

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

FTWR CREATORE  
*Research Dept.*

LEE CROY

[ftwrsrvcz.com](http://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.*

**FTWR CREATORE**  
Research Dept.



[ftwrsrvcz.com](http://ftwrsrvcz.com)

“ *WHAT I BELIEVE*

# FOOTWEAR IS FOUNDATIONAL

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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

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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.



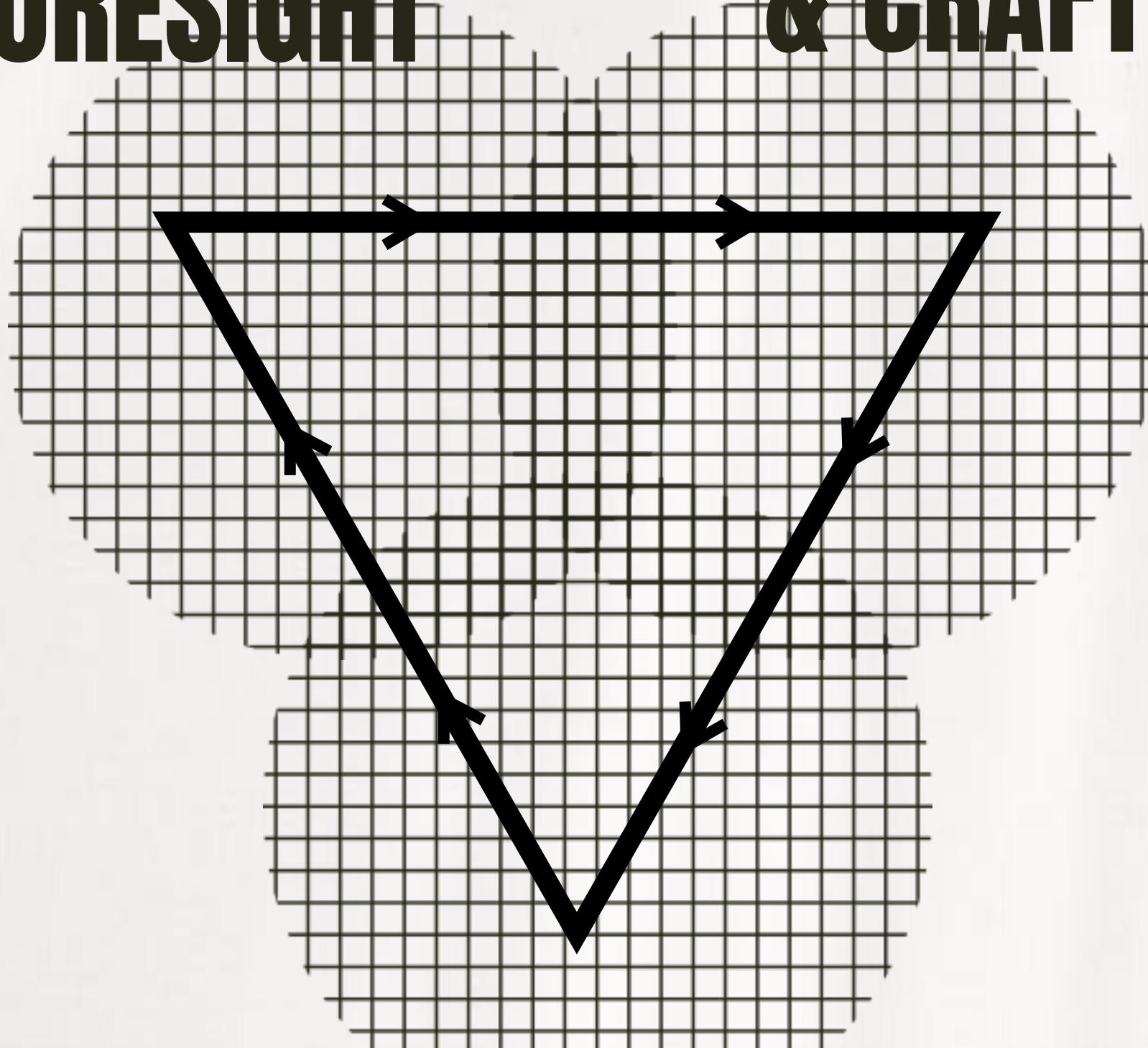
THE  
**TRIPPLE  
THREAT**

*IMMERSION*

*IMAGINATION*

**ARC3  
INSIGHTS &  
FORESIGHT**

**SHOE  
FUTURES & CRAFT**



**MERCHANT  
EXPERIENCES  
& SERVICES**

*INTEGRATION*

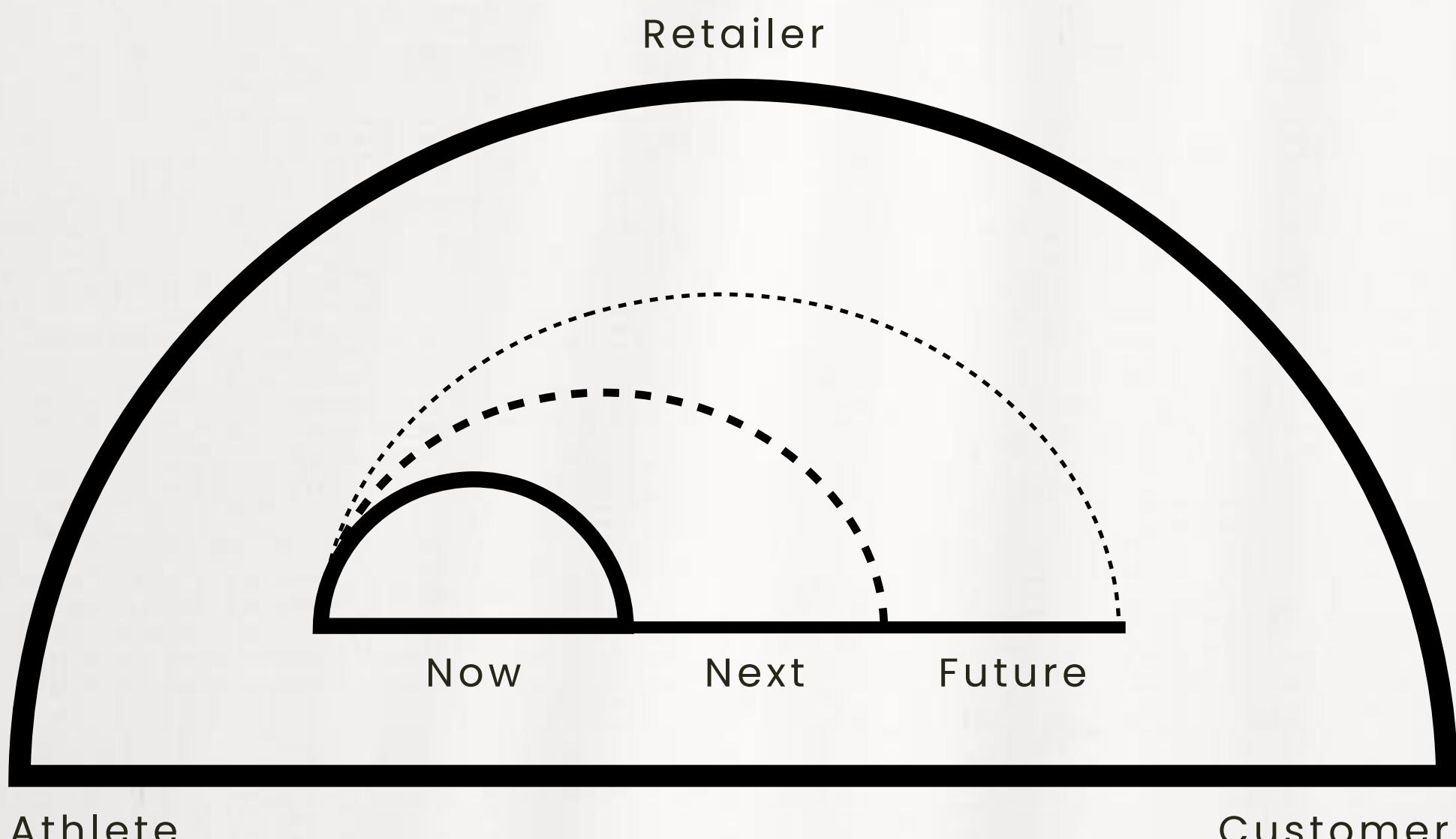
IMMERSION

# 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.*

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



