

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,

*— a new FTWR frontier
is upon us.*

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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

WHAT I PROVIDE

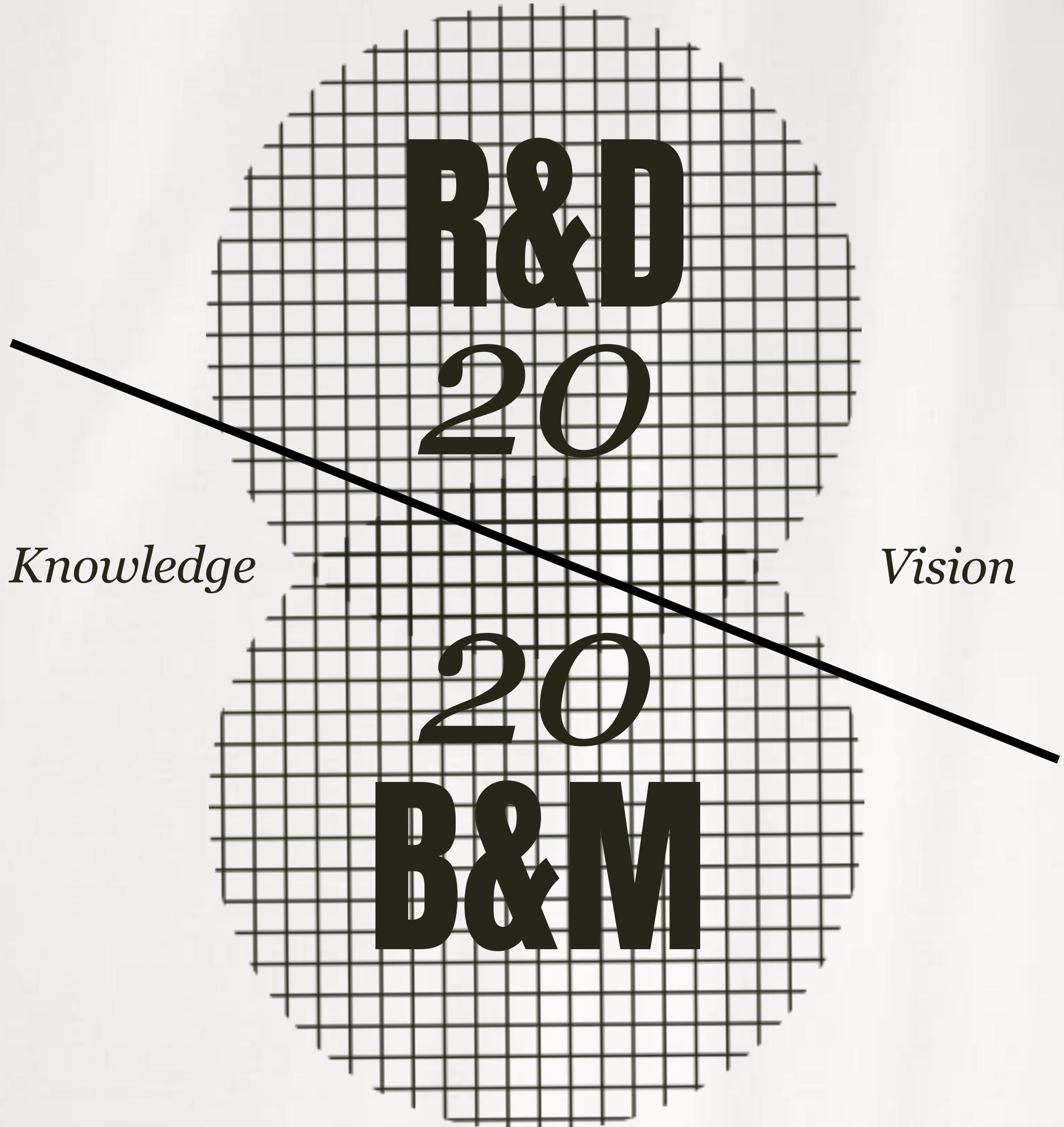
STRATEGIC INTEGRATIVE INNOVATION

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.



