

LUIS MORA JOINS LAKAI

Luis Mora has officially joined Lakai as an owner and is taking on the roles of Head of Content and Team Manager. His decision to join Lakai was driven by his belief that brand should always remain skater-owned and operated. Known for his captivating storytelling and passion for skateboarding, Luis' involvement in Lakai, marks the beginning of an exciting chapter for the brand.

(c) @luismoravids



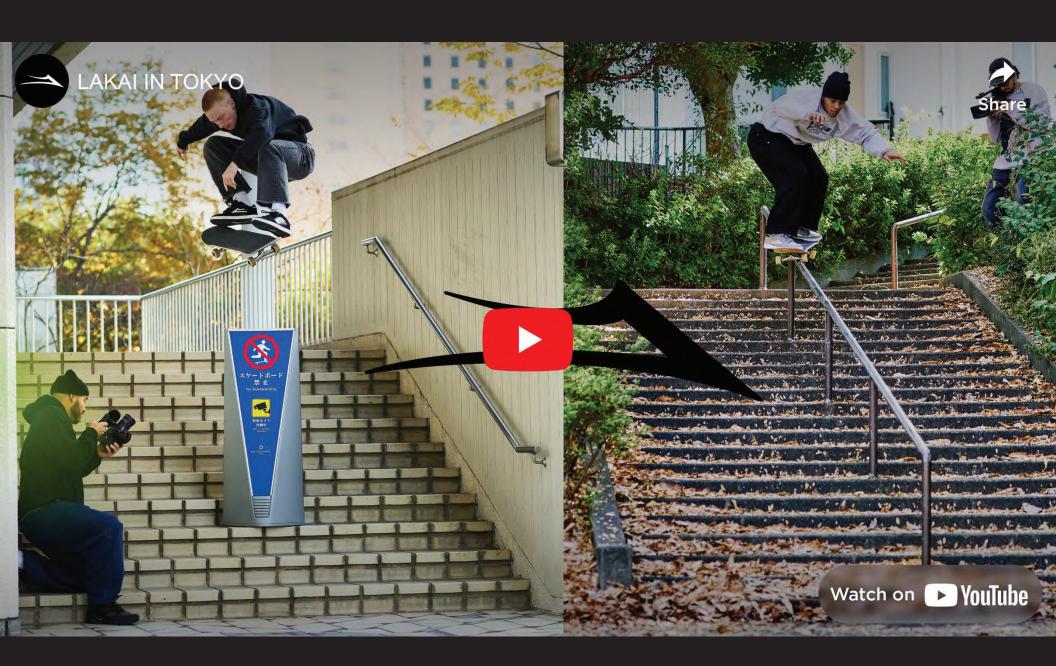
@LuisMora

1.76M Subs

207M Views



LAKAI IN TOKYO



YES, SKATER OWNED AND OPERATED.

A GLOBAL VISION

A new brand strategy tailored to each market, a new team of skaters embodying cultural diversity and the passion that unite us. Five continents, five tours—one purpose: to showcase skateboarding's true essence worldwide.

A MISSION STATEMENT

Spread the authenticity of skateboarding all around the world.

A BRAND PURPOSE

We sell quality products inspired by skateboarding, designed for those who live the lifestyle.

VALUES

- 1. One shoe at a time.
- 2. Authenticity, always.
- 3. Challenge the status quo.
- 4. We are forever underdogs in this fight. Get scrappy.
- 5. No stories left untold.



DESIGNED FOR MOVEMENT. BUILT FOR IMPACT

Fusing performance-driven innovation with everyday versatility, Lakai footwear delivers durability, comfort, and style—whether you're on a board or on the go.

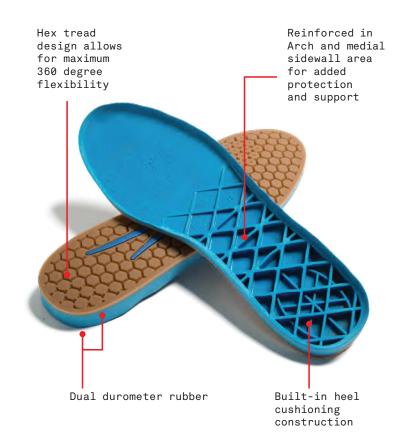


Our new DELUX-LITE™ sockliner uses premium foam and is designed with a deep contoured heel and arch for superior comfort.