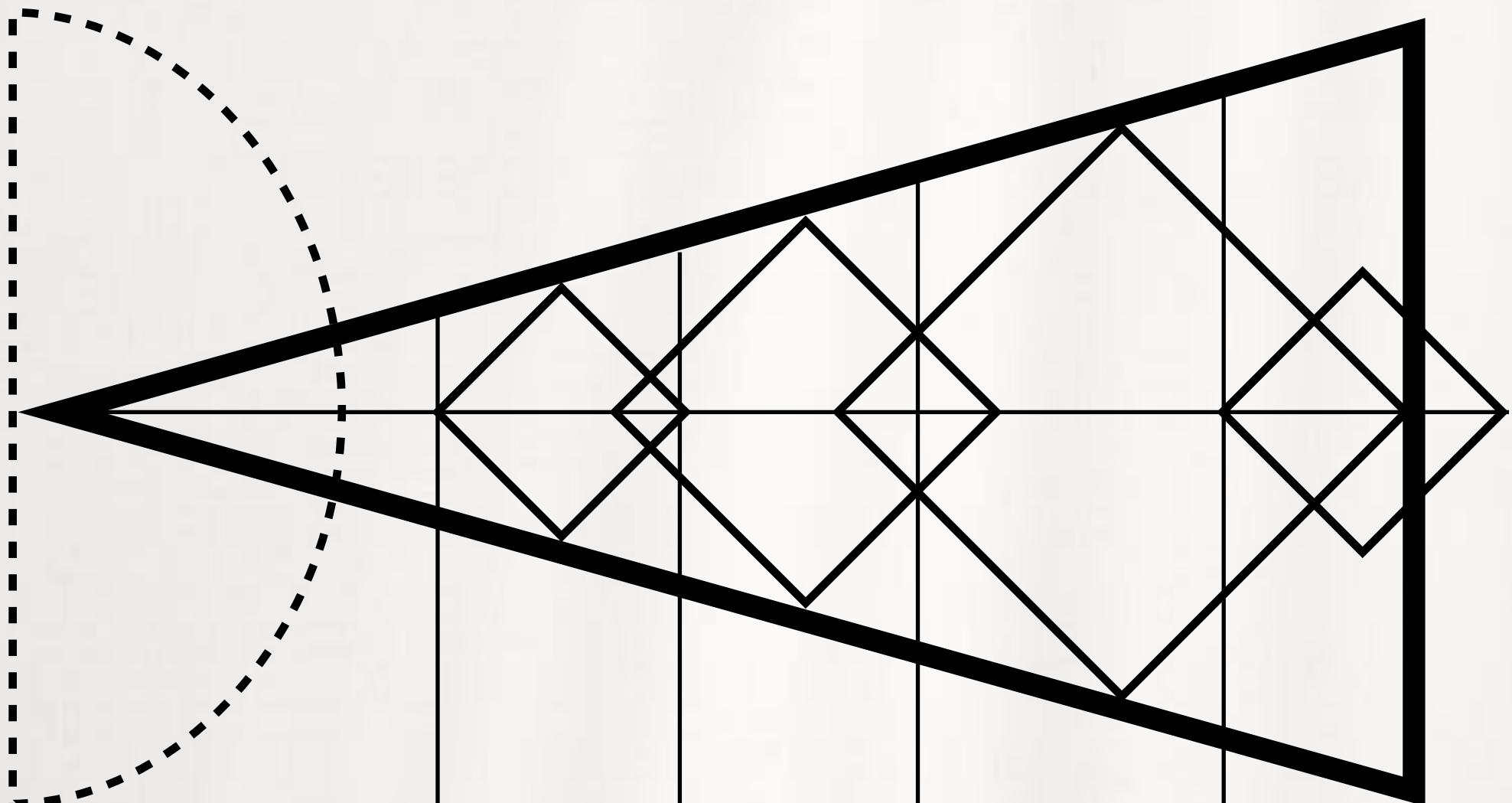
IMAGINATION

# FOOTWEAR FUTURES & CRAFT

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

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



Determine      Discover      Define      Design      Distribute

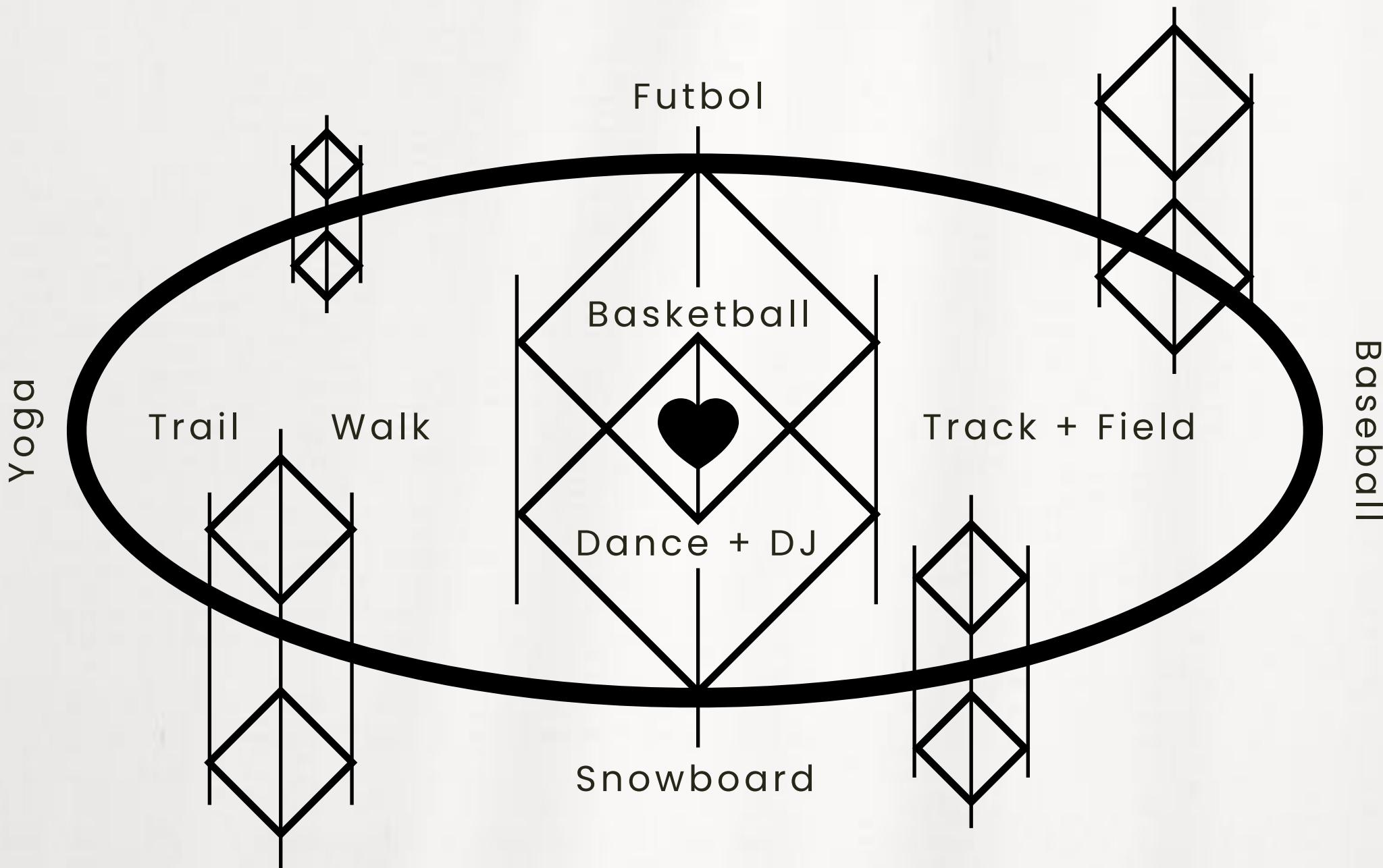
INTEGRATION

# 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.*

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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



