



LAKAI 

Q 3 - 2 0 2 4



LAKAI LIMITED FOOTWEAR

Q3-2024

INSPIRED BY:

RILEY HAWK

RICK HOWARD

MIKE CARROLL

VINCENT ALVAREZ

STEVIE PEREZ

JIMMY WILKINS

SIMON BANNEROT

TYLER PACHECO

GRIFFIN GASS

CODY CHAPMAN

JAMES CAPPS

NICO HIRAGA

GREG DEHART

KYONOSUKE YAMASHITA



Q3-24 FOOTWEAR LOGO KEY:

PRO RIDER SIGNATURE SHOES:



CONSTRUCTION:



PERFORMANCE
CUSOLES



DUAL DENSITY
VULC CONSTRUCTION



PERFORMANCE
VULCS

ADD ONS:



PREMIUM FOAM DESIGNED
WITH A DEEP CONTOURED
HEEL AND ARCH FOR SUPERIOR
COMFORT.



RUBBER BACKED
AREAS FOR DURABILITY



FOOTWEAR OVERVIEW

Q 3 - 2 0 2 4

T E C H R E V I E W

VULC

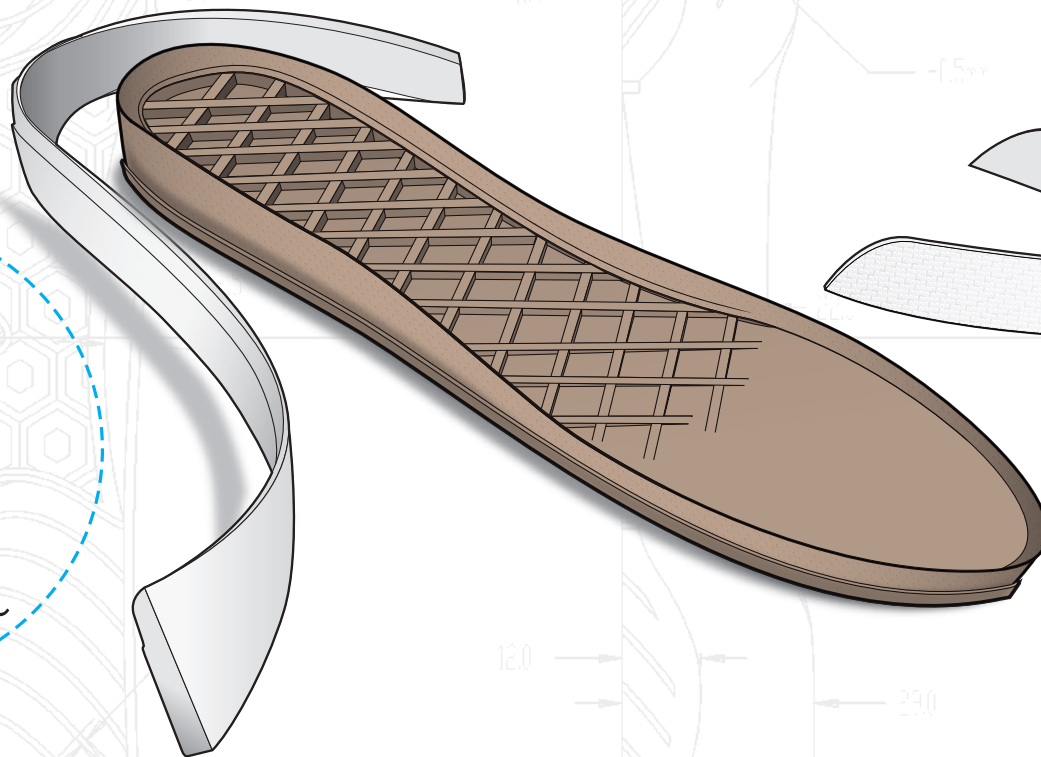
PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE



