Vans Honors 50 Years of “Off The Wall” Heritage and Looks Forward to a Memorable Celebration of Creative Expression

Cypress, CALIF. (January 7, 2016) – In March 1966, the Van Doren Rubber Company opened for business in Anaheim, Calif. manufacturing deck shoes on its premises and selling them directly to the public. Vans’ rugged make-up and sticky rubber sole made them the perfect companion for skateboarding and they were quickly adopted by the rising subculture. These humble beginnings led to a 50-year history of “Off The Wall” moments in action sports, fashion, music and art, rendering a simple pair of canvas shoes into a platform for creative expression around the world.

In 2016, the original action sports footwear and apparel brand will honor its rich heritage with special product releases throughout the year, showcasing Vans’ timeless design and innovation. The ultimate culmination of Vans’ 50-year legacy will kick off this March with the global expansion of Vans’ cultural hub, House of Vans. It is through the House of Vans experience that the brand will come to life, as it celebrates the milestone across the globe alongside the extended Vans family that have made the brand
what is it today.

Stay tuned for more information as Vans looks forward to the next generation of those who embrace the “Off The Wall” spirit and visit www.vans.com to get updates on what’s to come.

“It was never about waving around the brand like a flag. It was always about the people.” – Paul Van Doren, Founder of Vans

About Vans
Vans®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. Vans authentic collections are sold globally in more than 75 countries through a network of subsidiaries, distributors and international offices. Vans also owns and operates more than 450 retail locations around the world. The Vans brand promotes the action sports lifestyle, youth culture and creative self-expression through the support of athletes, musicians and artists and through progressive events and platforms such as the Vans Triple Crown of Surfing®, the Vans U.S. Open of Surfing, Vans Pool Party, Vans Custom Culture, Vans Warped Tour®, and Vans’ cultural hub and international music venue, the House of Vans.

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