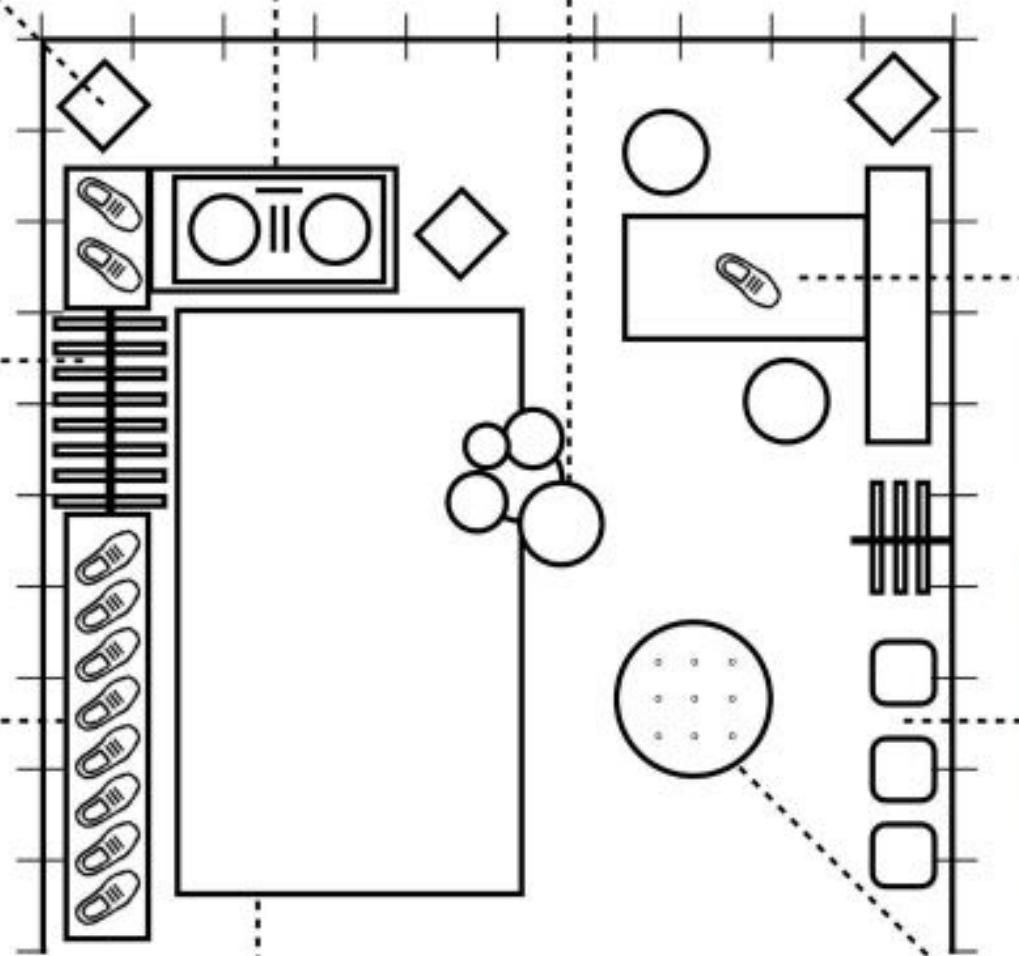
Workbench & Buyers Table



ewall



Bags & Accessories



**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.

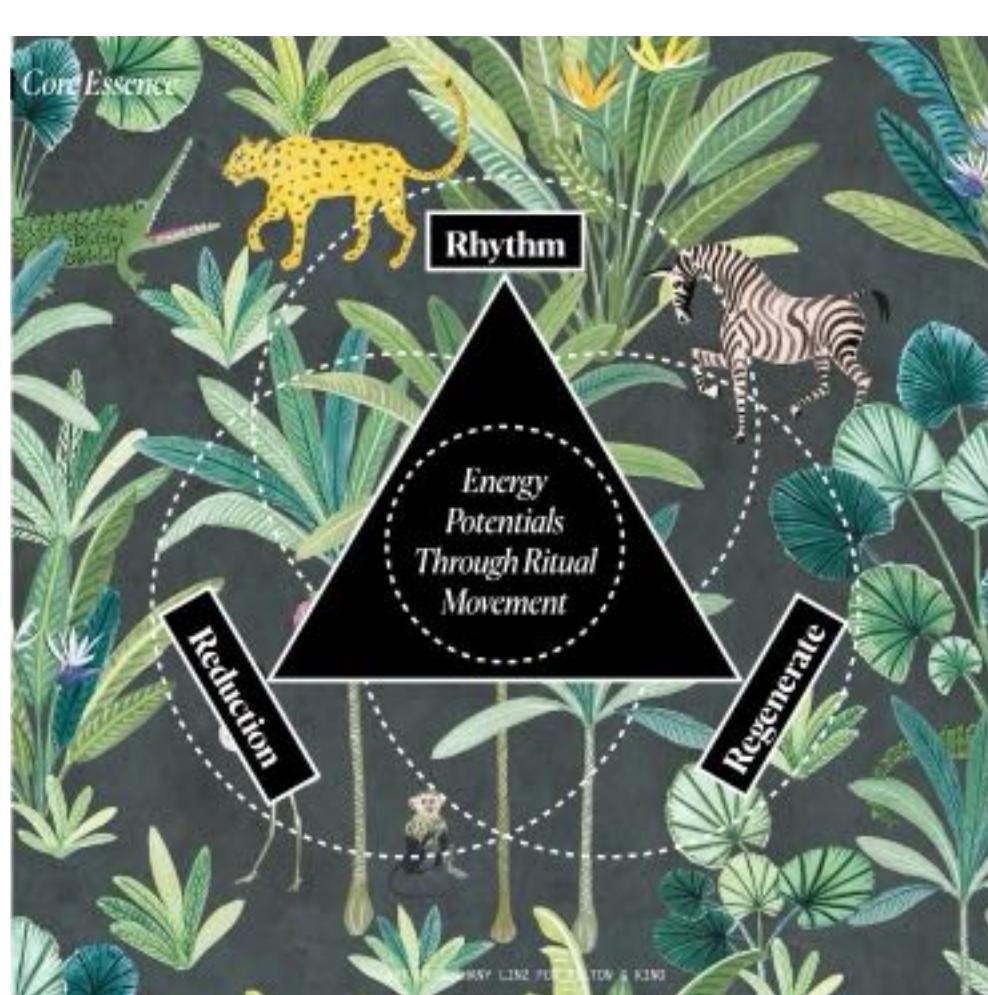
We are about reducing our need to create raw materials when there is abundance in discarded technologies which still have energy, value, & time left to share.