FOOTWEAR OVERVIEW

Q 3 - 2 0 2 4

TECH REVIEW



Rounded Edge Vulc

FOOTWEAR OVERVIEW

Q 3 - 2 0 2 4

TECH REVIEW

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE

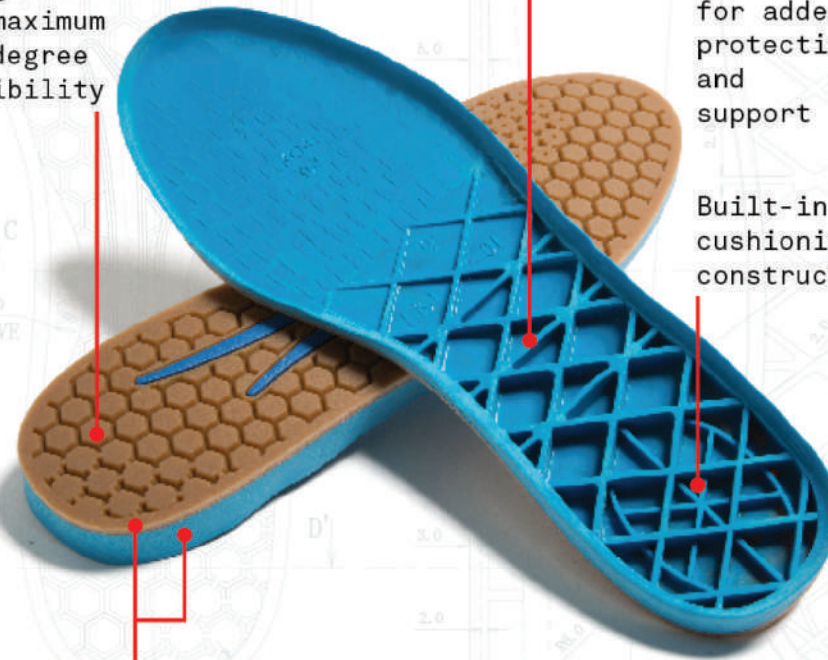
PARA-MOUNT™ outsole technology utilizing dual density rubber to absorb high impact and reduce fatigue.

Hex tread design allows for maximum 360 degree flexibility

Reinforced in Arch and medial sidewall area for added protection and support

Built-in heel cushioning construction

Dual durometer rubber



FOOTWEAR OVERVIEW

Q 3 - 2 0 2 4

T E C H R E V I E W



Internal Top View:



- Crating for support, durability and structure



- Drop-in EVA heel cushion



FOOTWEAR OVERVIEW

Q 3 - 2 0 2 4

New Team Style

Collection Highlights:

- Collab That Aligns With Lakai and Team
- Seasonal Colors & Materials
- Unique Applications

NEW STYLE

Q 3 - 2 0 2 4

OBJECTIVE:

- Add To Our Price Point Category
- Versatile Color Blocking Options
- Similar Fit As Griffin
- Same outsole as Cardiff & Griffin

NEW STYLE

Q 3 - 2 0 2 4


KEY FEATURES:

- High-Wrap Toecap Seam To Help Prevent Blowouts
- Optional Lace Protection
- Bold Branding
- Durable Suede Overlays

A stack of white knit hats, likely beanies, with red labels that read "LAKAI YORK". The hats are piled together, and the focus is on the texture of the knit and the placement of the labels. The overall image has a dark, muted color palette.

INTRODUCING THE
YORK

NEW STYLE!
YORK



Q3-2024



YORK

DETAILS



NEW
STYLE!



NEW STYLE!
YORK



WHITE/RED SUEDE



NAVY/GUM SUEDE



BLACK/WHITE SUEDE

FEATURES:

- High Wrap Toecap Help Prevent Blowouts
- Optional Lace Protection
 - Bold Logo Branding
- Durable Suede Overlays

TELFORD LOW



Q3-2024



LIGHT BLUE SUEDE



BLACK/GREY SUEDE



CHOCOLATE/WHITE SUEDE

FEATURES:

- Suede toecap
- Suede, leather and breathable mesh upper
- Classic bold branding
- Advanced flexible XLK™ cupsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



A skateboarder with tattoos on his arms is captured mid-air, performing a noseblunt slide on a concrete ledge. He is wearing a white t-shirt and blue jeans. The background features a clear blue sky and a rocky, desert-like landscape with some sparse vegetation. The skateboarder's arms are outstretched for balance as he balances on the nose of his board.

