

**THE
FOOTWEAR
INDUSTRY
IS CALLING
—WHO IS
GOING TO
ANSWER?**

FTWR CREATORE
Research Dept.

LEE CROY

ftwrsrvcz.com

WHAT A TIME...

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 and
ambitious startups,

— *an new FTWR frontier
is upon us.*

FTWR CREATOR
Research Dept.



ftwrsrvcz.com

“

WHAT I BELIEVE

FOOTWEAR IS FOUNDATIONAL

FTWR was 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.

LEE CROY

”

THE CALLING

BUILD NEXT-GEN FOOTWEAR EXPERIENCES

to create timeless classics
that move units

REIMAGINE OUR FUTURE FOOTPRINT POTENTIALS

to shift culture, & build brand
systems of tomorrow

ftwrsrv.cz.com

WHAT I PROVIDE

STRATEGIC **INTEGRATIVE** INNOVATION

With a deep focus on learning
FTWR craft *at scale* and a desire to
collaborate with interdisciplinary
leaders on cross category, core
collections, considered capsules,
& brand activations.



ftwrsrv.cz

20 YEARS
RESEARCH-DESIGN & DEVELOPMENT

OUTDOOR GEAR
CONSUMER ELECTRONICS
SOFTGOODS & APPAREL
RETAIL & RESTAURANT
MEDICAL TECH

R&D
20

Knowledge

Vision

20
B&M

20 YEARS
BRICK & MORTAR RETAIL + SERVICE

RECORDS & MUSIC
SNOWBOARDS & OUTERWEAR
FOOTWEAR & ACCESORIES
MENSWEAR & EDC
FURNITURE & HOMEGOODS

THE TOOLS

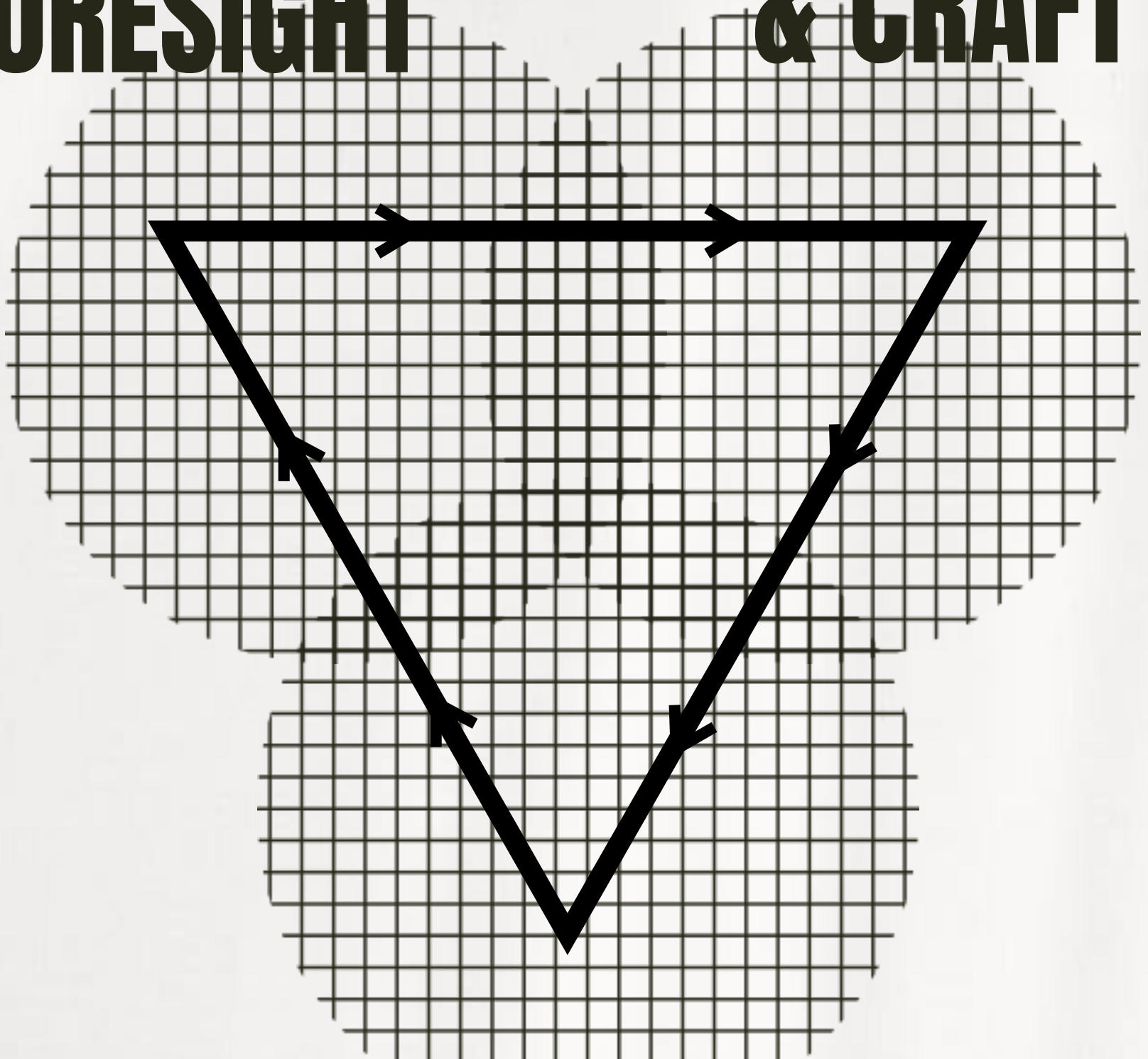
INTEGRATIVE INNOVATION

IMMERSION

**ARC3
INSIGHTS &
FORESIGHT**

IMAGINATION

**SHOE
FUTURES
& CRAFT**



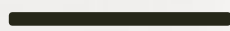
**MERCHANT
EXPERIENCES
& SERVICES**

INTEGRATION

IMMERSION

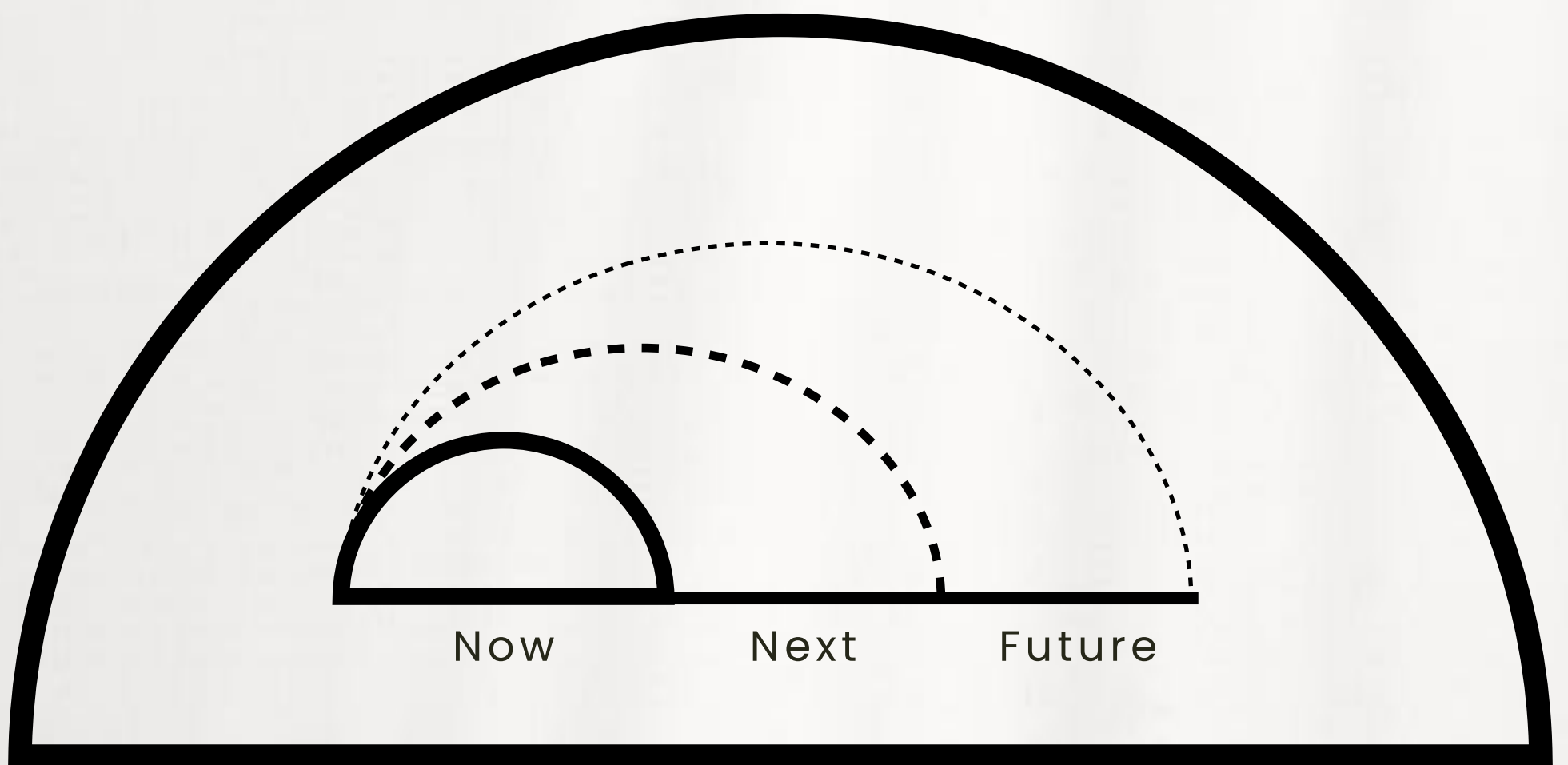
ARC3 INSIGHTS & FORESIGHT

*I help sharpen the lenses of your brand telescope,
hold space for ambiguity & speculative clarity to
energize the short & long game strategy.*