Bench

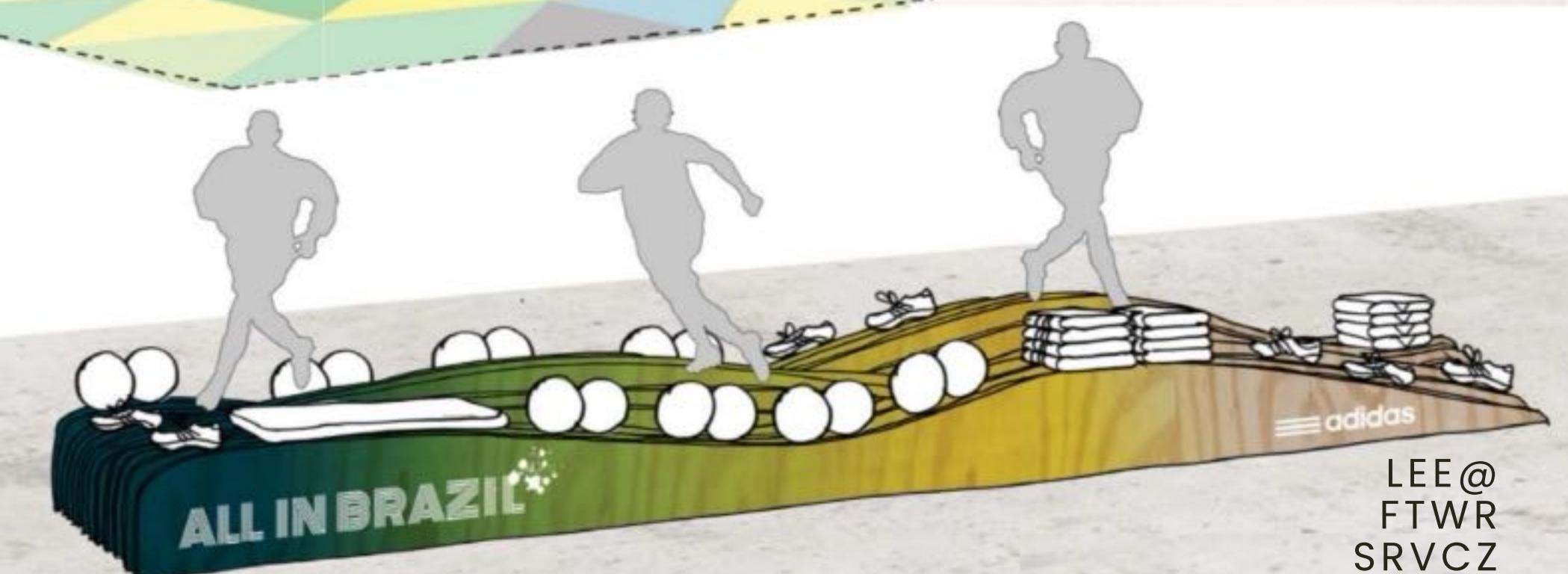
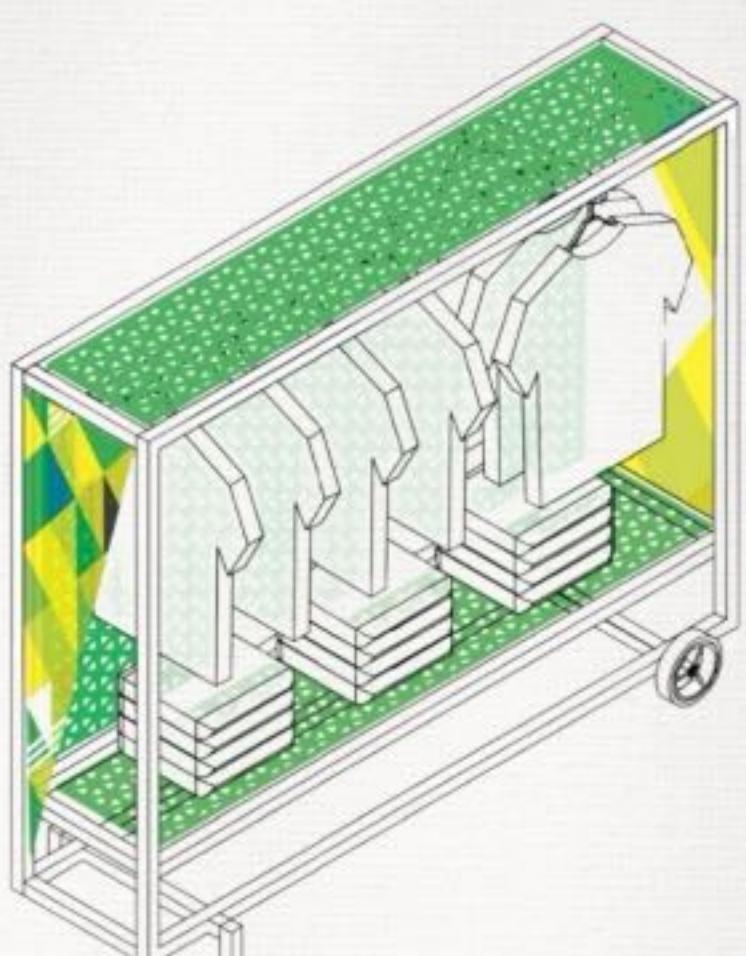
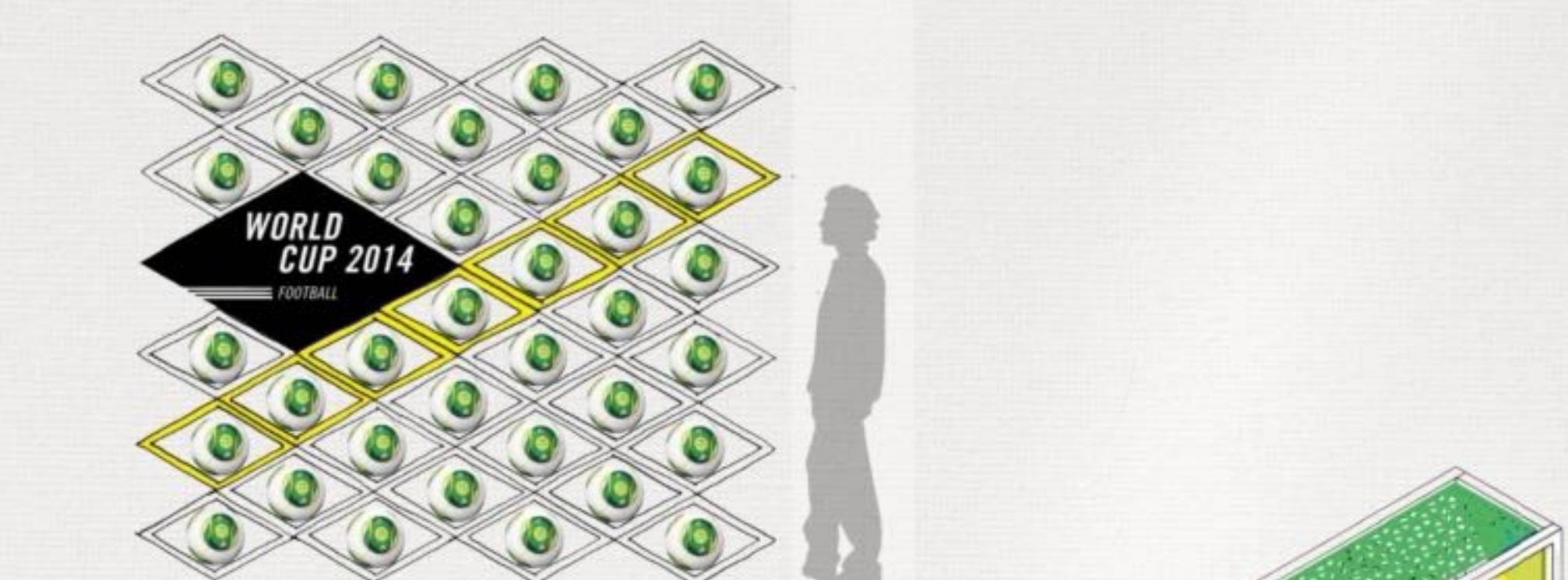