Riley Hawk

PRO MODEL

RILEY 3 HIGH

RILEY HAWK
PRO MODEL



Q3-2024



GREY SUEDE



CHOCOLATE/GUM SUEDE



BLACK SUEDE

FEATURES:

- Riley Hawk pro model
- Hidden stitch seam on toecap
- Suede and canvas upper
- Simple, clean branding
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14

Riley Hawk

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE



SWITCH 180 NOSEGRIND • PHOTO BY KOKI KASAI

ATLANTIC



VINCENT ALVAREZ
PRO MODEL

VINCENT ALVAREZ

ATLANTIC

VINCENT ALVAREZ
PRO MODEL



Q3-2024



BURGUNDY / GUM SUEDE



BLACK SUEDE

FEATURES:

- Vincent Alvarez vulcanized pro model
- Seamless toecap
- Durable suede upper
- Breathable mesh
- Inset eyestay lace protection
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



ESSEX



NAVY SUEDE



BLACK/GUM SUEDE

FEATURES:

- Seamless toecap
- Durable suede and breathable mesh upper
- Bold branding
- Optional protective hidden lacing
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE



LAKAI LIMITED **JIMMY WILKINS** **LAKAI LIMITED**
 *
JIMMY WILKINS
LAKAI LIMITED



PRO MODEL

WILKINS

JIMMY WILKINS
PRO MODEL



Q3-2024



GREEN SUEDE



WHITE SUEDE



BLACK SUEDE

FEATURES:

- Jimmy Wilkins Pro Model
- Timeless Oxford Design w/U-throat construction
- Co-Bound toecap
- Durable suede and canvas upper
- PU inner collar lining
- High wear toe bumper
- Performance VLK™ outsole



MANCHESTER



Q3-2024



WHITE LEATHER



CHARCOAL SUEDE



BLACK SUEDE

FEATURES:

- Legacy style
- Seamless toecap
- Durable suede/canvas upper
- Breathable mesh tongue
- Classic bold branding
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



TERRACE

GRIFFIN GASS
PRO MODEL

Girl

TERRACE

GRIFFIN GASS
PRO MODEL



Q3-2024



BLACK/WALNUT SUEDE



Wear Away
WHITE TO BURGUNDY

WHITE/BURGUNDY LEATHER



BLACK SUEDE

FEATURES:

- Griffin Gass pro model
- Custom branding on heel and insole
- Durable suede and leather upper
- Advanced flexible XLK™ cupsole
- Pod-tread provides maximum board feel
- Available in sizes 5-12, 13, 14





POLAR



WHAT ARE CAMP VIBES?

CAMP VIBES, SHORT FOR CAMPING VIBRATIONS, ARE A STATE OF OVERWHELMING JOY, RELAXATION AND ENLIGHTENMENT. WHILE ONE IS MOST LIKELY TO EXPERIENCE CAMP VIBES IN A NATURAL SETTING ACCOMPANIED BY CLOSE FRIENDS AROUND A CAMPFIRE OR IN A TENT, THERE ARE KNOWN OCCURRENCES IN URBAN ENVIRONMENTS.

BEWARE, EXPERTS SAY CAMP VIBES ARE HIGHLY CONTAGIOUS .

A man in a green hoodie and black pants is walking across a rocky stream in a forest. The stream flows over several large rocks and logs, creating small cascades. The background is filled with trees and foliage, suggesting an autumn setting. The word "POLE" is written in large, blue, stylized letters across the middle of the image, with an orange arrow pointing to the right above it.

POLE



POLER
OWEN SLIPPER

POLER
CAMBRIDGE

POLER
EVO 2.0 TRAIL



REFLECTIVE
BEEFECTIVE



**POLER
EVO 2.0 TRAIL**
BLACK NUBUCK



REFLECTIVE
BEEFECTIVE

**POLER
CAMBRIDGE**
BLACK / MULTI SUEDE



**POLER
OWEN SLIPPER**
FURRY CAMO





POLEC OUTDOOR STUFF
THE GREAT OUTDOORS

LAKAI PRO

POLEC OUTDOOR STUFF
THE GREAT OUTDOORS

Vibram

Vibram

LAKAI

CAMBRIDGE



Q3-2024



Coated Canvas



RED / BURGUNDY SUEDE



BLACK CANVAS



WHITE LEATHER



BLACK / MULTI SUEDE



BLACK SUEDE

FEATURES:

- Seamless toecap
- Durable suede/leather upper
- Breathable mesh tongue
- Classic bold branding
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE

deluxlite

GRIFFIN



Q3-2024



OLIVE SUEDE



CHOCOLATE SUEDE



BLACK CANVAS



WHITE CANVAS



BLACK SUEDE

FEATURES:

- Legacy style
- Seamless toecap
- Suede and canvas uppers
- Classic bold branding
- Traditional vulcanized construction
- Available in sizes 5-12, 13, 14