ON-THE-GROUND FIELDWORK
SECONDARY MARKET RESEARCH
MACRO | MICRO TRENDS
CONSUMER SEGMENTATION
STORYBOARDING & WORKSHOPS

Retailer



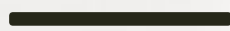
Athlete

Customer

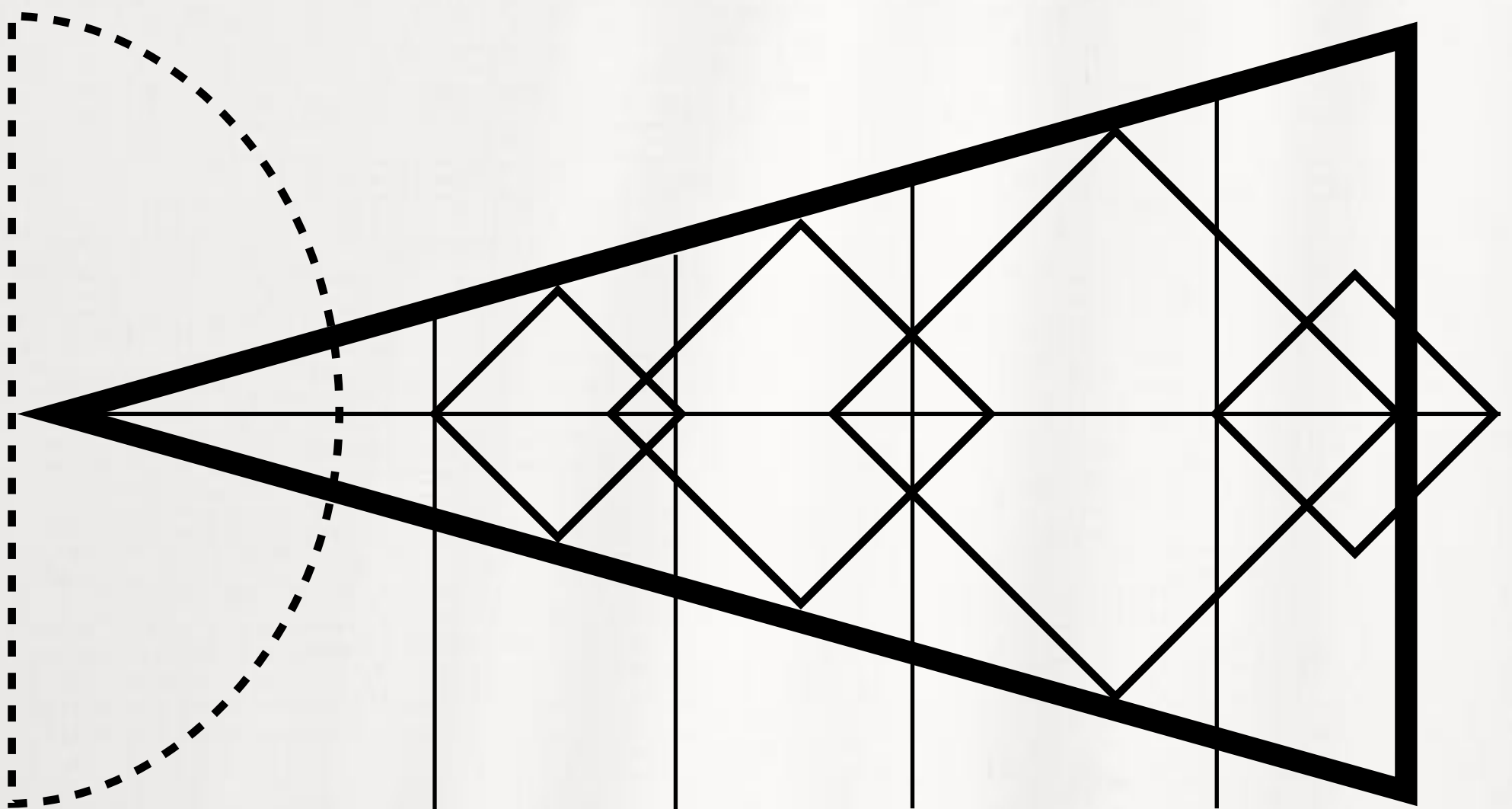
IMAGINATION

FOOTWEAR FUTURES & CRAFT

*During times of uncertainty & seismic shifts,
I provide a steady hand through process,
curiosity, knowledge, & the vision to reimagine.*