EREST, GOOGLE IMAGES, ARC-TERYX, ADIDAS, VINS CRESPO CHEPE, ARTICLE

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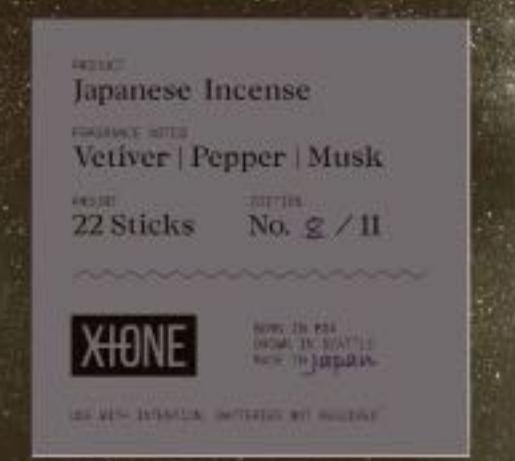
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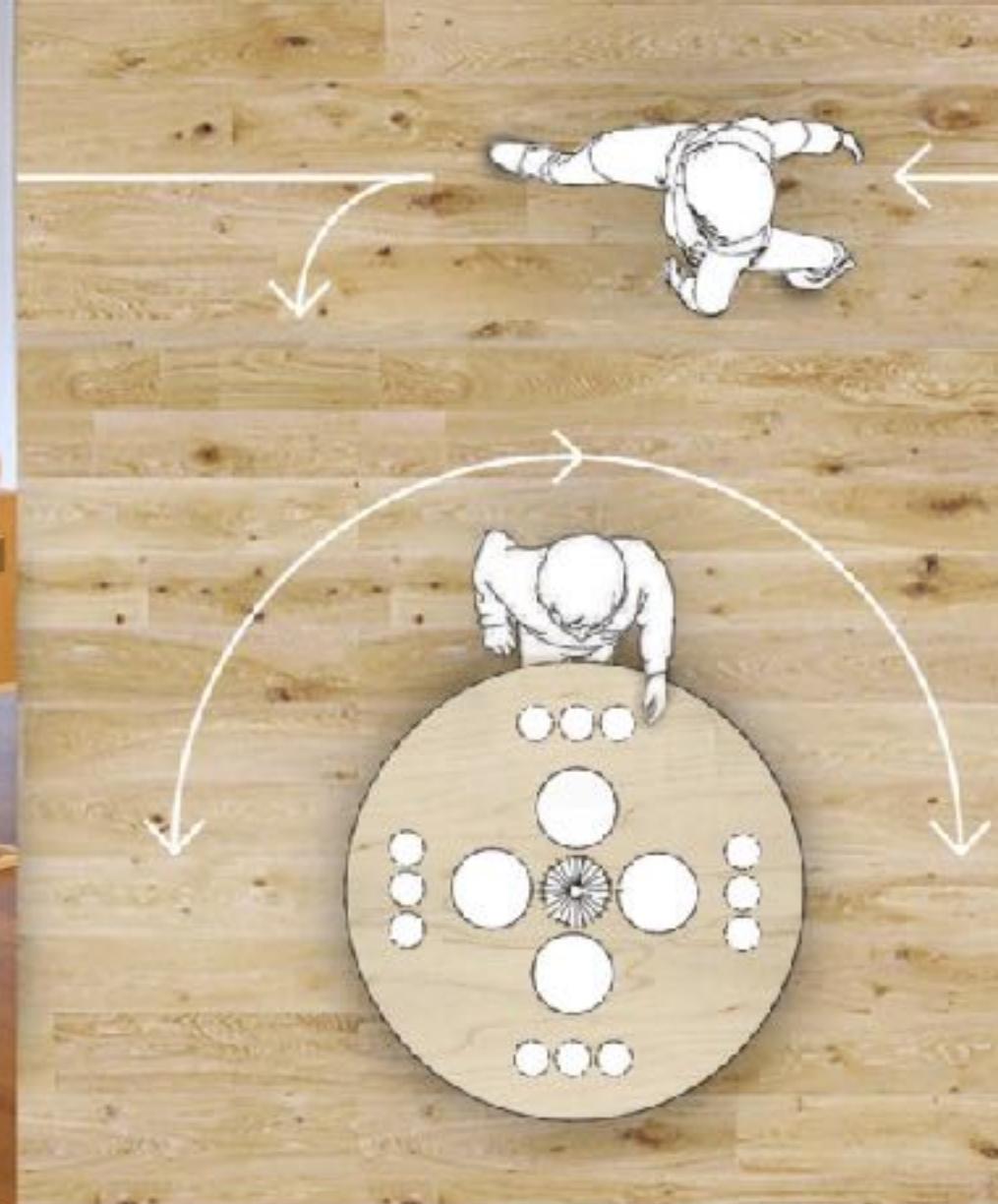
Use with intention, batteries not included.



