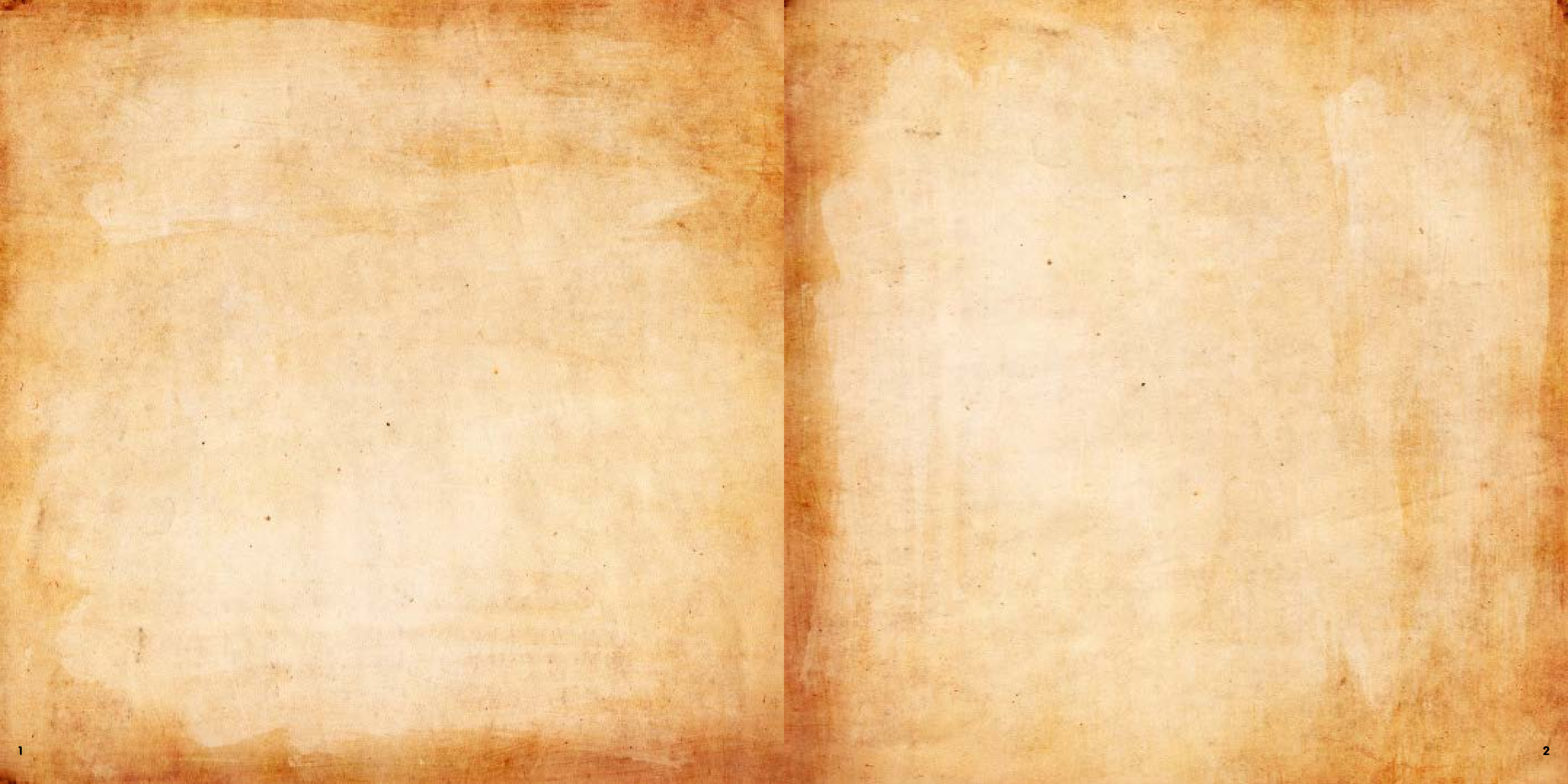




x

crocs



LETS TAKE A TRIP!





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The Brand And Mood Board

HELLO WE'RE CROCS!