HANDS-FIRST-DESIGN
0-1 WHITESPACE DISCOVERY
VISUAL STORYTELLING
4D PROOF-OF-CONCEPT
CMF COMPOSITIONS



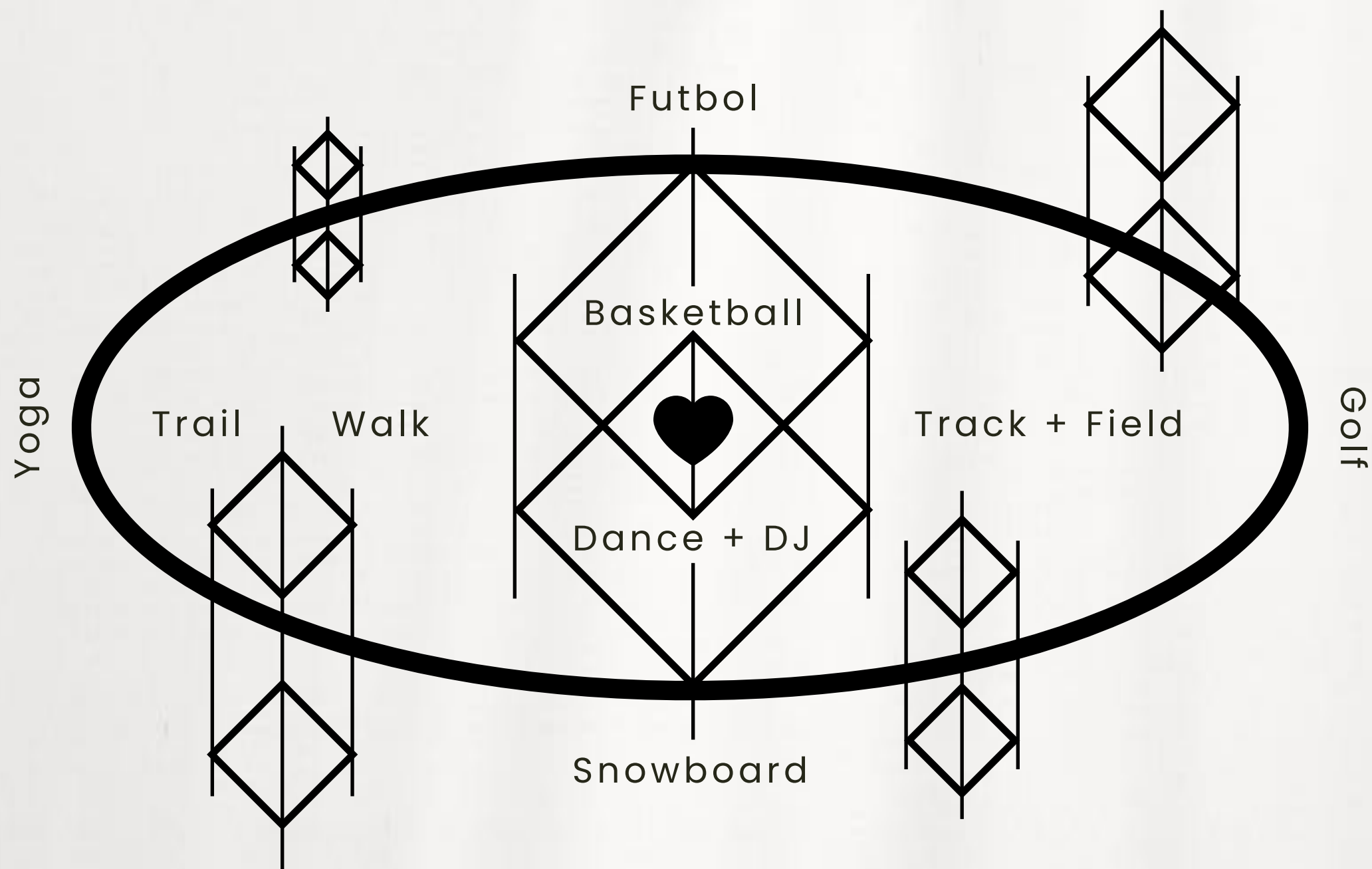
Determine Discover Define Design Distribute

INTEGRATION

MERCHANT EXPERIENCES & SERVICES

My roots in B&M retail formed deep respect for those behind the counter & a desire to work with, & co-create IRL services & inspiring activations.

