

THERE'S  
NO BETTER  
FEELING

THAN...



# 200 YEARS OF INNOVATION

For 200 years, the American Chemical Society has been a leader in promoting the advancement of chemistry and the chemical industry. The Society's mission is to advance the chemical sciences and the chemical industry, and to promote the use of chemistry in the service of humanity. The Society's activities include the publication of scientific journals, the holding of conferences and meetings, and the awarding of prizes and honors to individuals who have made significant contributions to the field of chemistry.

IN 2005, CLARK CELEBRATES  
200 YEARS OF INNOVATION,  
LEADERSHIP AND COMMITMENT

Clark Chemical Company is a leading manufacturer of specialty chemicals. The company's products are used in a wide range of applications, from the production of plastics to the manufacture of pharmaceuticals. Clark's commitment to innovation and leadership has enabled the company to develop new products and processes that have revolutionized many industries.

Clark's commitment to innovation and leadership is reflected in its investment in research and development. The company has a strong focus on developing new products and processes that will meet the needs of its customers. Clark's commitment to innovation and leadership is also reflected in its commitment to environmental stewardship and social responsibility.

A BRAND  
WITH

# GLOBAL POWER

**77**   
COUNTRIES  
SOLD IN

**30.5**   
MILLION  
SHOES SOLD  
WORLD-WIDE

**631**   
DTC STORES  
WORLD-WIDE

**17**   
YTD 24  
PAIRS  
OF WALLABEES  
SOLD EVERY  
MINUTE

UK'S  
FAVOURITE  
FOOTWEAR  
BRAND

**#1** ADULTS  
SHOE BRAND  
IN THE UK  
(BANTER JAN 2020)

**27**   
M+   
MALE ADULT  
FLOPPERS  
AND CUPSOLE  
SANDALS

**#1** FLIP  
FLOP  
BRAND  
IN THE US



NEW COLORS



## ICONS AND COLLABORATIONS: WHERE HERITAGE MEETS THE FUTURE

At the intersection of heritage and future, we've created a collection of sneakers that are both timeless and forward-thinking. Each shoe is a tribute to the past, yet designed for the future. The result is a collection of sneakers that are both iconic and innovative.

Each sneaker is a unique blend of heritage and future, designed to be both timeless and forward-thinking. The result is a collection of sneakers that are both iconic and innovative.



# OUR BRAND SEGMENTATION

BRAND NAME



CLARK'S SHOES

CLARK'S

CLARK'S

CLARK'S

CLARK'S

CLARK'S



CLARK'S

CLARK'S



CLARK'S

CLARK'S

# CONSUMER PROFILE



## CLARIS CONSUMER

The premium luxury shopper who buys optimal premium footwear for everyday confidence.



## CLARIS ACTIVE CONSUMER

The performance lifestyle user who demands functional, durable footwear for a high-demand day.



## CLOUDSTEPPER® - COLLECTION CONSUMER

The multi-functional user who wants soft, lightweight, great-value footwear for use all day long.



## PRODUCT HIGHLIGHTS

CLARK'S  
ORIGINALS

WINTERWEAR  
Winter



THE LION KING BOOT

Handcrafted in the USA, this boot is made from the finest leather and features a comfortable, cushioned insole. It's the perfect choice for those who want to stay warm and stylish during the winter months.



THE WALKER

This shoe is made from the finest leather and features a comfortable, cushioned insole. It's the perfect choice for those who want to stay warm and stylish during the winter months.



THE HERBY BOOT

This shoe is made from the finest leather and features a comfortable, cushioned insole. It's the perfect choice for those who want to stay warm and stylish during the winter months.





# LIBERATE YOUR FEET

*Charlotte*  
THE UNIVERSITY OF THE SOUTH



www.universityofthesouth.edu



ATHLETIC



SANDAL



CASUAL





## DRESS B CASUAL





LIFESTYLE







# Space Ask



## Size & structure

- How many units & how big?
- Exchange ratio of space
- Over-crowding height of the
- Overcrowding issues



## Location

- How far from the beach?
- How far from the beach?
- How far from the beach?
- How far from the beach?



## Price

- High quality of the space
- High quality of the space
- High quality of the space
- High quality of the space



## Green building

- High quality of the space
- High quality of the space
- High quality of the space
- High quality of the space

**Metro Brands x CLARKS**  
combining strength in shoes & winning retail strategy