XHONE

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# 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 interactions? How will the tablet encourage our eyes to come up to create better connections with me? 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

## Early Adapters



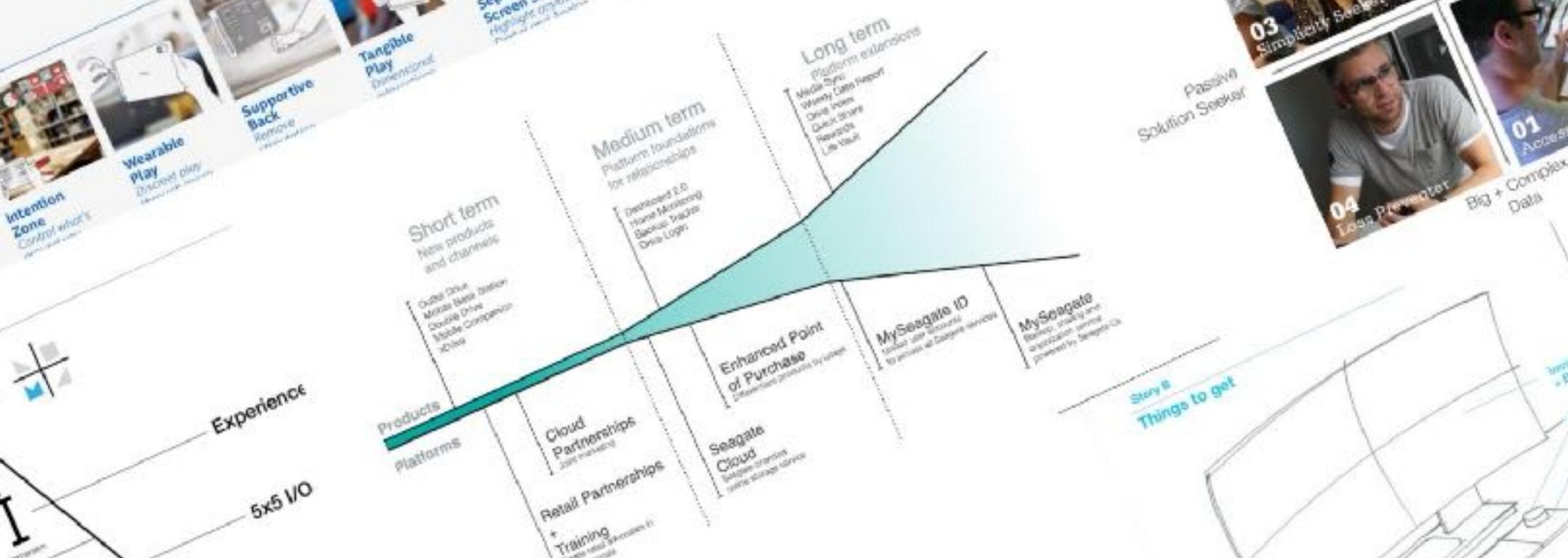
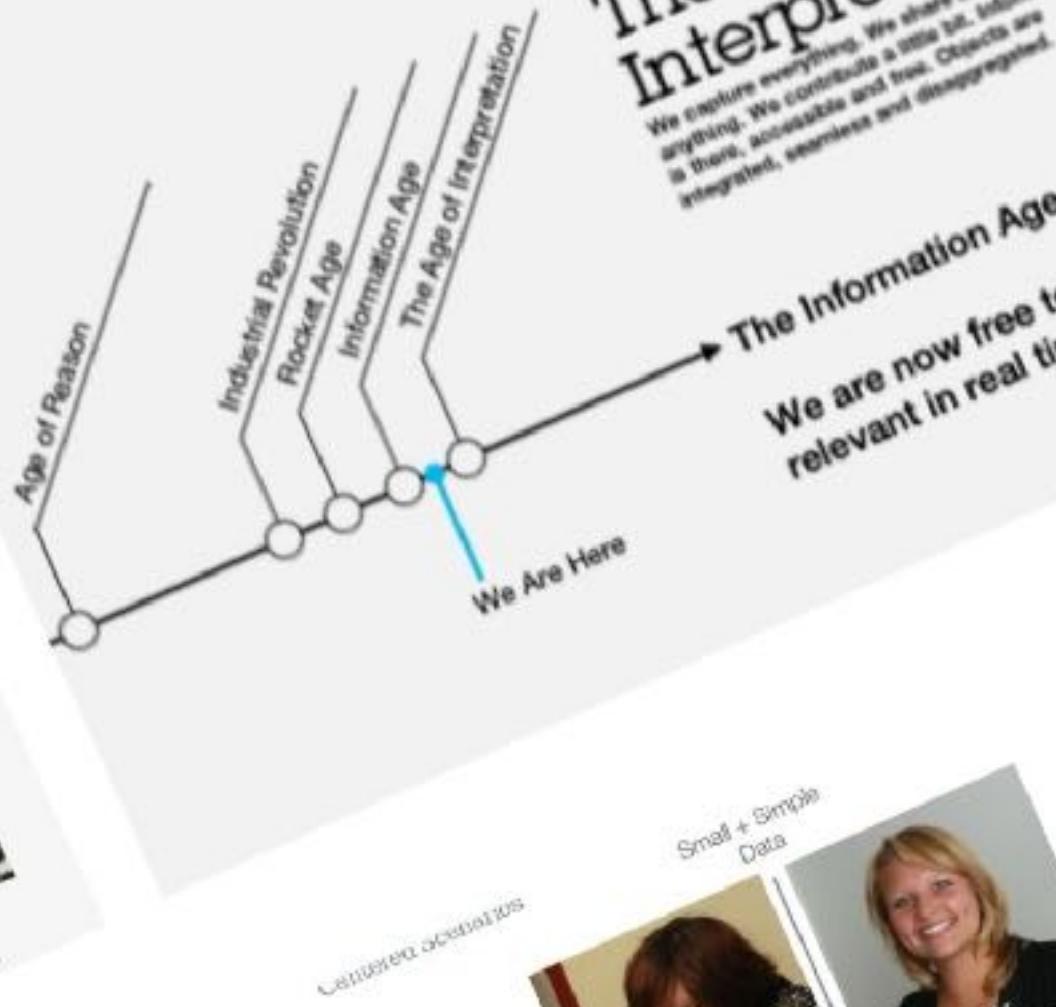
While early adopters are quick to try the next big thing, they don't push the boundaries of tablets. The new bleeding edge of adopters are the ones who embrace the tablet and change their behaviors to use the tablet as their primary device.