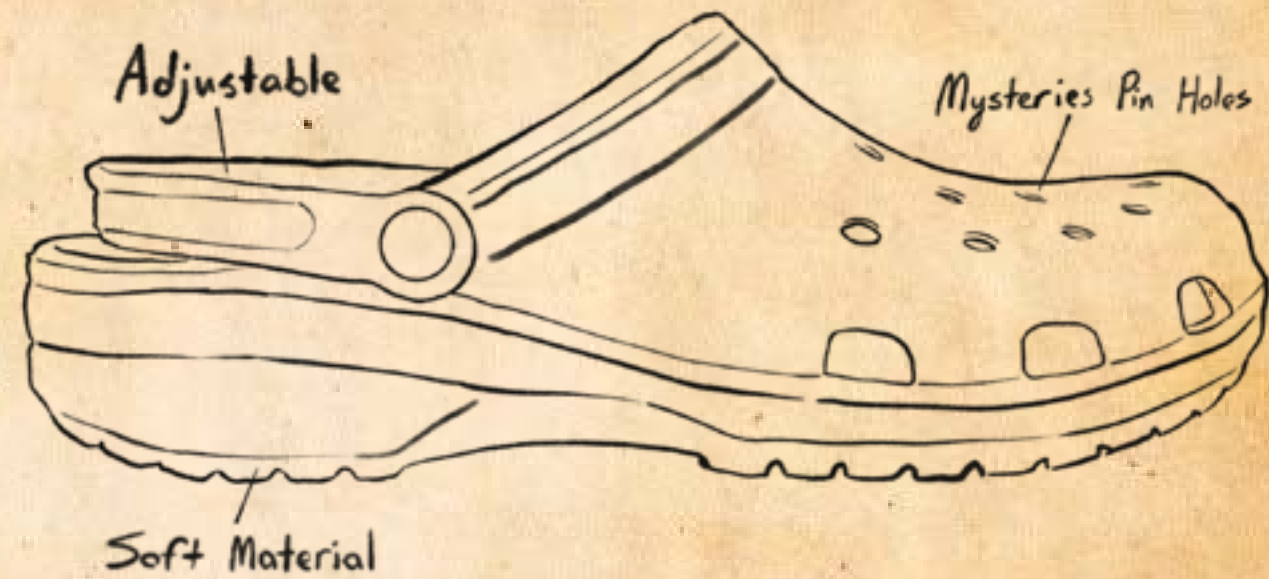
Crocs, Inc. is a world leader in innovative casual footwear for women, men, and children, combining comfort and style with a value that our incredible fans know and love. That being said, we want to revisit a in old place we been before. A small town in the middle of the Oregon call Gravity Falls. Disney's famous TV show Gravity Falls has some of the most amazing adventures, and we figure to revisit those memories and create a limit time collaboration!



crocs

Twin siblings Dipper and Mabel Pines are in for an unexpected adventure when they spend the summer with their great uncle in the mysterious town of Gravity Falls, Oregon. Upon their arrival, Dipper and Mabel's huckster great uncle, Grunkle Stan, enlists the siblings' help in running The

Mystery Shack, a tourist trap filled with fake exhibits that overcharges unsuspecting customers. Although Dipper and Mabel quickly discover The Mystery Shack itself is a hoax, they sense there is something strange about their new town and together they begin to unlock the secrets of Gravity Falls.

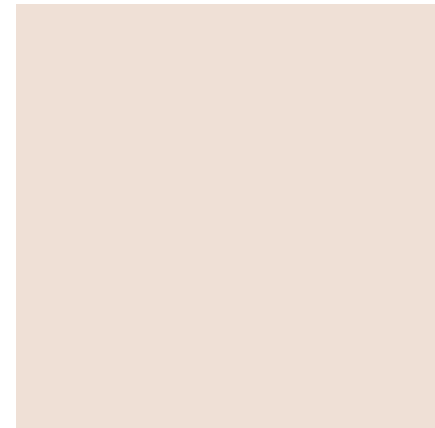


During Dipper and Mabel's journey to discover the unknown mysteries of Gravity Falls, they brought one of the best footwear in the state of Oregon, Crocs. These interesting footwear seems to be made out of a soft mysteries material. To my research this mysteries material is a closed-cell resin material called croslite, which makes these shoes flexible, durable, and comfortable.



Bauhaus Goji Display

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZ**



**abcdefghijklm
nopqrstuvwxyz**



PERMANENT MARKER

**ABCDEFGHIJKL
MNOPQRSTU
VWXYZ**



**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**



Our Mission

We encourage the public to explore the world beyond the city as we grow. Our shoes are made for adventure and comfortable travel. Which is perfect for long journeys around the country! Visit the wonders of nature and get lost in the world's mysteries.