20 YEARS
RESEARCH-DESIGN & DEVELOPMENT

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



20 YEARS
BRICK & MORTAR RETAIL + SERVICE

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

THE TOOLS

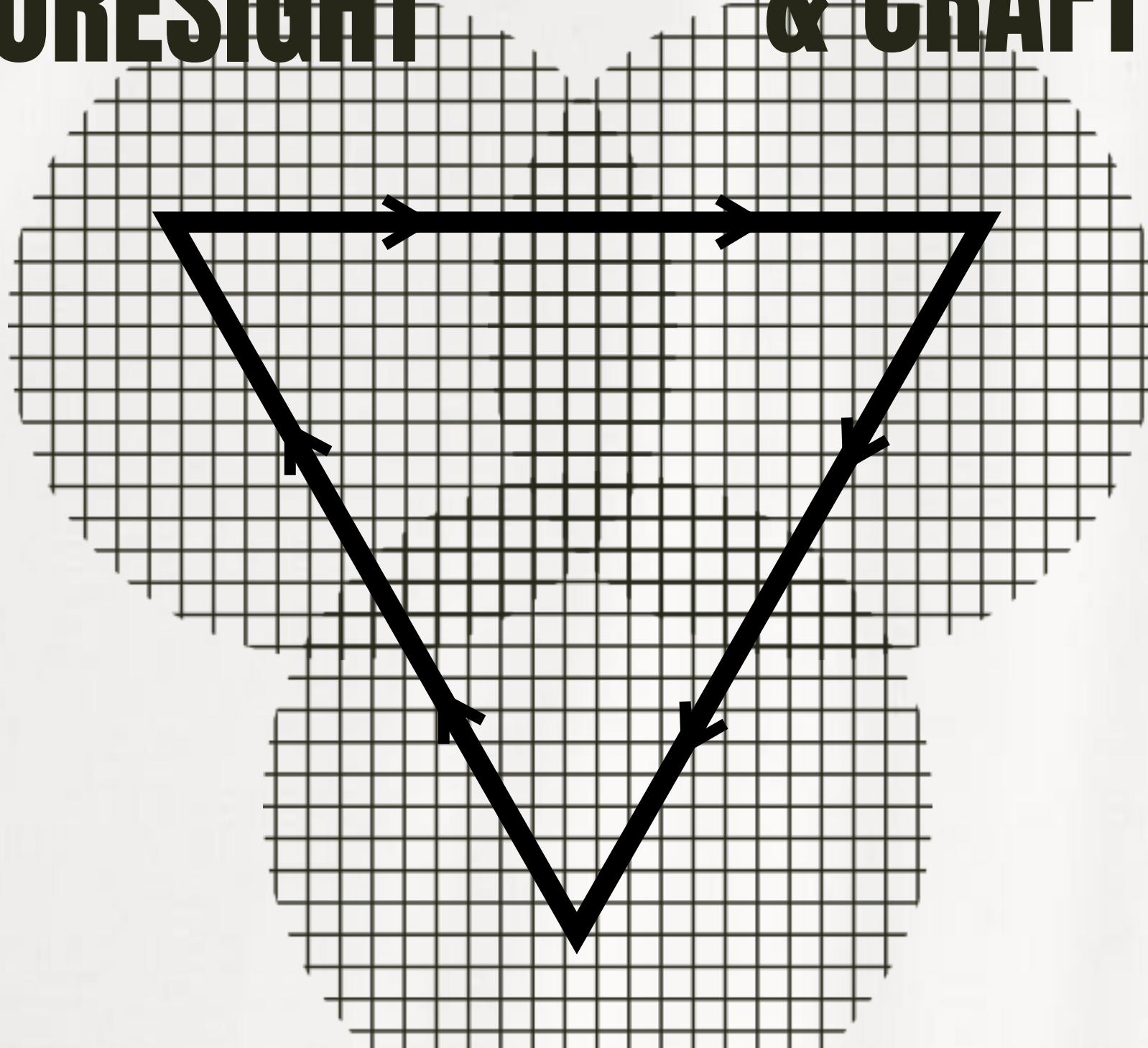
INTEGRATIVE INNOVATION