Steve
Jerez

PRO MODEL

FLACO II

CROOKED EGRIND • PHOTO BY ALEX PAPKE

FLACO II

STEVIE PEREZ
PRO MODEL



BLACK / BLACK SUEDE



TAN SUEDE

FEATURES:

- Stevie Perez Pro Model
- Durable leather upper
- CO-BOUND™ in high-wear areas
- DELUX-LITE™ premium foam insole
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE

deluxlite

NEWPORT



Q3-2024



BURGUNDY SUEDE



BLACK SUEDE

FEATURES:

- Classic style
- Seamless toecap
- Leather and Suede upper
- Embroidered branding
- Traditional vulcanized construction
- Available in sizes 5-12, 13, 14



GREG DEHART • TAILSLIDE • PHOTO BY ALEX PAPKE

KIDS COLLECTION



KIDS

AVAILABLE IN SIZES 11-5

CAMBRIDGE KIDS



BLACK CANVAS



RED/BURGUNDY SUEDE



BLACK/GUM SUEDE



BLACK SUEDE



Q3-2024

GRIFFIN KIDS VELCRO



CHOCOLATE SUEDE



BLACK CANVAS

KEY TAKEAWAYS

Q 3 - 2 0 2 4

YORK - NEW STYLE!

- PRICE-POINT STYLE w/ DURABILITY FEATURES

POLER x LAKAI COLLABOARTION

- EVO 2 / CAMBRIDGE / OWEN SLIPPER



COLOR / MATERIAL STORIES

- **Coated Canvas** CAMBRIDGE / CAMBRIDGE KIDS
- **Wear Away**
WHITE TO BURGUNDY TERRACE
- OUTLINE FLARES - GRIFFIN

A man with dark hair is standing on a large, weathered log in a forest. He is wearing a white long-sleeved sweatshirt with a circular logo on the chest that says "TRAIL OUTDOOR STORE" and "MADE IN THE USA". He is also wearing black pants and black sneakers with orange accents. The forest has many thin trees and some rocks on the ground. The lighting is soft, suggesting late afternoon or early morning.

APPAREL &
ACCESSORIES

POLER COLLAB ARTWORK PROCESS

1.



B

+ COMPANY COLORS =
LAKAI CYAN
POLER PMS 166 ORANGE



PUSH IT FURTHER
FURRY LETTERS AND FLARE

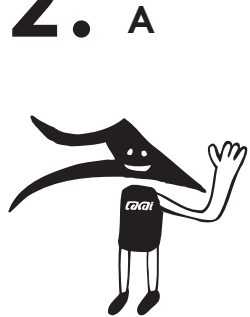
A1



A2



2.



+



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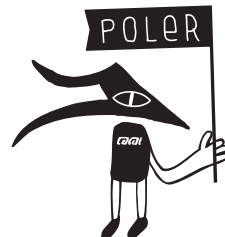
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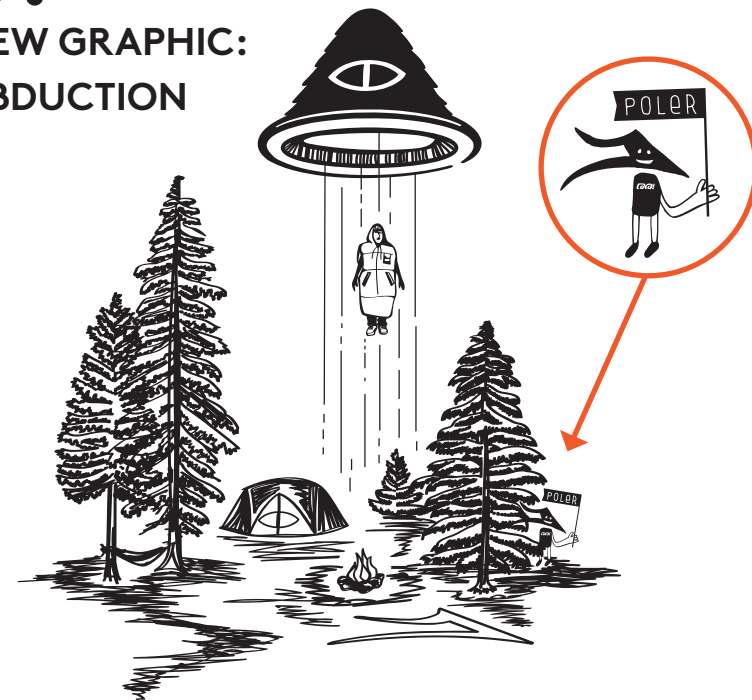


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3.

