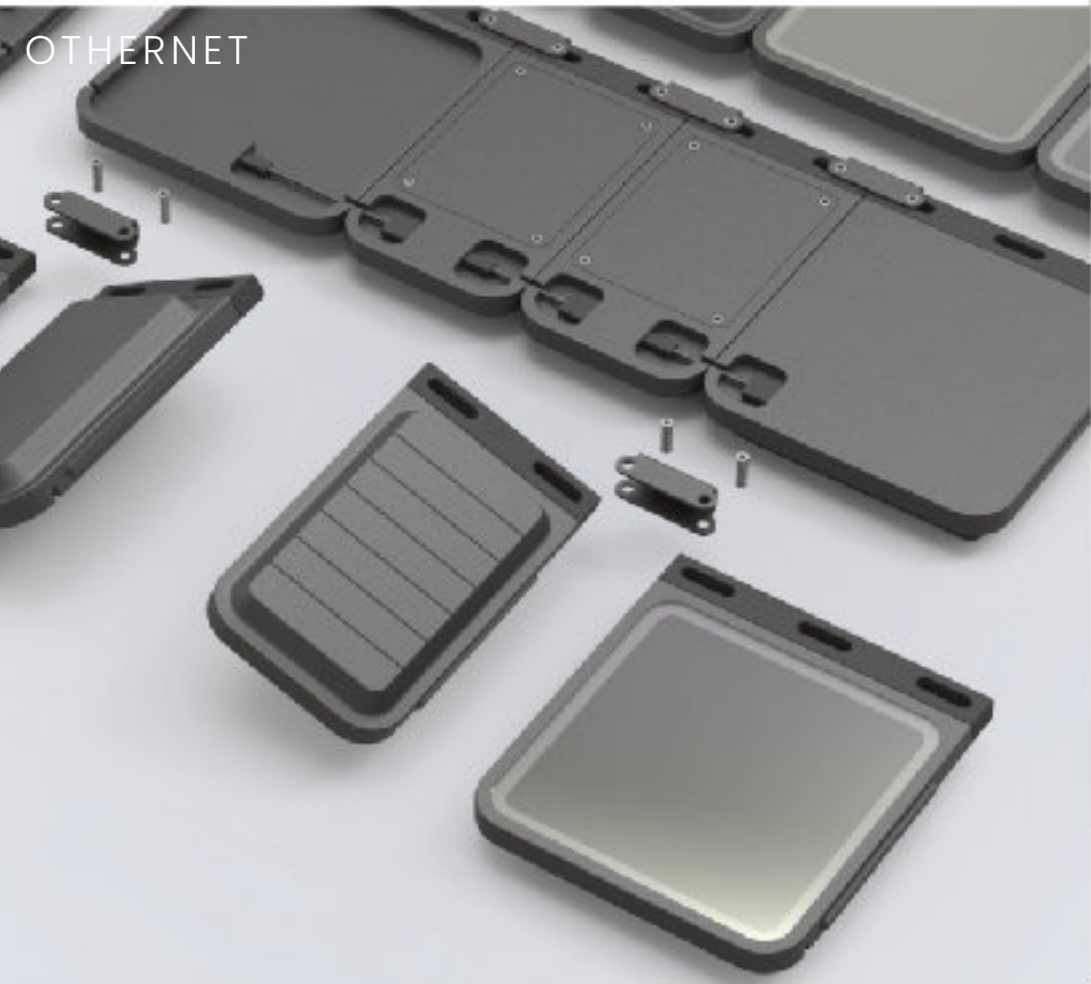
LOGITEC



HEMEX



OTHERNET



WIRED



LOGITEC



BEST BUY



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ROUND UP

Our attention will move away from the phone

Devices are becoming smaller each day with bite size interactions and information moving to our ears, and eyes. The tablet will continue to be the place to dive deeper and wider into our ideas and connect with those close to us. How will the tablet encourage our eyes to come up to create better connections? How will the tablet make use of these new devices to communicate through their device? How are people using other devices to communicate through their tablet?

Leading Products/Services | Moto Hint, Sony Micro, Watch, Moto 360, Google Glass, Apple Car

Add and Organize

Interact, add or update content into your workflow, or use your tablet to capture and organize your data to your workflow.

Analog to Digital

Capture data by using your tablet to capture images, text, and other content into your workflow, or use your tablet to capture and organize your data to your workflow.

Physical Share

Collaborate with others by using your tablet to capture and organize your data to your workflow, or use your tablet to capture and organize your data to your workflow.

INTEL FUTURES 2013

Keeping Momentum

Key Needs & Relationships

While value, end-user, is a challenge, we need to make sure that the right kind of momentum is being created and that people are able to make the most of their time, not just getting their things done in a day.

Infinite Moment

Managing People + Time

People use the tablet in moments of time throughout the day, but need help managing and making the most of their time so they never miss a moment or task.