Visitor Experience

CROCS is made for light and comfortable experience when it comes to the everyday activities, such as wondering into the unknown mysteries.

Deep in the woods of Oregon is a small town called Gravity Falls. In this mysterious town lies great paranormal incidents and supernatural creatures.

Join the experience as we open up our colab with Gravity Falls! Explore the weird things in this supernatural tourist town!



Merchandise

- Dipper pin
- Mabel pin
- Grunchle Stan pin
- Mysterie symbol pin
- Bill pin
- Mannicorn pin
- journals pin
- 6 fingered hand pin
- Widdles pin
- Gnomes pin
- Sues pin
- Wendy pin





DIPPER CROCS

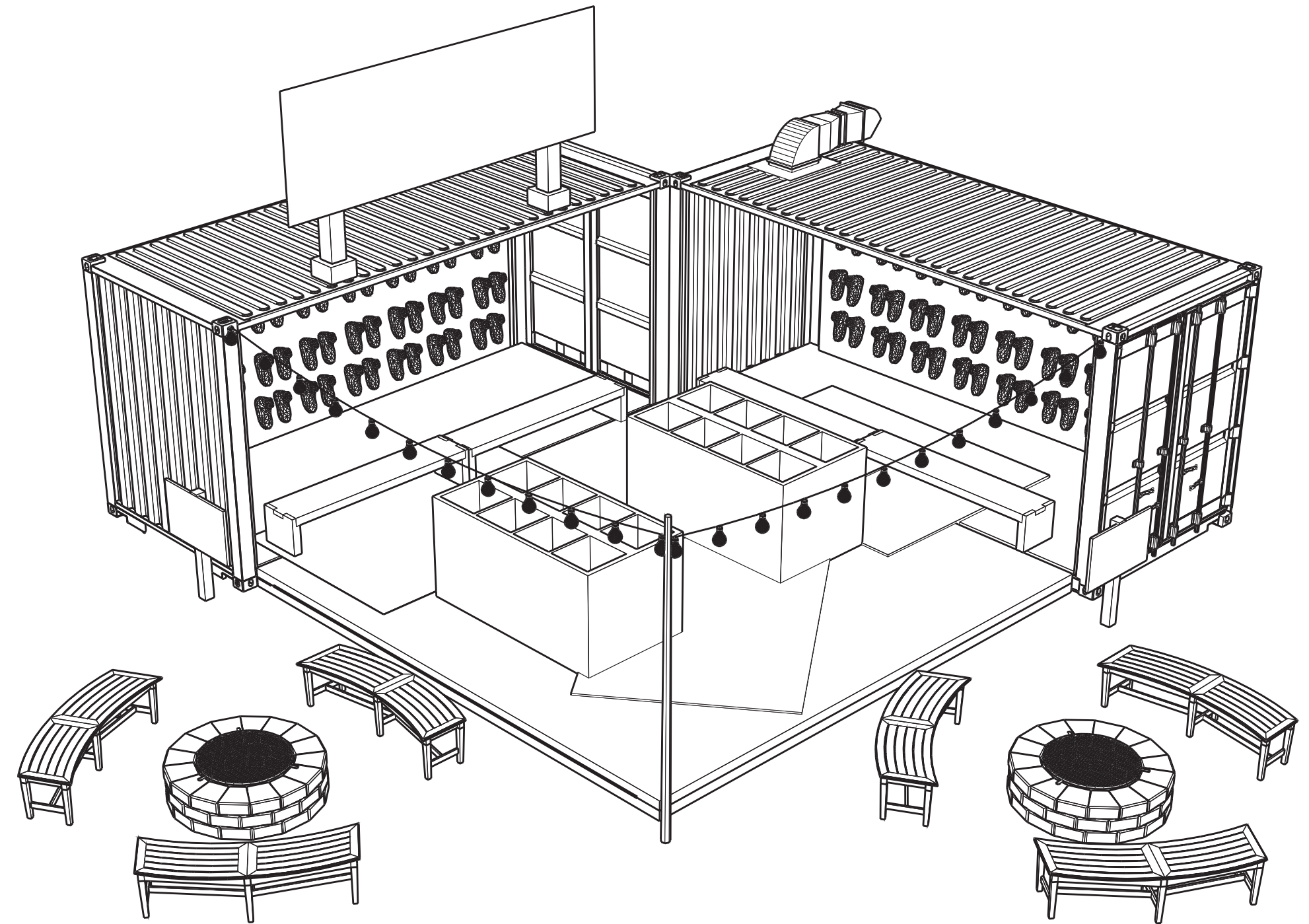


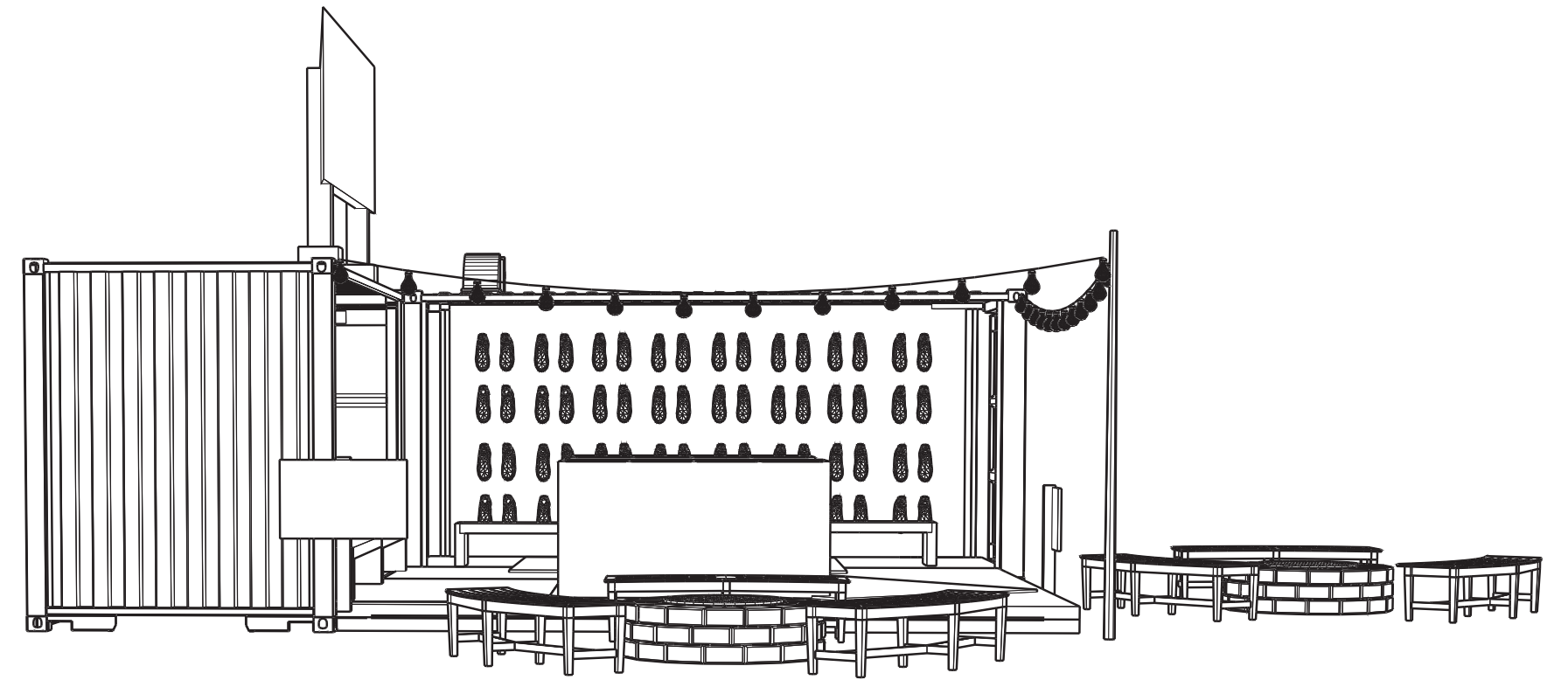
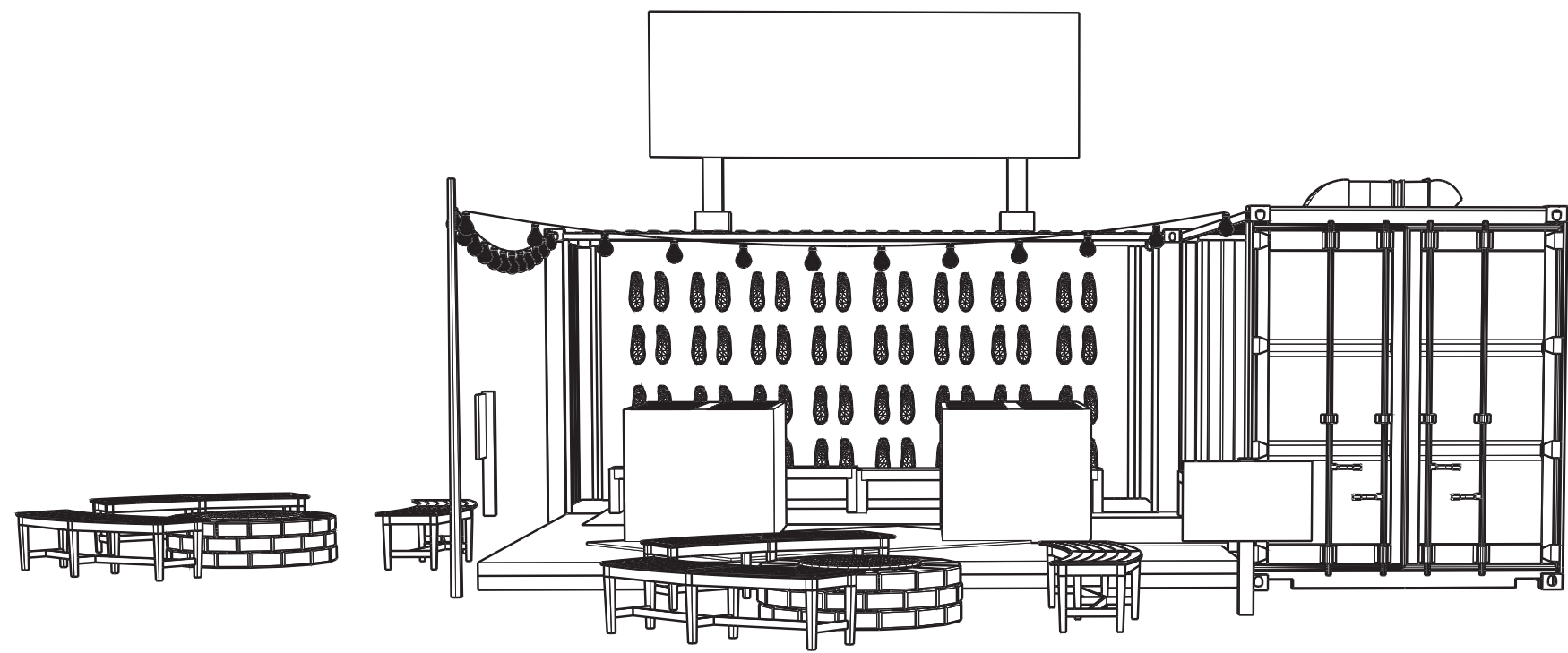
MABEL CROCS



