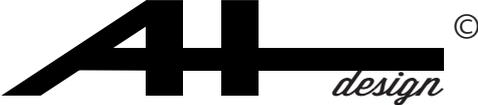


VANS OFF THE WALL

A BRIEF VISUAL HISTORY

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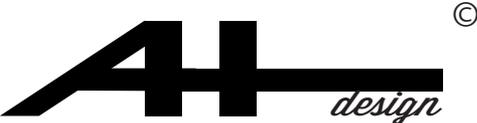
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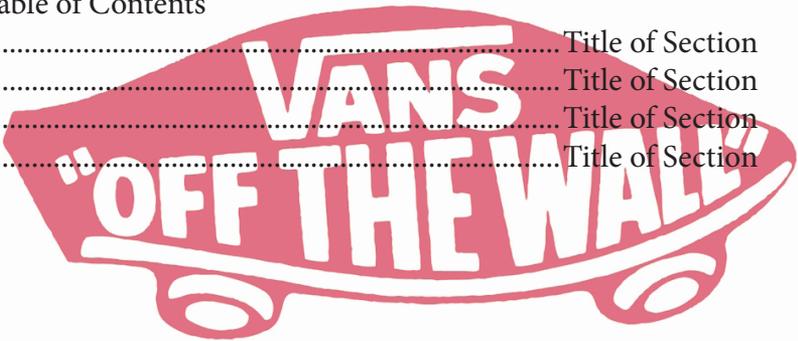
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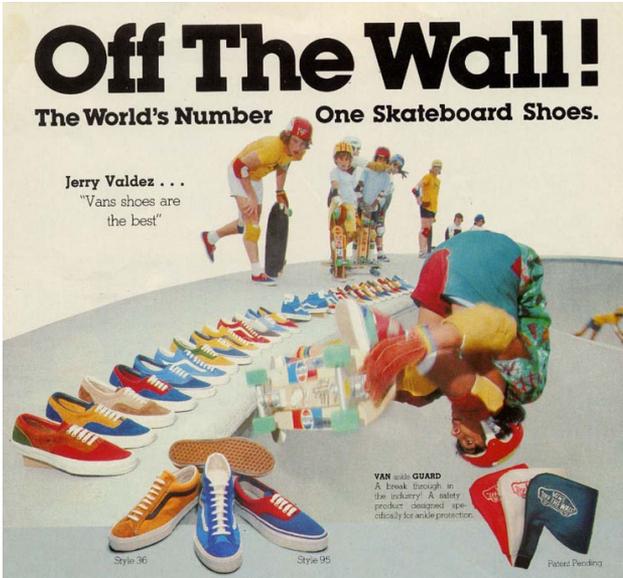


On March 16th, 1966, at street 704E Broadway, in Anaheim, California, Paul Van Doren and three partners opened up their first ever store and the Vans dream was born. The Van Doren Rubber Company was unique in that it manufactures shoes and sells them directly to the public. On that first morning, 12 customers purchase shoes which are made that day and ready for pick-up in the afternoon. The Vans #44 deck shoes, which is now known as the Authentic were born.





Skateboarders who like Vans rugged make-up and sticky sole are seen sporting Vans all over Southern California in the early 1970s. In 1975, the Vans #95, known today as the Era was designed by Tony Alva and Stacy Peralta. With a padded collar and different colour combinations the Era becomes the shoe of choice for a generation of skateboarders.



Above: 1970's Vans Off the Wall Advertisement



In 1979, Vans introduce the #44 shoe, and with the help of skateboarders and BMX riders the Vans Slip-On became all the rage in Southern California. By the end of the 1970s, Vans had 70 stores in California and sells through dealers both nationally and internationally.

Vans Slip-Ons gained international attention and appeal when they were worn by Sean Penn in the 1982, iconic youth film "Fast Times at Ridgmont High." Although Vans core shoes were selling well, the wide range of products that the company now offered had drained the companies resources, and with Vans not able to overcome it's debt they were forced to file for bankruptcy in 1983.



Left: Cast Members of *Fast Times at Ridgmont High* sporting the Slip Ons and the Authentics.



Just three years on, Vans had paid back all creditors and emerges from bankruptcy. In 1988 Vans original owners sell to an investment banking firm, and with the new owners financial backing, Vans expands and increases its worldwide presence.

Vans begins manufacturing footwear overseas in 1994, allowing for development of new shoe styles, and huge expansion occurs. Vans then begins creating the world's leading action sport series with the sponsorship of the inaugural Triple Crown of skateboarding, which then develops into the Vans Triple Crown series which includes events in skateboarding, BMX, surfing, wakeboarding, snowboarding, motocross and super cross.