8 Key Usages

Make capturing more flexible

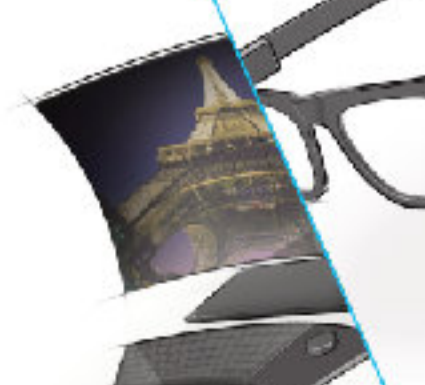
While tablets allow people to see the images and video they capture better, it is awkward to be holding the tablet in the process, and people now want to see more than is currently possible.

"I need to see the girls dance from every angle so I can make adjustment on the fly."

Source: Pinterest

Value Propositions

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



Corporate

'Sim'ersive

People want to know more about the things they discover and share what they've learned. They want to use physical objects and documents to build up memories and share them. Allow them to explore, build and walk into the objects around them.



Adapting

While only adapted, we need to make sure that the right kind of momentum is being created and that people are able to make the most of their time, not just getting their things done in a day.

Connected Dots

Managing People + Information

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

Controlled Simulation

Managing People + Environment

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

Supportive Back

Managing People + Information

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

Separable Screen Shot

Managing People + Information

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

Supportive Secondary PCs

Managing People + Information

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

Instant Capture

Managing People + Information

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

As fast as I think

Managing People + Information

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

Always ready, anywhere

Managing People + Information

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

Things to get

Managing People + Information

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

Microfluidic Input

Managing People + Information

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

Intuitive Day

Managing People + Information

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

Portable Projector + Sensor Array

Managing People + Information

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

Personal Camera

Managing People + Information

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

VR Band

Managing People + Information

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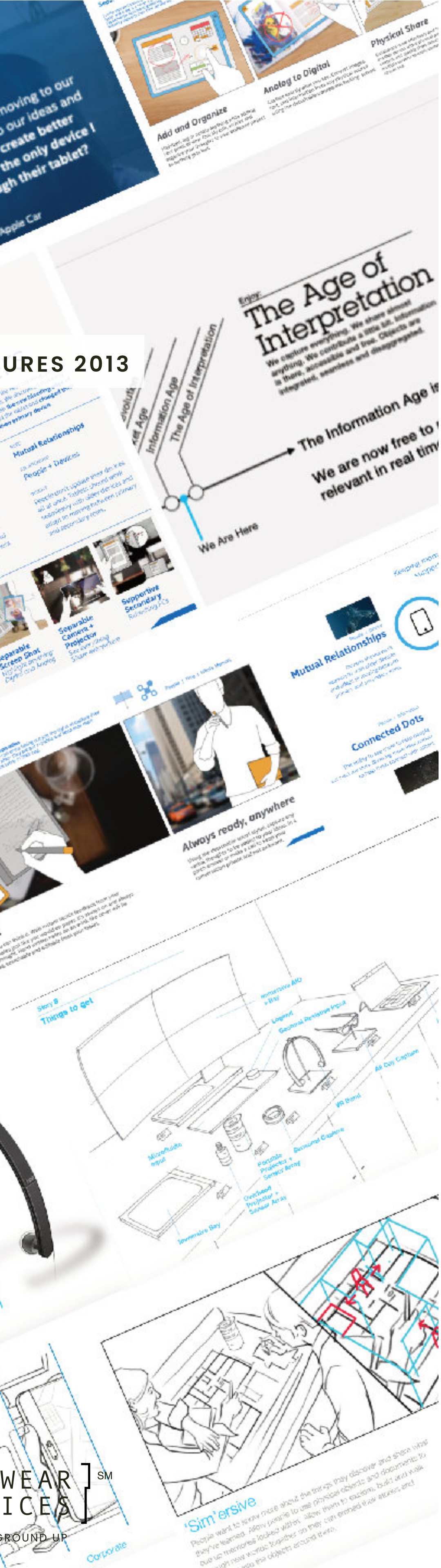
VR Band

Managing People + Information

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VR Band

Managing People + Information



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FROM THE GROUND UP



**IF YOU'RE BUILDING
WHAT'S NEXT IN PRODUCT
EXPERIENCE AND RETAIL
ACTIVATION & NEED A
PROVEN, SEASONED
COLLABORATOR,
LET'S WALK.**

LEE CROY

**LEE@FTWRSRVCS.COM
+1 503 893 9062**

Whether you need a thought partner, a workshop catalyst, or a strategic designer to carry ideas from insight to impact, I'm ready for conversations that move the needle, inspire people, and reframe what's possible.

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FROM THE GROUND UP

“

WHY?

FOOTWEAR IS FOUNDATIONAL

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

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

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