

THE JOURNEY OF



**crocs**<sup>™</sup>



FROM UGLY TO ICONIC

**80+**

countries where Crocs are sold in

**150M**

pairs sold every year

**\$4B**

annual sale making Crocs one of the world's largest non-athletic footwear brands

**COVID-19: A New Surge in Popularity**

**Comfort During the Pandemic:** With more people staying home, Crocs became a go-to shoe for comfort.

**Sales Boost:** Record sales during 2020, including 720,000 pairs sold on Black Friday alone.



**Early Days: The 'Ugly' Reputation**



**2002**

Crocs launched as a functional boating shoe.

**Reaction:** Initially received backlash for being "ugly" and clunky.

**Rapid Growth Despite Criticism**

Even though critics disliked the aesthetic, the shoes became a hit for their versatility, comfort, and durability, leading to massive sales in a short period of time.

**Fun Fact**

Crocs made the list of "The 50 Ugliest Shoes of All Time."

and TIME's top 50 worst inventions in 2010.

**Boost in Popularity**

The rise of **Jibbitz** charms, allowing users to personalize their Crocs. Kids and teens began embracing Crocs for their customizable nature.



**JIBBITZ**

**The Celebrity Endorsement Era**

**Post Malone (2018):** Released a limited-edition Crocs collaboration that sold out in minutes.



**Justin Bieber, Bad Bunny, Balenciaga** followed with their own collaborations.

**Crocs Today: Fashion Icon**

**Pop Culture Staple:** Crocs are now seen as quirky, fun, and fashionable.

**Environmental Commitment:** Crocs plans to become a net-zero carbon company by 2030, with sustainable initiatives underway.



**Crocs has transcended its "ugly" beginnings to become a cultural phenomenon and a staple of modern footwear fashion.**