IMMERSION

IMAGINATION

**ARC3
INSIGHTS &
FORESIGHT**

**SHOE
FUTURES & CRAFT**



**MERCHANT
EXPERIENCES
& SERVICES**

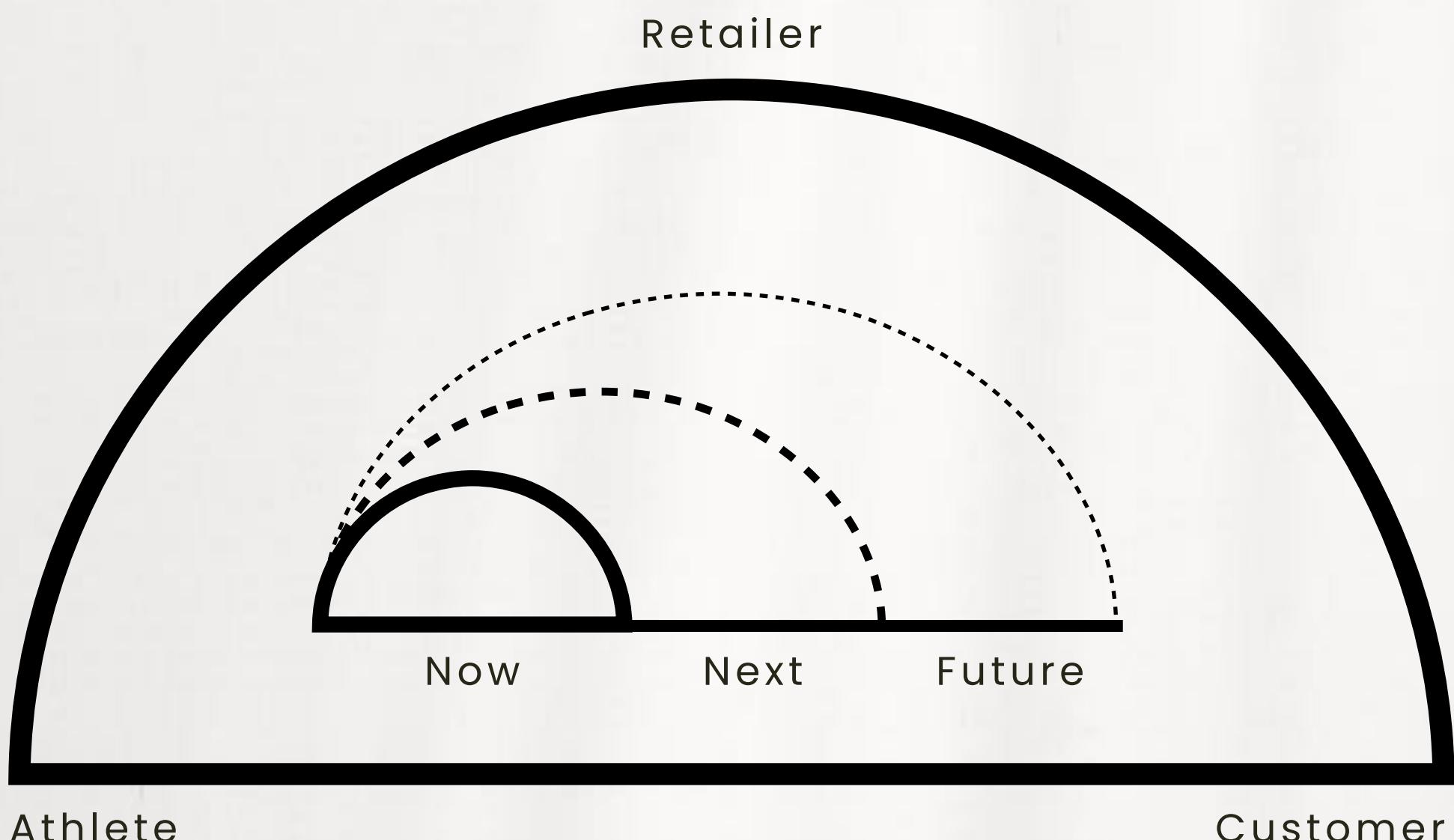
INTEGRATION

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

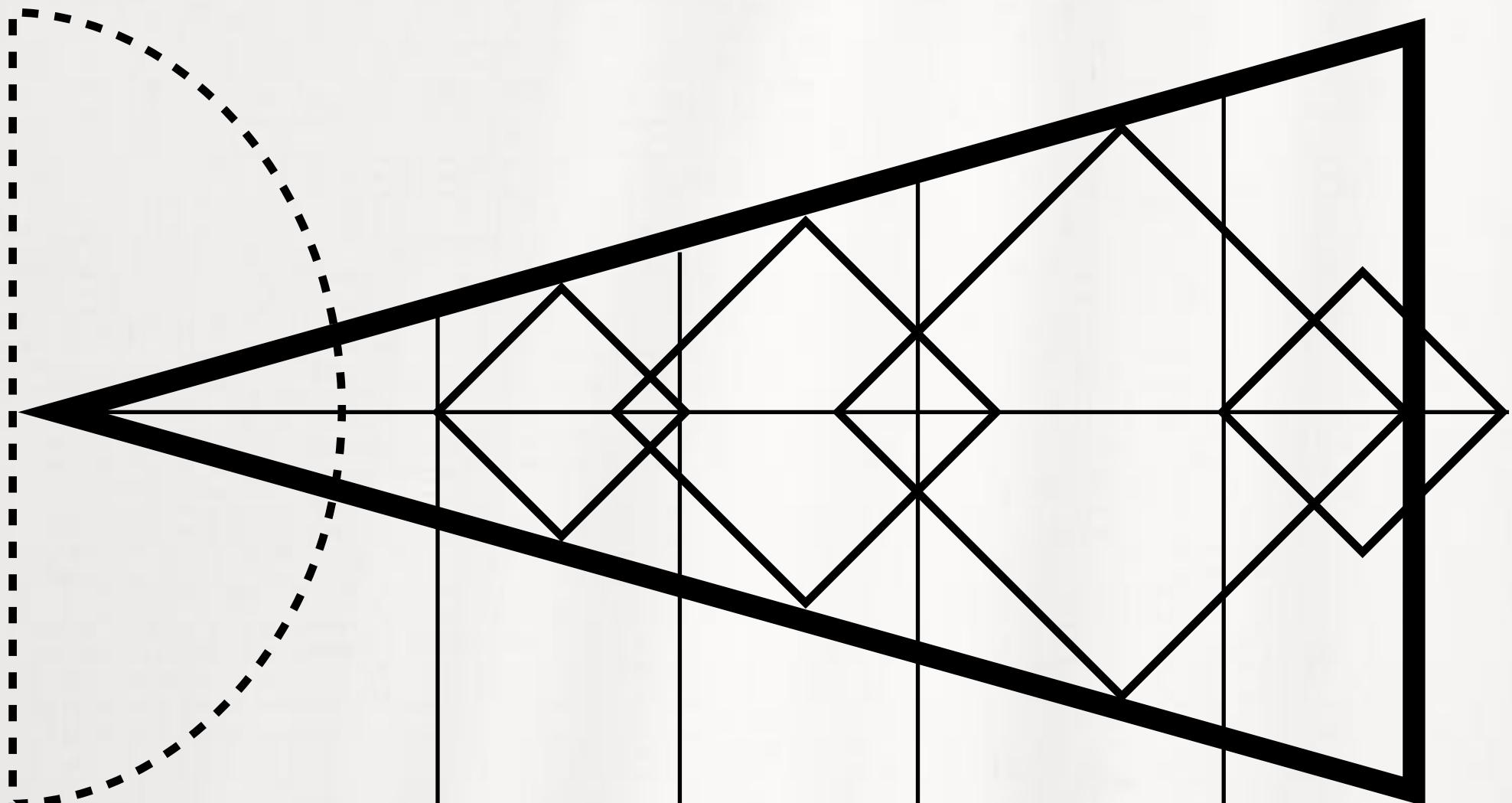


IMAGINATION