 $\mathsf{PARA} ext{-}\mathsf{MOUNT}^{\scriptscriptstyle\mathsf{TM}}$ outsole technology utilizing dual density rubber to absorb high impact and reduce fatigue.



3%



PROCOLORWAYS

PHOTO: KEN MIYAJIMA | SKATER: BASTIEN SALABANZI

PHOTO: KEN MIYAJIMA | SKATER: GABRYEL AGUILAR

PHOTO: KEN MIYAJIMA | SKATER: JUMPEI TSUTSUMI

PHOTO: KEN MIYAJIMA | SKATER: ROMAN HAGER



BASTIEN SALABANZI



CAMBRIDGE - BASTIEN

- 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





GABRYEL AGUILAR



- High-top for added support
- · 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







JUMPEI TSUTSUMI



CAMBRIDGE - JUMPEI

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





ROMAN HAGER



TELFORD LOW - ROMAN

- 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





CAMBRIDGE

The Cambridge consists of mixed materials including suede, mesh, and perforated synthetic leather, giving the shoe a modern look without forfeiting its vintage vibe. This mix of contemporary and classic keeps the shoe from being pigeonholed to a specific look, catching the eye of minimalist and tech skaters alike. The Cambridge has been paired with a PARA-MOUNT™ outsole, our most advanced vulcanized outsole to date, and finished with a DELUX-LITE™ footbed.





CAMBRIDGE





WHITE SUEDE PARISIAN GUM



WHITE LEATHER NAVY REFLECTIVE



COVERT GREEN BLACK WHITE



WHITE BANANA BLACK

- Durable suede/leather upper
- Breathable mesh tongue
- · Classic bold branding
- ullet PARA-MOUNT $^{\mathrm{TM}}$ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



CAMBRIDGE - EVERGREEN









BLACK GUM SUEDE

WHITE LEATHER

CREAM SUEDE





CHARCOAL SUEDE

BLACK SUEDE



CAMBRIDGE - ACID LIME BLACK CRYSTAL

- 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









LAKAI HAZEWHE



LAKAI x HAZE WHEELS CREW SOCK

- Soft touch acrylic jacquard
- Screen print

GRAY

LAKAI x HAZE WHEELS SS TEE

- 100% Cotton
- Screen print



MILITARY GREEN



SAND



TELFORD LOW





WHITE DOVE CORAL



IVY GRAYSTONE ORANGE



WHITE SUEDE CORDURA BLACK

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

(R)



INSTA: @aura__skateboards

TELFORD - BLACK / VIRIDIAN GREEN / BEGONIA PINK

- High-top for added support
- 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







BLACK AURA TELFORD + BLACK AURA ANGEL DECK

VIRIDIAN GREEN AURA TELFORD +VIRIDIAN GREEN AURA ANGEL DECK

BEGONIA PINK AURA TELFORD + BEGONIA PINK AURA ANGEL DECK



LAKAI



LAKAI x AURA BEANIE

- 100% Cotton
- Screen print





LAKAI x AURA TEE

- 100% Cotton
- Screen print





The people's choice since we first introduced it back in 2007, the Manchester continues to prove its staying power.

Simple Ingredients - A clean toe, basic panels and classic vulcanized construction combined with the Lakai flare are all that's needed to create of skateboarding's most iconic shoes.



MANCHESTER







ESSEX













CONRAD

A modern take on a timeless silhouette, the Conrad blends everyday versatility with Lakai's performance-first design language. Inspired by classics but built for now, it delivers the right balance of style, comfort, and function—whether you're skating all day or just keeping it moving.