STYLING & MERCHANDIZING
3D FIXTURE & SPACE DESIGN
XF CAPSULES & COLLECTIONS
CUSTOMER JOURNEYS
GUERRILLA MARKETING





adidas

LEE@
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DJ Booth



Disco Ball Chandelier



Shoe Wall



Shoe Wall



Workbench & Buyers Table



Bags & Accessories



Bench

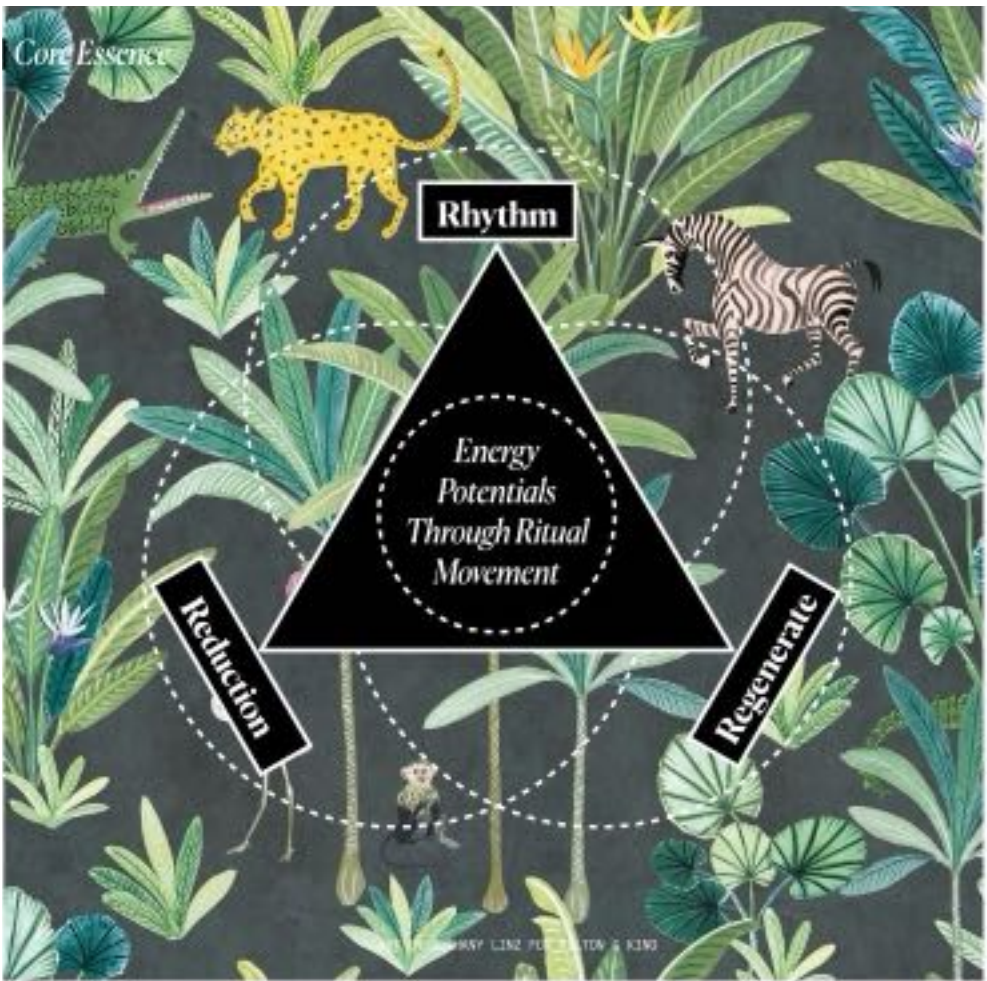


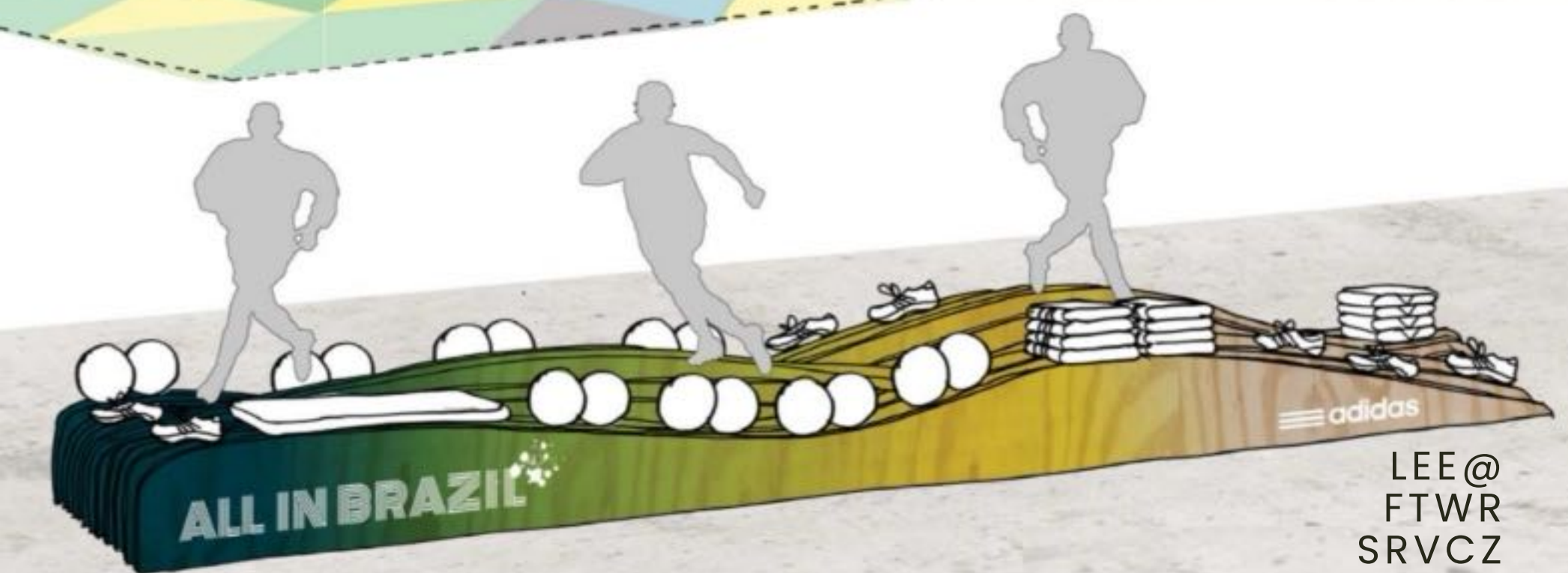
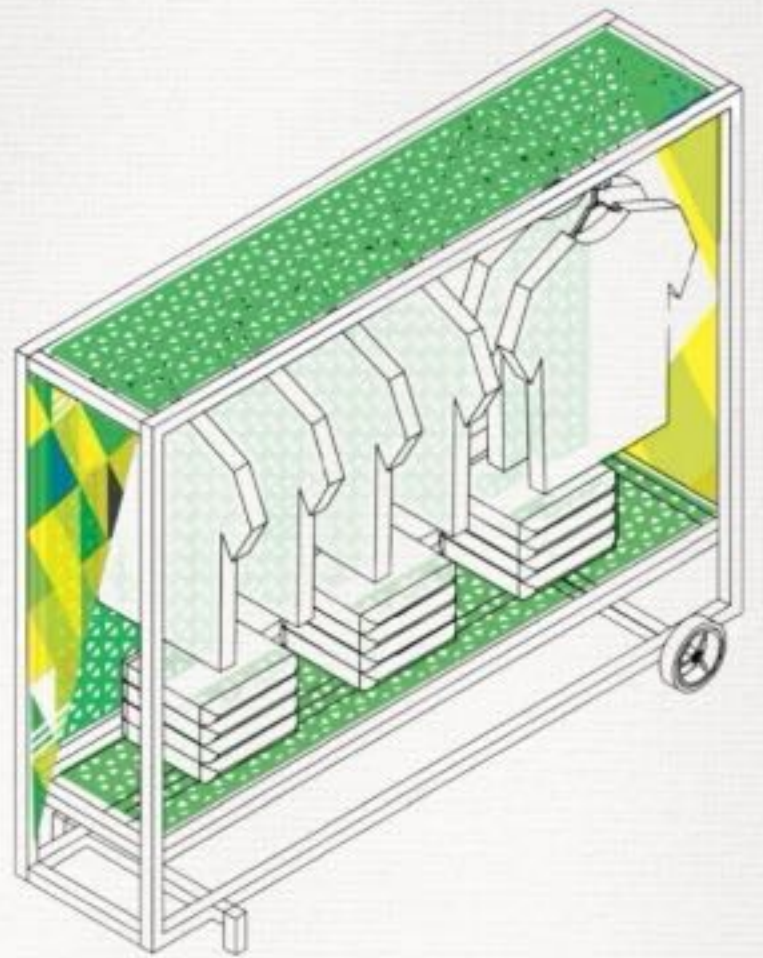
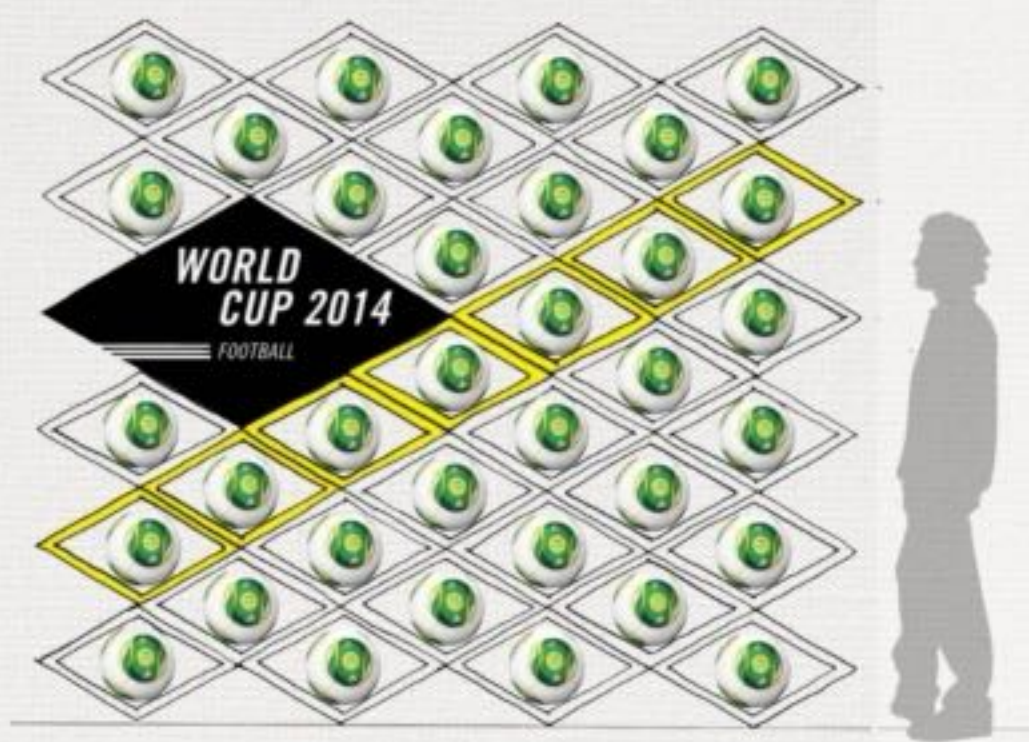
Dance Floor

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.