NEW GRAPHIC:
ABDUCTION





REFLECTIVE
BEETECIIE



POLER ANORAK JACKET

ORANGE

FEATURES:

- Durable Water Repellent (DWR) coating
- Large Kangaroo pocket
- Reflective prints
- Inner lining pattern



Inner Lining Detail





Q3-2024



POLER SUMMIT P/O HOOD

OLIVE
BLACK

FEATURES:

- 10oz / 330gm cotton/poly fleece
- Screen print on front and right wrist



POLER



Q3-2024



PUFF
PRINT



POLER LAKAI VIBES CREWNECK

CHOCOLATE

FEATURES:

- 10oz/330gm cotton/poly fleece
- Puff print on front and back



Q3-2024

PUFF
PRINT



POLER FURRY LOGO SS TEE

BLACK

FEATURES:

- 100% Cotton
- Puff print on front,
regular print on sleeve





Q3-2024



POLER ABDUCTED SS TEE

WHITE
SAND

FEATURES:

- 100% Cotton
- Water based ink on front and back



POLER OUTDOOR STUFF LS TEE

ASH HEATHER

FEATURES:

- 90/10 cotton/poly blend
- Water based ink on front



POLER LAKAI VIBES 2 PERSON TENT

CYAN

FEATURES:

- Fits 2+ people
- Poler Vortex rainproof fabrics
- 2 large doors and 2 vestibules
- Single pole design, lightweight aluminum
- Poler Eye shaped windows
- Stakes and tie down line included
- Assembly instructions are sewn into the inside of the stuff sack
- 80" x 60" x 40"



Wearable Detail



POLER OUTDOOR STUFF NAPSACK

CYAN

FEATURES:

- Ideal weight for summer camping outdoors or winter couch surfing
- Fully Reversible
- Sleep, Lounge, and Walk modes.
- Zippered shoulders allow the free use of your arms in Lounge mode
- Drawcord bottom can be cinched shut for Sleep mode
- Cinch drawcord at waist for Walk mode
- Handwarmer pockets and 4" x 5" accessory pockets on each side
- Recycled Thermastuff synthetic insulation
- Recycled soft synthetic micro fiber body
- Rated to approx. 50 degrees Fahrenheit

S: 23" w x 63" h

M: 28" w x 76" h

L: 31" w x 85" h

XL: 37" w x 91" h



Inner Lining Detail



POLER ABDUCTED TREE BED

ORANGE

FEATURES:

- Materiel: 70D Nylon Taffeta Ripstop
- 1 inch webbing straps included
- Aluminum Wiregate carabiners included
- Unpacked: 105" x 75"
- Packed: 3.5" x 8"
- Weight Capacity: 300lbs



POLER FURRY CAMO ELEVATED DUFFLE BAG

FURRY CAMO

FEATURES:

- 49 Liters / 21.5" h x 11" w x 12" d
- Airplane carry on approved
- 600D Polyester plain weave with water repulsive finish
- Removable backpack straps
- Skateboard carry straps
- Vegan-friendly trims
- Extending stash pocket



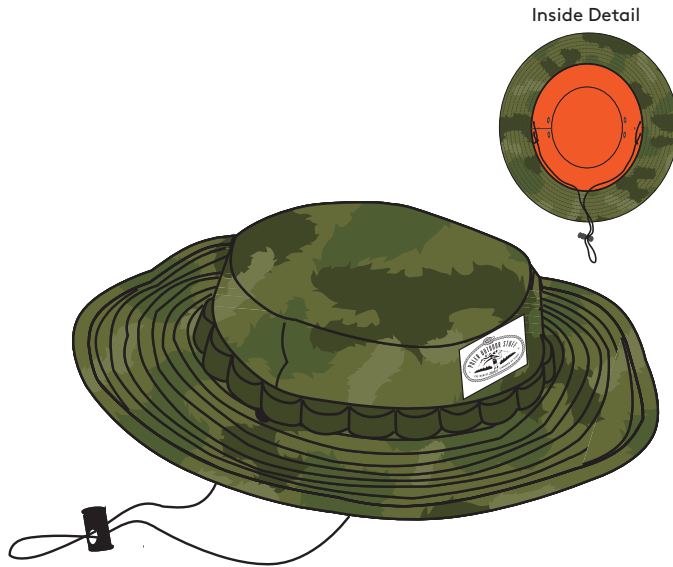
Q3-2024

POLER FURRY CAMO BOONIE HAT

FURRY CAMO

FEATURES:

- Lightweight twill
- Custom camo
- Woven label on front
- Orange interior

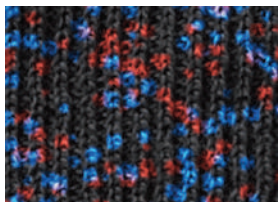


POLER OUTDOOR STUFF BEANIE

BLACK

FEATURES:

- Cyan/Orange fish knit
- Collab woven label on front



Fish Knit Detail

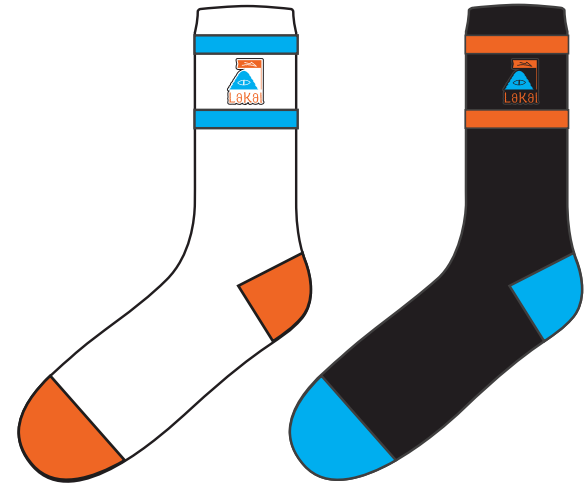
POLER SUMMIT CREW SOCK

WHITE

BLACK

FEATURES:

- Soft touch acrylic
- Jacquard blocking
- Embroidered logo



POLER STICKER PACK

MULTI

FEATURES:

- 6 assorted stickers



OFF THE HOOK

JIMMY WILKINS T



Q3-2024



“Jimmy was off the hook”



OFF THE HOOK SS TEE

WHITE

BLACK

FEATURES:

- 100% Cotton
- Screen print on front

RESEARCH DIVISION



Q3-2024



FOOTWEAR RESEARCH DIVISION



RESEARCH DIVISION P/O HOOD

SLATE
SMOKE

FEATURES:

- 10oz / 330gm cotton/poly fleece
- Screen print on front



RESEARCH DIVISION SS TEE

WHITE
NAVY

FEATURES:

- 100% Cotton
- Screen print on front and back



FOOTWEAR RESEARCH DIVISION

Side Detail

RESEARCH DIVISION HAT

NAVY
FOREST

FEATURES:

- Unstructured twill hat with dart seam
- Adjustable snap back closure
- Heat transfer artwork

LOGOS



Q2-2024



BRUSH PIGMENT DYED SS TEE

BURGUNDY

BLACK

FEATURES:

- 100% Cotton
- Screen print on front



BASIC CREWNECK

STEEL BLUE

FEATURES:

- 10oz/330gm cotton/poly fleece
- Screen print on front



BASIC SS TEE

BLACK

WHITE

FEATURES:

- 100% Cotton
- Screen print on front

BASIC CREW SOCK

WHITE

BURGUNDY

FEATURES:

- Soft touch acrylic
- Embroidered logo





DELIVERY OVERVIEW

SIMON BANNEROT • FS PIVOT • PHOTO BY ALEX PAPKE

Q3-24 DROP 1 OVERVIEW



CAMBRIDGE
PARA-MOUNT deluxLite



BLACK / MULTI SUEDE
MS324-0252-A00 / BKNTS



WHITE LEATHER
MS324-0252-A00 / WHLTR

POLER EVO 2.0 TRAIL



BLACK NUBUCK
MS324-0260-B00 / BLKNU

POLER OWEN SLIPPER



FURRY CAMO
MS324-0266-A00 / FUCMO

WILKINS
JIMMY WILKINS PRO MODEL



GREEN SUEDE
MS324-0233-A00 / GRENS



WHITE SUEDE
MS324-0233-A00 / WHTES



BLACK SUEDE
MS224-0233-A00 / BLKSD

TELFORD LOW



LIGHT BLUE SUEDE
MS324-0262-B00 / LIBLS



BLACK / GREY SUEDE
MS324-0262-B00 / BKGRS



CHOCOLATE / WHITE SUEDE
MS324-0262-B00 / CWHS

MANCHESTER
PARA-MOUNT



WHITE LEATHER
MS324-0200-A00 / WHLTR



CHARCOAL SUEDE
MS324-0200-A00 / CHHSD



BLACK SUEDE
MS120-0200-A00 / BLKSD

FLACO II
STEVIE PEREZ PRO MODEL



TAN SUEDE
MS324-0112-A00 / TANSO



BLACK / BLACK SUEDE
MS324-0112-A00 / BKBKS

GRIFFIN SUEDE



CHOCOLATE SUEDE
MS324-0227-A00 / CHOCS



OLIVE SUEDE
MS324-0227-A00 / OLIVS



BLACK SUEDE
MS120-0227-A00 / BLKSD

GRIFFIN CANVAS



BLACK CANVAS
MS123-0227-A00 / BKCNO



WHITE CANVAS
MS123-0227-A00 / WHTEC

GRIFFIN KIDS



CHOCOLATE SUEDE
KS324-0227-A00 / CHOCS



BLACK CANVAS
KS124-0227-A00 / BKCNO



POLER ANORAK JACKET ORANGE
LJ324618

POLER SUMMIT P/O HOOD OLIVE BLACK
LSW324132

POLER LAKAI VIBES CREW ORANGE
LSW324233



POLER OUTDOOR STUFF LS TEE ASH HEATHER
LTS324051

POLER FURRY LOGO SS TEE BLACK
LTS324050

POLER ABDUCTED SS TEE LIGHT SAND WHITE
LTS324049

POLER LAKAI VIBES 2 PERSON TENT CYAN
LA324309



POLER OUTDOOR STUFF NAPSACK CYAN
LA324307



POLER FURRY CAMO ELEVATED DUFFLE BAG FURRY CAMO
LA324310

POLER ABDUCTED TREE BED ORANGE
LA324308



POLER OUTDOOR STUFF BEANIE BLACK
LH324418



POLER FURRY CAMO BOONIE HAT FURRY CAMO
LH324703



POLER SUMMIT CREW SOCK WHITE / BLACK
LA324122



POLER STICKER PACK MULTI
LA324005

Q3-24 DROP 2 OVERVIEW

CAMBRIDGE PARA-MOUNT delux



RED / BURGUNDY SUEDE
MS324-0252-A00 / RDBUS



BLACK CANVAS
MS324-0252-A00 / BKCNV



BLACK SUEDE
MS221-0252-A00 / BKWTS

NEW STYLE! YORK



NAVY / GUM SUEDE
MS324-0236-A00 / NAGUS



WHITE / RED SUEDE
MS324-0236-A00 / WHRDS



BLACK / WHITE SUEDE
MS324-0236-A00 / BKWTS

ATLANTIC VINCENT ALVAREZ PRO MODEL VA XTR



BURGUNDY / GUM SUEDE
MS324-0082-B00 / BURGS



BLACK SUEDE
MS324-0082-B00 / BLKSD

NEWPORT



BURGUNDY SUEDE
MS324-0251-A00 / BURSD



BLACK SUEDE
MS124-0251-A00 / BLKSD

TERRACE GRIFFIN GASS PRO MODEL XTR



BLACK / WALNUT SUEDE
MS324-0130-B00 / BKWNS



WHITE / BURGUNDY LTHR
MS324-0130-B00 / WHBUL



BLACK SUEDE
MS423-0130-B00 / BLKSD

RILEY 3 HIGH RILEY HAWK PRO MODEL PARA-MOUNT



GREY SUEDE
MS324-0095-A00 / GREYS



CHOCOLATE / GUM SUEDE
MS324-0095-A00 / CHOGS



BLACK SUEDE
MS124-0096-A00 / BLKSD

ESSEX PARA-MOUNT



NAVY SUEDE
MS324-0263-A00 / NVSDE



BLACK / GUM SUEDE
MS324-0263-A00 / BLKGS

CAMBRIDGE KIDS



RED / BURGUNDY SUEDE
KS324-0252-A00 / RDBUS



BLACK CANVAS
KS324-0252-A00 / BKCNV



BLACK SUEDE
KS321-0252-A00 / BKWTS



BLACK / GUM SUEDE
KS423-0252-A00 / BLKGS



RESEARCH DIVISION
P/O HOOD
SLATE
WHITE
SMOKE
LTS324053



RESEARCH DIVISION
SS TEE
WHITE
NAVY
LTS4230



RESEARCH
DIVISION HAT
NAVY
FOREST
LH324921



OFF THE
HOOK
SS TEE
WHITE
BLACK
LTS324052



BASIC
CREWNECK
STEEL BLUE
LSW324200



BASIC
SS TEE
BLACK
LTS322000
WHITE
LTS119000



BRUSH
PIGMENT
DYED
SS TEE
BLACK
BURGUNDY
LTS324030



BASIC
CREW
SOCK
WHITE
BURGUNDY
LA324123



