



The Kickers Success Story

Now owned by the Royer Group, the Kickers adventure began in 1970...

It all began in 1970 when Daniel Raufast, who created KICKERS, stopped to look at a poster for HAIR, the American musical expressing a widespread desire for personal freedom.

Day after day, a whole generation bursting with energy was inventing an original way of life in tune with their new aspirations. The key words of this young generation determined to live their dreams to the full were: INDEPENDENCE, OPTIMISM, IMAGINATION, ESCAPE.

And these dreams were embodied right down to the way they dressed in practical, colourful clothes asserting their identity. But one key element was missing in this imaginative and creative look, a form of footwear which would be to shoes what jeans were to trousers – the symbol of an alternative culture, both a way of expressing their difference and a promise of new pleasures. This shoe first appeared in the spring of that same year, and it was called KICKERS.

Like JEANS, the cult clothing of the children of the rock generation, KICKERS are strong, practical and comfortable.

Like the multi-coloured SHIRTS of the Flower Power generation, they are bright, cheerful and colourful.

And like just about everything that the offspring of the Swinging sixties liked to wear they represented the simple, authentic qualities of natural materials.

The distinctive signs of this new product rapidly emerged, based on the codes characterising jeans :

- ✓ the label sewn onto the uppers
- ✓ the engraved eyelets
- ✓ the red and green circles on the heels (originally to tell the left from the right foot)
- ✓ the KICKERS logo hot branded onto the back of the shoe
- ✓ the crepe sole: robust, flexible and authentic natural rubber

KICKERS embraced an international approach from the very start, and the brand now operates across all five continents via its subsidiaries, partners, distributors and licensees around the world.

The Kickers Philosophy

The KICKERS philosophy is :

- ✓ A bohemian, spontaneous state of mind,
- ✓ A strong personality,
- ✓ An optimistic world view in which the concepts of authenticity, closeness, generosity and simplicity take pride of place,
- ✓ Footwear that transcends generations.

With each new collection, KICKERS takes inspiration from the season's strongest trends, renewing its offer by drawing on:

- ✓ Its heritage built on the liberated feel of the 1970's,
- ✓ Its close relationship with denim,
- ✓ Its shoe-making expertise,
- ✓ Its iconic markers (red/green tabs, engraved eyelets, stitched KICKERS label, crepe, colours).

To provide :

- ✓ Originality and contemporary style,
- ✓ Authenticity and quality: exclusive materials, attention to detail and flawless finish,
- ✓ Unique, timeless know-how,

A UNIQUE, ORIGINAL STYLE FOR A RELAXED YET ON-TREND FEEL.