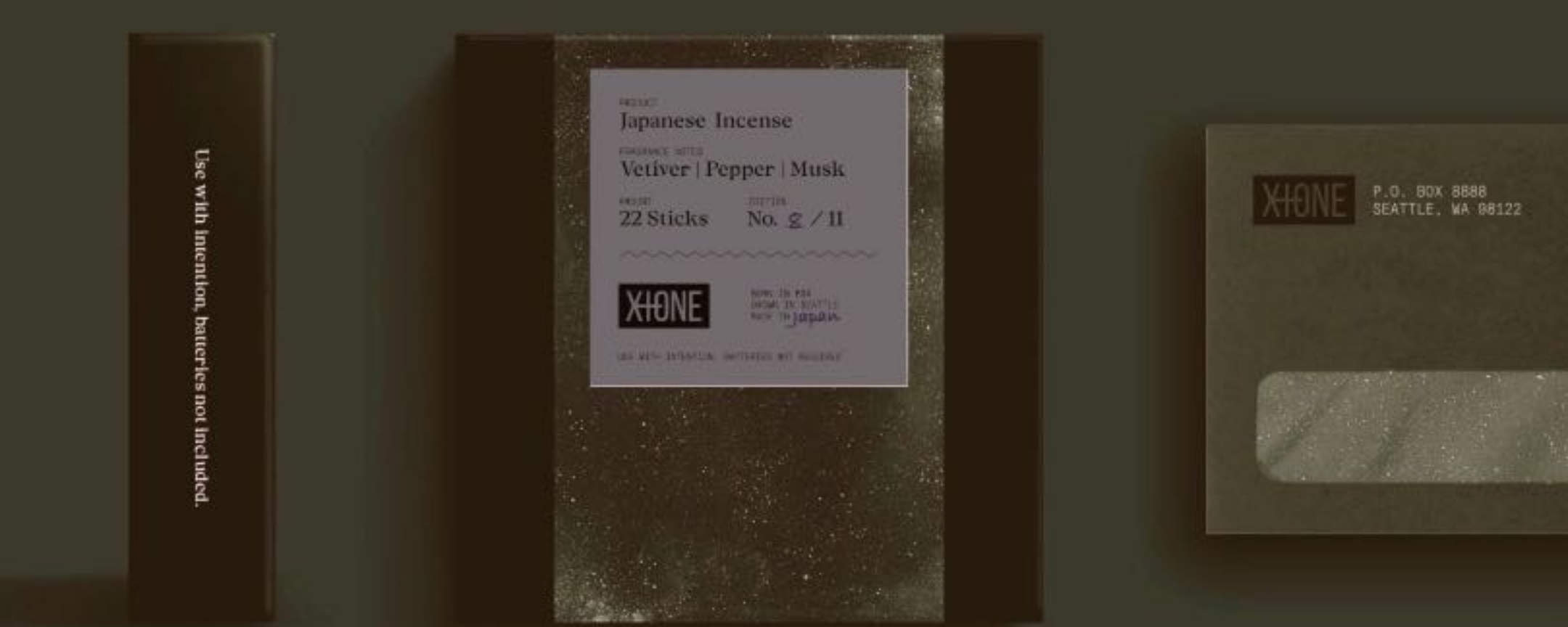


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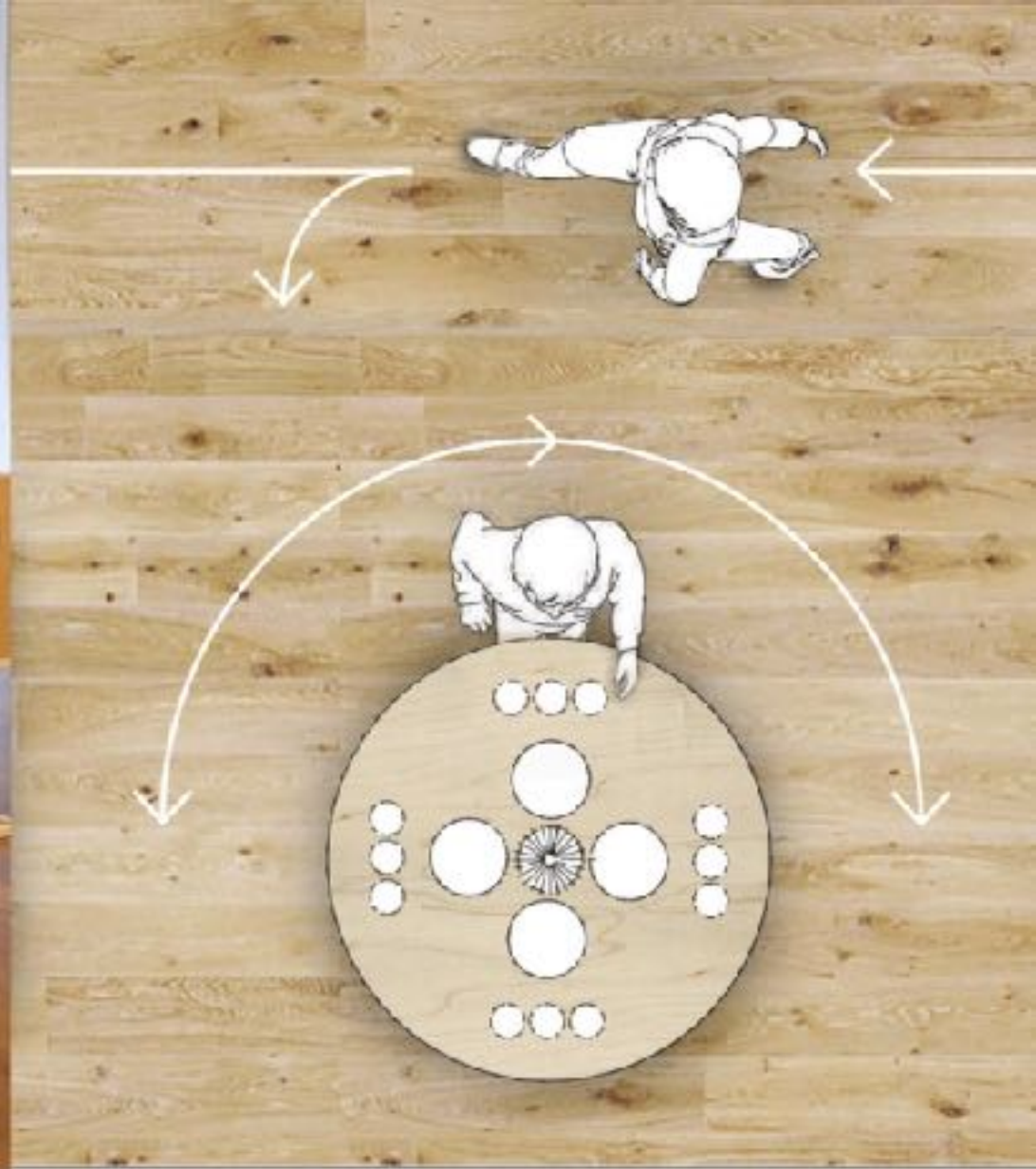