CONRAD











SPRUCE CANVAS



BLACK CANVAS



PARISIAN CANVAS BLACK



DENIM CANVAS



BLACK SUEDE

- Rubber toe and heel cap provide durability and support
- lightweight Textile/leather upper
- Elastic tongue centering straps
- Classic subtle branding
- Para-mount dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



CAMBRIDGE KIDS





BURGUNDY SUEDE



BLACK GUM SUEDE



BLACK WHITE SUEDE

- Seamless toecap
- Suede and cordura upper
- Classic bold branding
- Traditional vulc outsole
- Available in sizes 11 6

APPAREL - BASIC



STEEL BLUE

BASIC CREW NECK

- 100% Cotton 10oz/330gm fleece
- Screen print on front

BASIC SS TEE

- 100% Cotton
- Screen print on front



BASIC CREW SOCK

- Soft touch acrylic jacquard
- Embroidered logo



Q4-25 FOOTWEAR OVERVIEW



















TELFORD LOW - ROMAN

MANCHESTER PARA-IVIOUNT

BLACK WHITE GUM TOE





WHITE BLACK UNC

CAMBRIDGE PARA-IMOUNT delux[[ig]

WHITE SUEDE PARISIAN GUM





ESSEX PARA-WOUNT delux









BLACK GUM SUEDE

REFLECTIVE



WHITE











WHITE BANANA BLACK









CREAM SUEDE

CHARCOAL SUEDE

BLACK SUEDE



SPRUCE CANVAS

PARISIAN CANVAS BLACK

BLACK SUEDE















TELFORD LOW XIX



IVY GRAYSTONE ORANGE



WHITE SUEDE CORDURA BLACK



Q4-25 APPAREL OVERVIEW



HAZEWHEELS CREW NECK GRAY/BLACK



HAZEWHEELS SS TEE MILITARY GREEN / SAND



HAZEWHEELS CREW SOCK BLACK



AURA PANTS BLACK



AURA HOODIE PINK



AURA BEANIE BLACK



AURA SS TEE BLACK



AURA SKATEBOARD DECK BLACK / VIRIDIAN GREEN / BEGONIA PINK



BASIC CREW NECK BLACK/STEEL BLUE



BASIC SS TEE DUSTY BROWN / BLACK / WHITE



BASIC CREW SOCK BLACK/WHITE/BURGUNDY



INSPIRED BY SKATEBOARDING

DESIGNED IN LOS ANGELES

INSTA: @LAKAILDT WEB: LAKAI.COM



A CURATED COLLECTION OF EXCLUSIVE DROPS, AVAILABLE ONLY AT SELECTED SKATE SHOPS.

DESIGNED IN LOS ANGELES INSTA: @LAKAILTD WEB: LAKAI.COM

DESIGNED FOR MOVEMENT. BUILT FOR IMPACT

Fusing performance-driven innovation with everyday versatility, Lakai footwear delivers durability, comfort, and style—whether you're on a board or on the go.