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



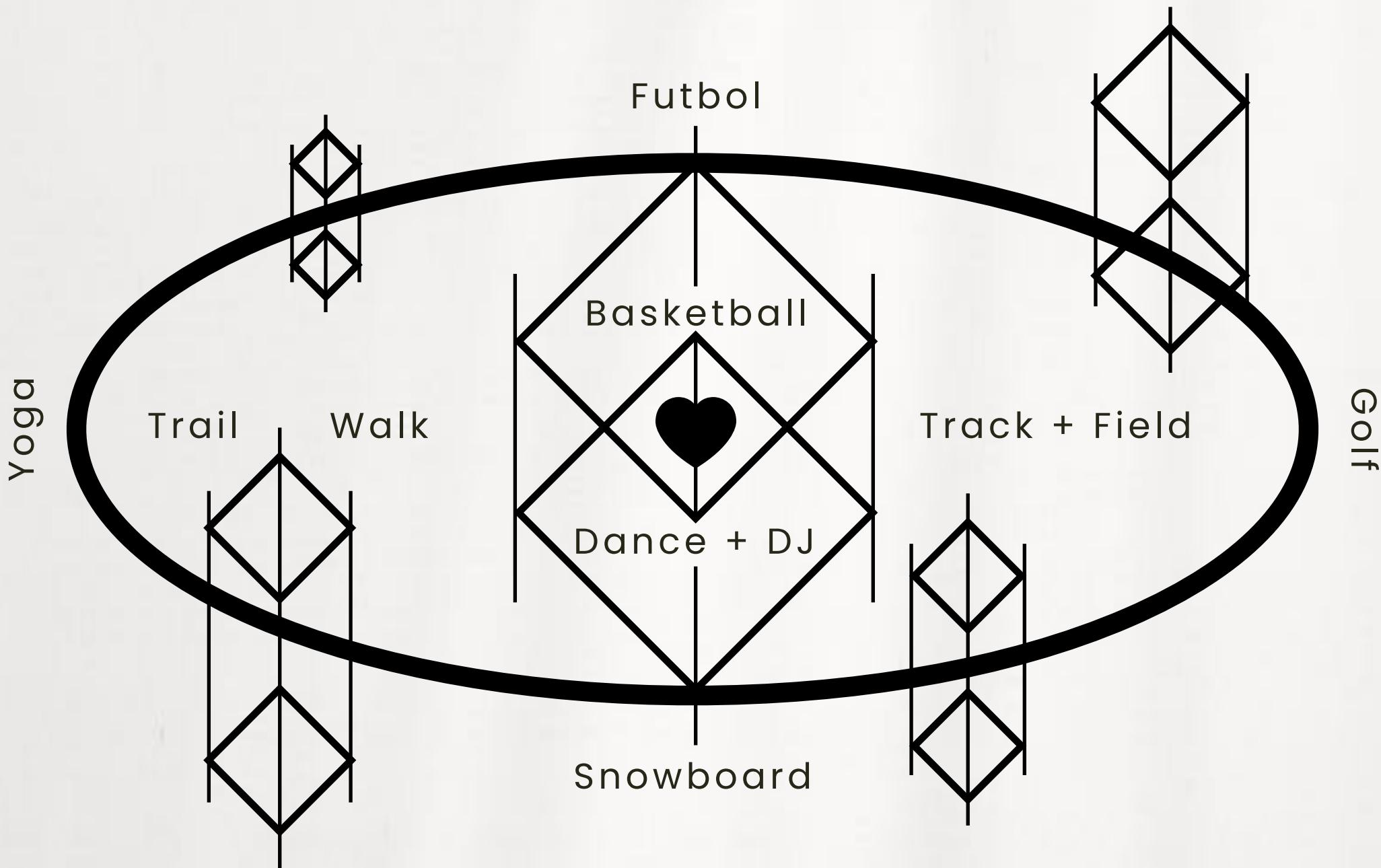
Determine Discover Define Design Distribute

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

3d-engineered
si rubber

for optimal grip on the ball

explore shoe

adidas

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DJ Booth



Disco Ball Chandelier



YOUR
AIRPORT
TECH
STORE
INC.



arel Corner



ewall



Workbench & Buyers Table



Bags & Accessories



Bench



YATSI



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.