Wireframe

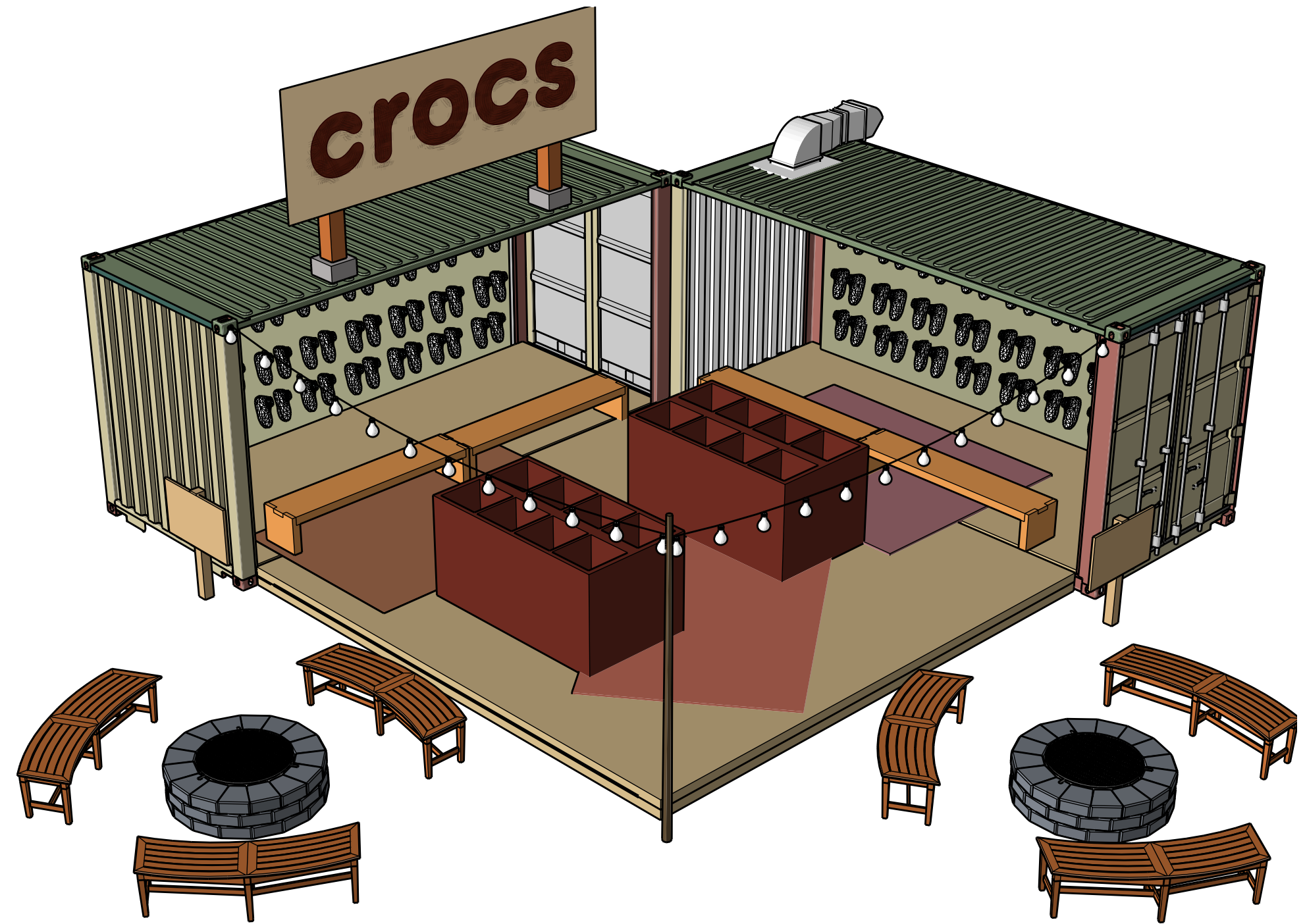
The wireframe of the shop contains a lot of elements that give off the warm welcome of Gravit Falls. It is inspired by the great mysteries of the unknow secrets of the show.