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Our attention will move from the phone

are becoming smaller each day with bite size interactions and information moving to our eyes. The tablet will continue to be the place to dive deeper and wider into our ideas and 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 and become the only device living with me? How are people using other devices to communicate through their tablet?

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

Intention Zone
Control what's on your screen

Wearable Play
Discrete play
Shared code, security

Supportive Back
Remove
100% design

Tangible Play
Dimensional
interactive

Separated Screen Shot
Highlight anything
Point at remote location

Short term
New products and channels

Outer Drive
Mirrorless Station
Double Drive
Mobile Companion
XDrive

Medium term
Platform foundations for relationships

Desktop E.O
Home Monitoring
Backup
Tracker
Data Log

Enhanced of Purchase
differentiation

Cloud Partnerships
data marketing

Retail Partnerships + Training
Create retail scenarios in new channels

Seagate Cloud
Seagate storage
data storage

Experience

5x5 I/O

V/R

Products

Platforms

Intel Inside

E
Engaged

Short term
New products and channels

- Outer Drive
- Minis (base station)
- Double Drive
- Mobile Companion
- 3000

Medium term
Platform foundations for relationships

- Desktop E.O.
- Home Monitoring
- Backup Tracker
- Drive Logger

Long term
Enhanced of Purchase

- Seagate Cloud
- Cloud Partnerships
- Retail Partnerships + Training

Products
Platforms

Separate Screen Shot
Highlight anything
Part of next slide

Tangible Play
Dimensional

Story 8
Making

Long term
Platform extensions
Media Sync
Weekly Data Report
Drive Index
Quick share
Reupload
Life Vault

Point
350
...by video

MySeagate 10
Mobile user account
to access all Seagate services

MySeagate
Backup, sharing and
migration service
powered by Seagate OS

Scattered scenarios

Small + Simple
Data

02 Social Sharer

03 Simplicity Seeker


Passive
Solution Seeker

04 Loss Preventer

01 Access

Big + Complex
Data

Story 6
Things to get



PREVIOUS

CREDENTIALS

STARBUCKS GLOBAL CONCEPTS

LEAD STORE CONCEPTS DESIGNER
NEXT GEN IN-CAFE ESPRESSO MAKER
INSIGHTS FOR GEN Z & A PLAYBOOK
FUTURE OF THE THIRD PLACE 2035
BAKED GOODS DISPLAY UPDATE

2.5yrs

FOUNDER & ENTREPRENEUR

EXPERIMENTAL & EXPERIENTIAL CONSULTING
HCD DESIGN RESEARCH - CE & MED TECH
MAKER OF GOODS & WARES
INTERSHIPS & STARTUP INCUBATOR
NON-PROFIT SUPPORT

8yrs

ZIBA DESIGN

END-TO-END EXPERIENCE STRATEGY
RESEARCH + CRAFT + VISION UX ID CX
PRODUCT + RETAIL INNOVATION GLOBAL
F500 COMPANIES

4.25yrs

PREVIOUS

CREDENTIALS

PENSOLE X FOOTLOCKER X NEW BALANCE

14 WEEK MASTERCLASS: APPAREL & BRAND
RUNNER UP X 2: TEAM CHALLENGE +
APPAREL DESIGNER

SHOE SRGN x 2

4 DAY INTENSIVE: JORDAN 1 HIGH
2 DAY INTENSIVE: BIRKENSTOCK CLOG

YELLOWBRICK X COMPLEX & F.I.T. SNEAKER ESSENTIALS

6 MONTH CERTIFICATE + THESIS

CALL ME

your

TWO WAY
PLAYER COACH

with a

PROCESS DRIVEN
TRIPLE THREAT

& the

6TH MAN MVP

*Let's be like 23,
& play like*

55 44 & 33

CIRCLE ONE OR MORE

OPEN
DURING
MERCHANT
HOURS

ON-CALL
COLLABORATIVE
SUPPORT

A SPARK: 1-3 HRS
JAM SESH: 1-2 DAYS
CHARETTE: 2-4 DAYS
SYNTHESIS+

ON-SITE
CREATIVE
RESIDENCY

AKA THE
MIDDLE AGE INTERNSHIP
1-6 MONTHS
33-55 HRS WK

HALF-TIME
HYBRID
INCUBATOR

ON-SITE &
MY DWTN STUDIO
3-6 MONTHS
20-30 HR WK

FULL
TIME
EMPLOY
MINT

SHOES
& BENEFITS
MULTI-YEAR
CONTRACT