**IDEAS**

- Controlled Stimulation**
- Relationships**
- People + Environment**
- People + Information**
- Connected Dots**
- People + Devices**
- Mutual Relationships**

**INTERACTIONS**

- Intention Zone**
- Wearable play**
- Supportive Back**
- Supportive Play**
- Intentional play**
- Supportive Screen Shot**
- Separable Camera + Projector**
- Separable Highlight writing**
- Separable PC**



**Story 8: Promise Products**

**Story 8: Making**

**Story 8: Around Me**

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

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

**LEE@FTWRSRVCZ.COM**

PREVIOUS

# CREDENTIALS

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## 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*

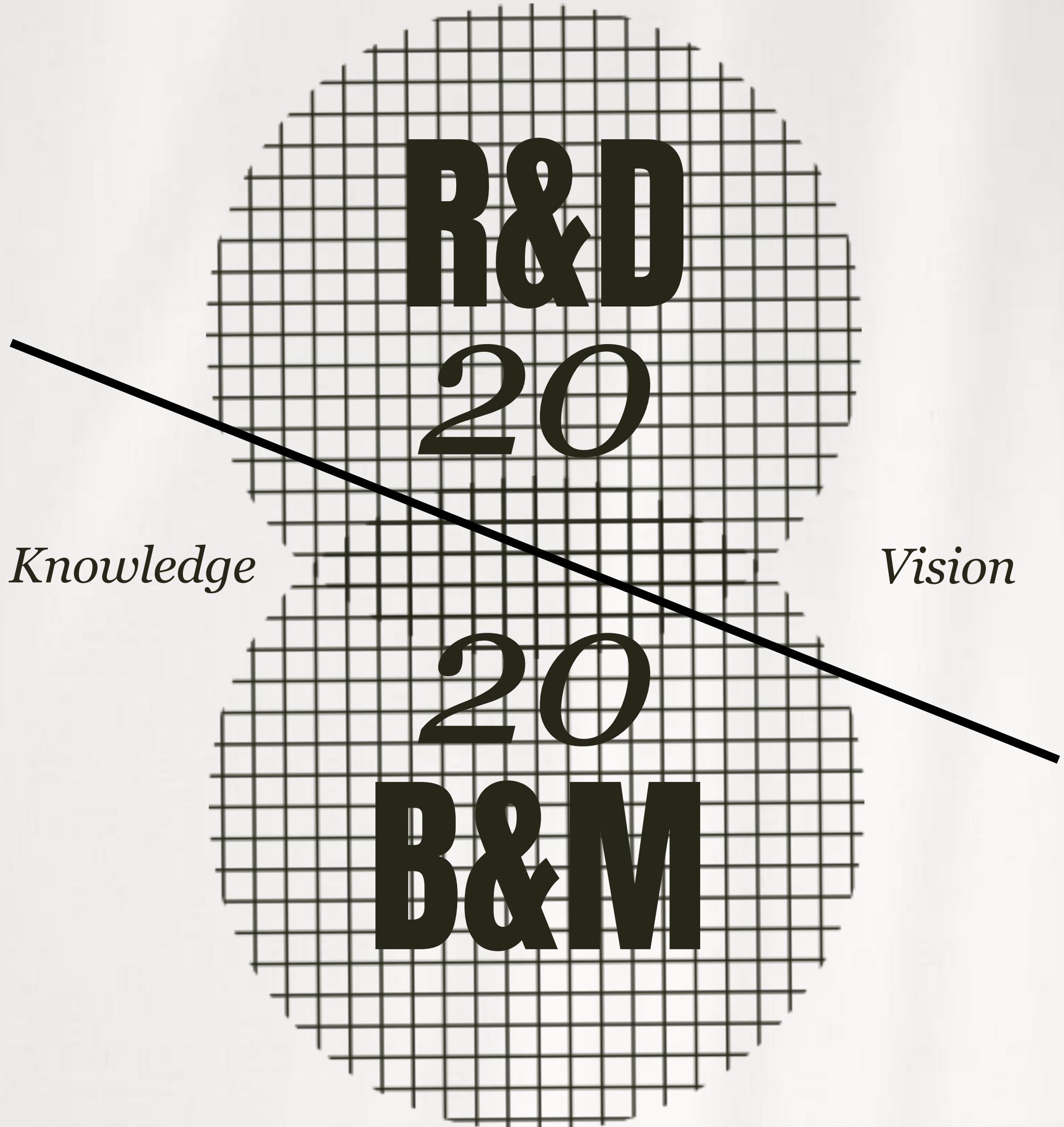
## ZIBA DESIGN

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

*4.25yrs*

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

PREVIOUS

# CREDENTIALS

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**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

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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