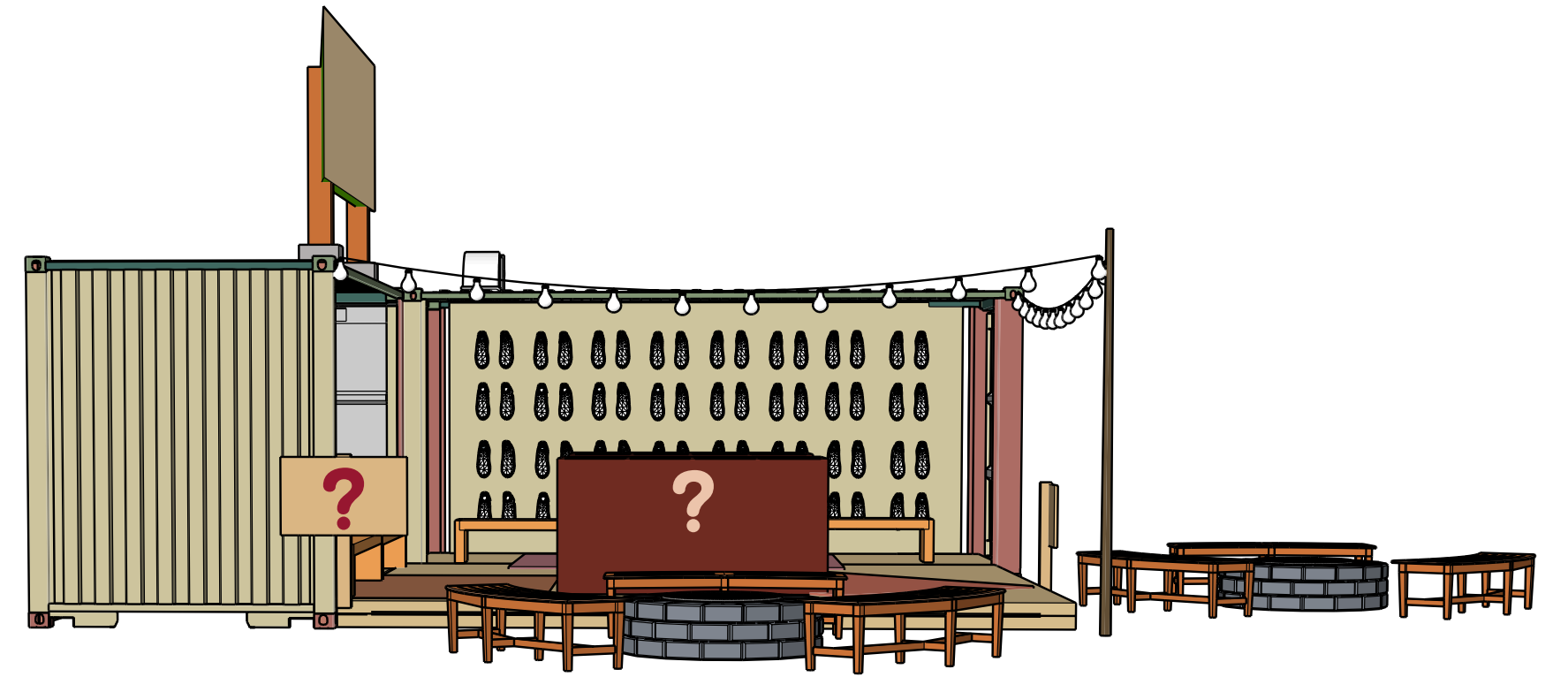




Rendering

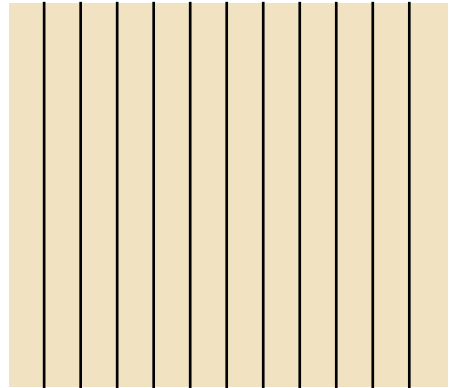
The Rendering shows the tone of the Greatest Disney TV show in 2016, Gravity Falls. The store was also inspired by 'The Mysteries Shack', The heart of all mysteries.



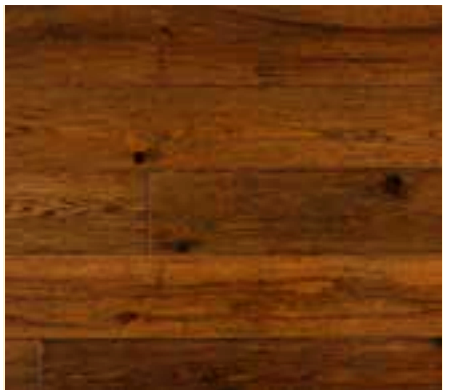


Materials

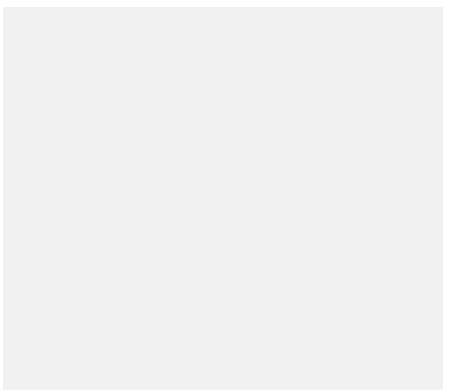
Reinforced Steel
The outer shell of container



Laminate Wood
The flooring inside of container



Poster Paper
The wallpaper on the edges



Gravity Falls Sign



Pins



QR Pamphlet



Social Post





Location

This collab will be available for a limited time. Every CROCS store location will be stocked with the Gravity Falls CROCS collaboration and other products.

From March 25th - April 23rd Gravity Falls CROCS will be open to the public. Pre-order starts on March 1st- 24th, pre ordering while also receive a bonus prize.

Shipping Event while be located in Oregon, Portland. Open from 10:30am -7:30pm

SEE YOU SOON!



Colophon

David Sepulveda
ASU GRA 421
February 2024

