


☐

I'm not robot


reCAPTCHA

Continue

Creative recreation de coco

FILTER BY: Display 1 to 24 (from 67 products) Display 1 to 24 (of 67 products) por Envios Internacionales It is in the name. We all have creativity in common. We can wear the same pair of shoes, but we all wear them differently in a way that suits our lifestyle. This is how Patrick Buchanan describes Creative Recreation, which since 2002 has successfully overseen a wide range of customer backgrounds by never getting involved in a box. As the L.A.-based brand's marketing director, Buchanan has managed to keep the company at the forefront of a segment of men's shoes that bridges the gap between casual and professional. As he puts it, Creative Recreation can carry a guy from the club to the office. When we arrived in 2002, there was no one who really created shoes for the intermediate piece of sneakers and clothes shoes, he says. We were brands that could take you out of the club one night and wear your suit to work the next day. When you approach so many viewers at once, it's a finesse. On the company's website, a style guide gives customers a better idea of how to integrate the sneakers into their wardrobes, while the brand on Instagram lets bite-sized pieces of inspiration. When you do a style guide, you don't want to alienate a guy and let him say, 'Well, I don't want to wear this because it's not my style', so it's certainly a challenge, but we don't want to aggressively exaggerate the styling, we want it to be natural and feel like an authentic style. It has been a formula for success, and in the more than ten years since Creative Recreation first emerged, the sneaker market has exploded, making the brand's longevity all the more impressive. The key was a loyal fan base that contains more than a few high-profile names. Kanye West, Robert Downey Jr., Zac Efron and Channing Tatum are just some of the famous men who wore the brand. Opulent but a little grungy, Creative Rec shoes capture the city where they were born, only helped by their elusive, celebrity cache. The company that plays into this legacy has hired Nick Jonas as the first brand ambassador, whom Buchanan describes as a natural partnership. Nick has been supporting us since he was with the Jonas Brothers, when he and his brothers wore the shoes, and he was just a great supporter over the years. When we wanted to bring an ambassador [Nick], it just made sense. It wasn't like it, we just want to pay you to represent our brand - he believes in what we believe in, Buchanan explained. As part of his ambassadorship, Jonas is designing a capsule collection, which will be to be launched in 2017. It's described as Nick's adoption of some of Creative Recreation's most popular sneakers, as well as some new styles. It's really inspired by Nick's lifestyle, and what it's like to be a guy who A lot of hats, and I think the collection does a really good job of bringing him from stage to stage from day to night, Buchanan said. Today we got the first prototypes. I look at it and I'm kind of speechless. Behind the scenes, a merger with Rocky Brands about two years ago helped Creative Recreation continue to thrive, though, according to Buchanan, much of the same is still the same. What they have put on the table is more resources. For a brand like ours, it's really important because we can continue to create and experiment with new categories. But we still have the same creative team. I have been with the company for 7 years. So not much has changed, really. Part of the experimentation can be seen in one of the company's most popular spring releases, the Deross, an athletic, run-inspired style that is breaking new ground for the brand. It's our job to stay up to date with what's happening, and there's definitely been a shift in the market to more of an athleisure kind of vibe, so we just wanted to step in there and do some creative rec style. But, of course, we will not change the entire brand in this direction. A lot of the styles are kind of one and done, so let's bring it, we've done it, and then we move on to what comes next. For Autumn '16, Buchanan is excited about the Castucci, which he says was a big hit at trade fairs, and also reveals that the brand is working on something for the holiday that will be unveiled in due to be unveiled in due time. You are currently using an older browser and your experience may not be optimal. Please consider upgrading. For more information. You are currently using an older browser and your experience may not be optimal. Please consider upgrading. For more information. More.