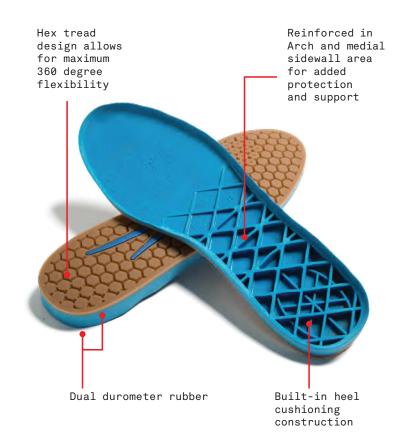


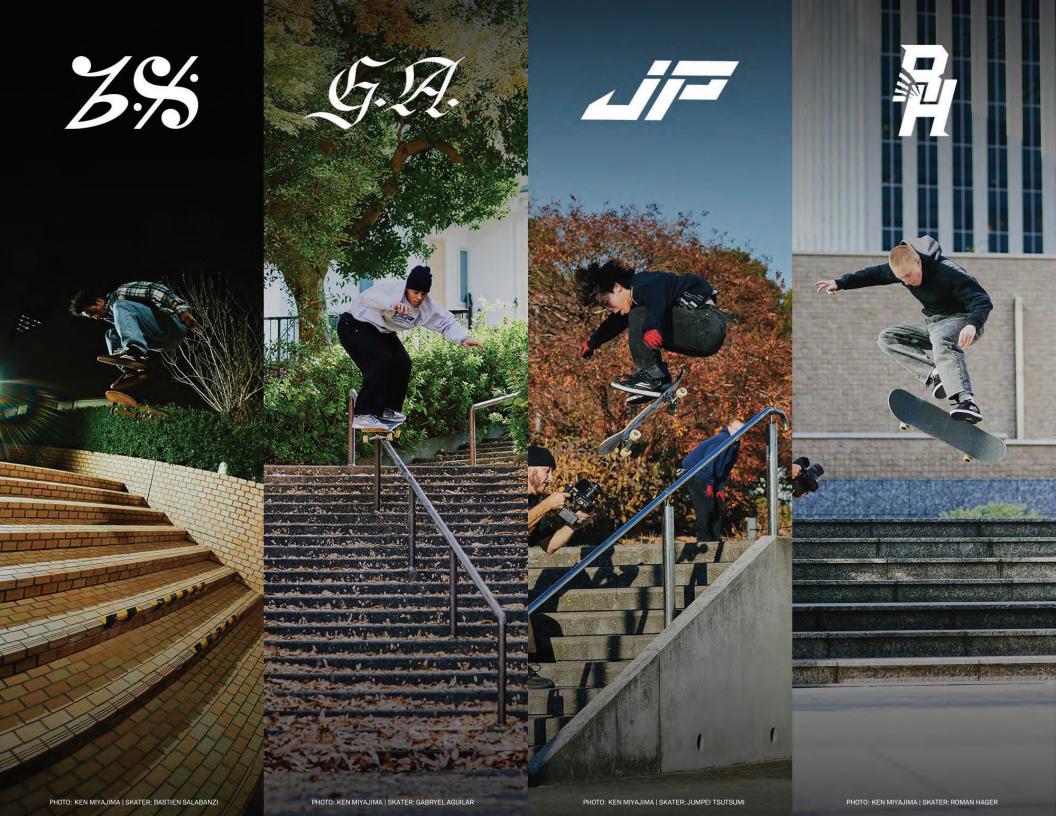
Our new DELUX-LITE™ sockliner uses premium foam and is designed with a deep contoured heel and arch for superior comfort.





 $\mathsf{PARA} ext{-}\mathsf{MOUNT}^{\scriptscriptstyle\mathsf{TM}}$ outsole technology utilizing dual density rubber to absorb high impact and reduce fatigue.







CAMBRIDGE ELITE



OTTER MALLARD CLOVER

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







MANCHESTER ELITE



BROWN SUGAR HIKER



- Legacy style
- Seamless toecap
- Durable suede upper and breathable mesh tongue
- Classic bold branding
- \bullet PARA-MOUNT $^{\rm TM}$ dual density rubber outsole
- Hex-tread provides maximum board feel
- Includes extra pair of laces
- Available in sizes 5-12, 13, 14





TELFORD LOW ELITE



WHITE SUEDE CORDURA SPRUCE

- Suede toecap
- Suede, leather and breathable mesh upper
- Classic bold branding
- Advanced flexible XLK^{TM} cupsole
- Hex-tread provides maximum board feel
- ${\bf \cdot}$ Includes extra pair of laces
- Available in sizes 5-12, 13, 14



ESSEX ELITE



WHITE SUEDE AQUA

- 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
- Includes extra pair of laces
- Available in sizes 5-12, 13, 14







CONRAD ELITE



BLACK SUEDE



IVY SUEDE BLACK

- Rubber toe and heel cap provide durability and support
- lightweight Textile/leather upper
- Elastic tongue centering straps
- Classic subtle branding
- Para-mount dual density rubber outsole
- Hex-tread provides maximum board feel
- Includes extra pair of laces
- Available in sizes 5-12, 13, 14















OTTER MALLARD CLOVER

BROWN SUGAR HIKER

WHITE SUEDE CORDURA SPRUCE







WHITE SUEDE AQUA

BLACK SUEDE

IVY SUEDE BLACK



INSPIRED BY SKATEBOARDING

DESIGNED IN LOS ANGELES

WEB: LAKAI.COM