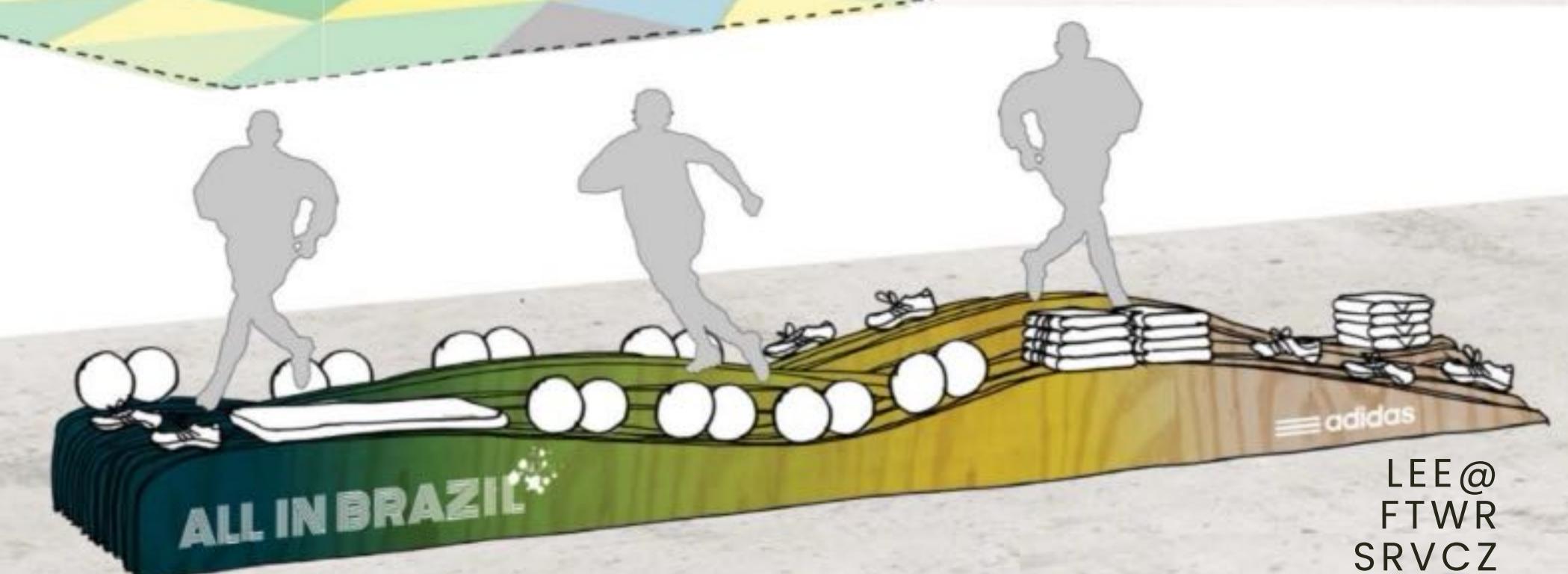
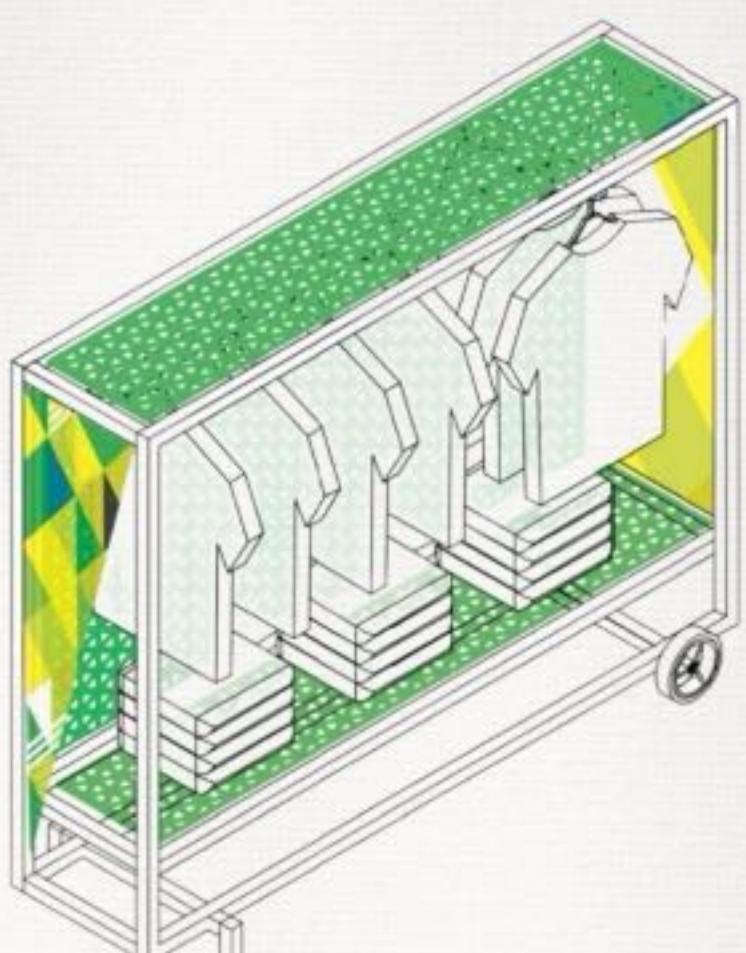
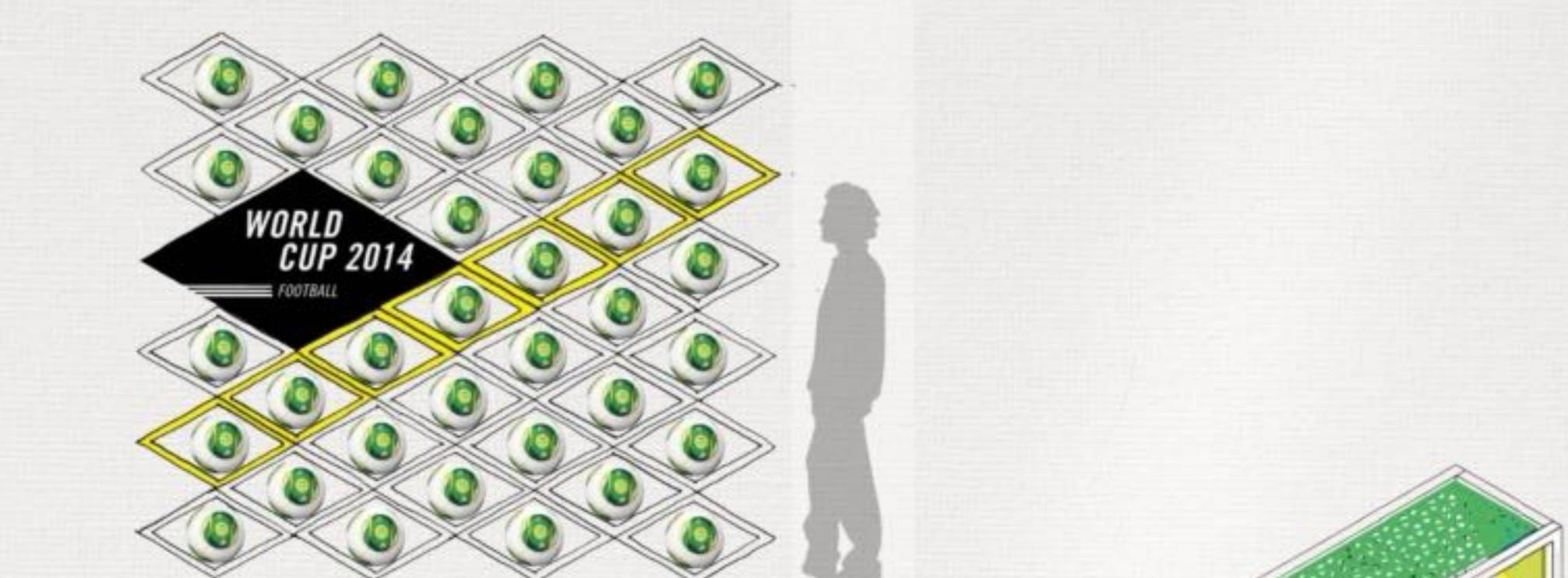
Footwear, Gear, & Accessories from an age old relic, turning forgotten data & sound into a resource for custom DTC goods from up-cycled materials.