Q3-2024

LAKAI LIMITED FOOTWEAR

420 BOYD STREET, SUITE #400, LOS ANGELES, CA. 90013 / P 323-264-8656

INSTA: @LAKAILTD / FB: LAKAILTD / WEB: LAKAI.COM

COVER: CAPPS - MOUNTAIN PUSH • PHOTO BY ANDY MUELLER



Q3-2024

Marketing

Steven Smith

Lakai Marketing Update



Q3-2024

- Bubble
- The Villa
- Chocolate
- Atlantic Vulc
- Cuba Skate
- Wilkins
- Poler
- Goals for 2024



“BUBBLE”


- Thank YOU!
- Shop premieres all over the world
- Incredible response
- 235K views on YouTube



The Villa

- Q4 - November
- Cody Chapman team model
- Print ad
- Video part


CODY CHAPMAN



THE PAIR
PHOTO BY TAYLOR BALLEW

PROUDLY INTRODUCING THE

VILLA



INSPIRED BY SKATEBOARDING • DESIGNED BY CODY CHAPMAN

LAKAI LIMITED FOOTWEAR

SEND A SELF-ADDRESSED STAMPED ENVELOPE TO COLD DAWG
FOR SOME LAKAI STICKERS: 420 BOYD LOS ANGELES, CA. 90013
LAKAI.COM / @LAKAILTD



Chocolate

- Q1 '24 - March
- Vince, Stevie, Capps
- Hecox debut pro portrait graphic
- Atlantic, Flaco II, Telford Low
- Debut Atlantic Vulc
- Video content
- Lookbook



We have teamed up with our Chocolate Skateboards family on a new co-branded capsule. This collection highlights Chocolate and Lakai pro riders Vincent Alvarez, Stevie Perez, and James Capps. The collection features an Atlantic, Flaco II Mid, and Telford Low. Each rider's signature model includes their debut pro "portrait" graphics, drawn by legendary Chocolate contributing artist Evan Hecox.

chocolate

Atlantic Vulc

- Debut with Chocolate Collection in Q1 - March
- New colors Q2 - June
- Updated Atlantic
- Refresh to existing model
- Vincent model review



Cuba Skate

LAKAI

Q3-2024

- Q2 '24 - May
- Non profit organization providing resources and development for youth in Cuba
- Founder Miles Jackson long time friend of James Capps, Stevie Perez, and myself
- Portion of proceeds from collaboration will go to Cube Skate to help fund projects and provide resources
- Trip to Cuba to film and shoot photos for rollout
- Build and contribute to local DIY park
- Donate product to local skaters



We CULTIVATE YOUTH and COMMUNITIES through SKATEBOARDING

OUR MISSION

Support the evolution of skateboarding in Cuba, Build local communities and international connections, and cultivate youth through sport

The ORGANIZATION

Cuba Skate is a 501c3 nonprofit organization based in Washington, D.C., Los Angeles and Havana, Cuba. Founded in 2010, Cuba Skate provides programs in youth development, international diplomacy, and sustainability, that are all rooted in Cuba and skateboarding.

Lakai is proud to collaborate with Cuba Skate. A portion of proceeds will be going to Cuba Skate to help fund upcoming projects.



The Wilkins

- Q2 '24 - June
- The Wilkins - Jimmy Wilkins pro model
- Full footwear and apparel collection
- Jimmy content - give the people what they want
- Print ad
- Video piece



POLAR

LAKAI

Q3-2024

- Q3 '24 - July
- Co-branded collection highlighting shared rider James Capps
- Outdoor vibes
- Capps camping trip
- Video edit and look-book



POLER

LAKAI

Q3-2024

- Q3 '24 - July
- Full apparel and accessory capsule
- Tent, bag, hammock, and sleeping bag from Poler
- New audience and consumer demographic



Goals for 2024

- Continue to build and grow
- Capture new audiences and demographics
- More events/activations
- Retail partnerships
- International Marketing stories
- More travel



THANK YOU!

- Me greeting you all at our next in person sales meeting