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.

EREST, GOOGLE IMAGES, ARC-TERYX, ADIDAS, VINS CRESPO CHEPE, ARTICLE

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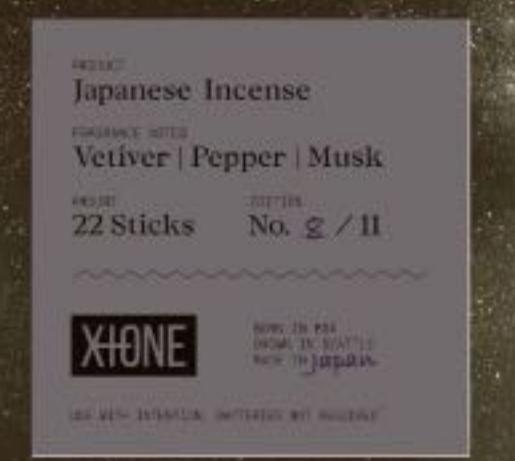


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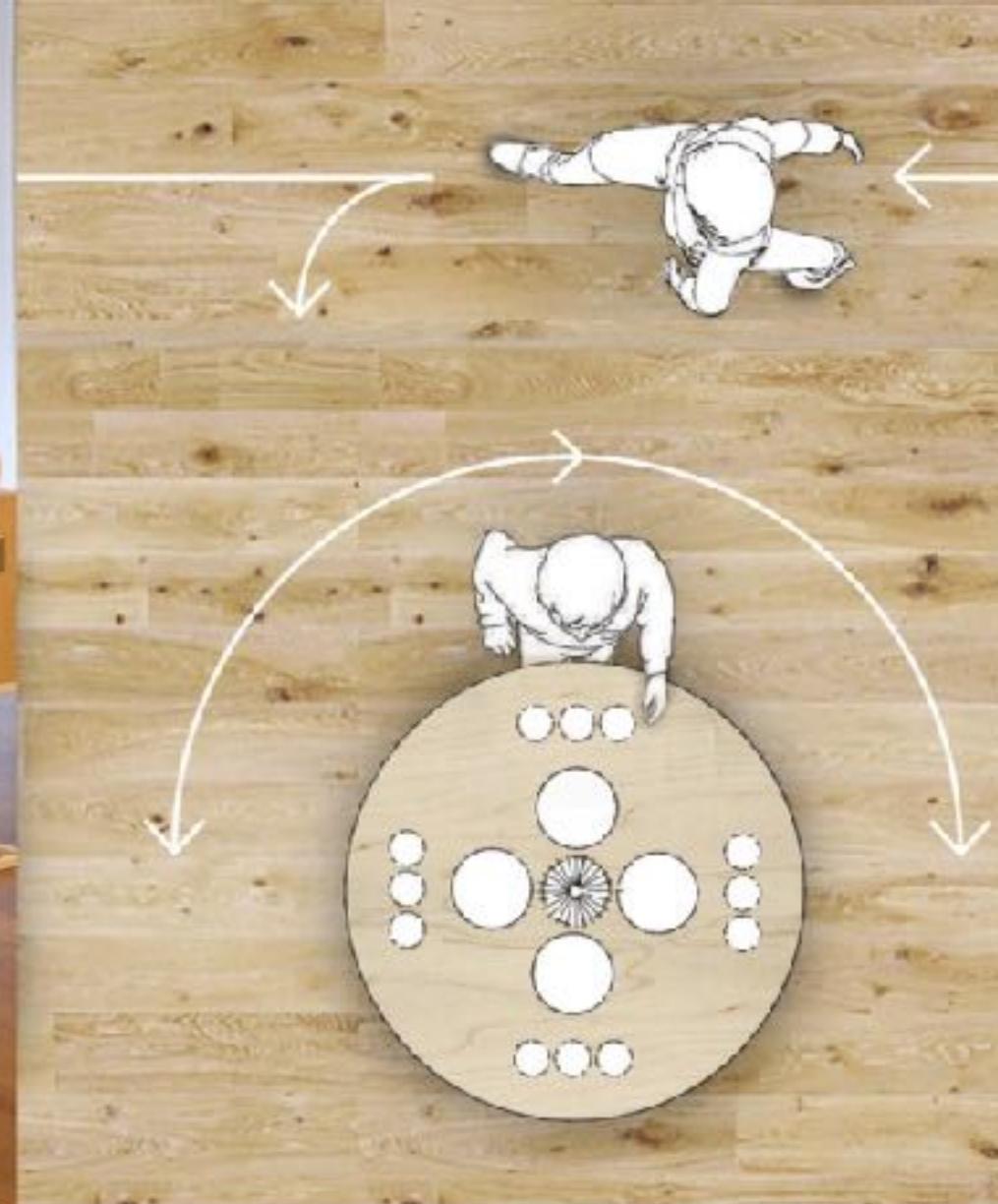
Use with intention, batteries not included.



XHONE

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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

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