

SHOPVISION MARKET INTELLIGENCE
REPORT

Casual Footwear Black Friday Benchmark:

How 24 leading brands
ran Holiday 2025

Insights to take into Q4 2026 planning



How would you plan Holiday 2026 differently if you knew exactly what your peers did in 2025?

Across 13 weeks of Q4 2025, ShopVision tracked every promotional move 24 leading casual footwear brands made — when they launched, how deep they went, which products they discounted, and the loyalty and email plays they used to pull the shopper in.

What follows is a peer-informed reference: a clear picture of what the market did, giving you the context to benchmark your timing, offers, and promotional strategy for Holiday 2026.

What we saw

- **22 of 24 brands were discounting before Black Friday.** The median brand opened around November 15, and Atoms moved first on November 1 — a full 4 weeks ahead. Only Axel Arigato and Birkenstock waited for Black Friday.
- **14 brands ran a flat sitewide rate, and 30% was the ceiling.** Rates clustered at 20–30%, with 30% the most common and no brand cutting the full catalog deeper.
- **10 brands ran a category event, and boots carried the season.** 5 brands broke out boots as a named tier — KEEN ran a counter-seasonal sandals clearance, and Frye and Vans pointed their category cuts at accessories and apparel.
- **7 brands gated a benefit to members.** Every one gated early access or a stacked extra, never the core public discount. Skechers' members-only 30% early access was the sharpest version. Only 3 brands ran time-bound bonus points.
- **23 brands kept discounting after Cyber Monday.** Only Converse went dark. The rest rolled Black Friday into Cyber Week into Holiday Sale, and 11 used short flash events to hold attention through December.
- **24 brands sent 439 emails between November 19 and December 2, 67% of them unique creatives.** The inbox more than doubled on the anchor days — 55 sends on Black Friday, 51 on Cyber Monday — and the mix swung hard by brand: KEEN sent 20 of 21 as fresh creative, while Converse and Keds ran roughly 58% re-sends to non-openers.
- **After Christmas, the field split 5 ways.** 11 brands deepened into clearance, 5 held a steady rate, 1 leaned on gift-completion, 3 ran a single-day flash, and 4 went quiet — the premium price-protectors (Birkenstock, Timberland) holding full price while the volume brands cleared.

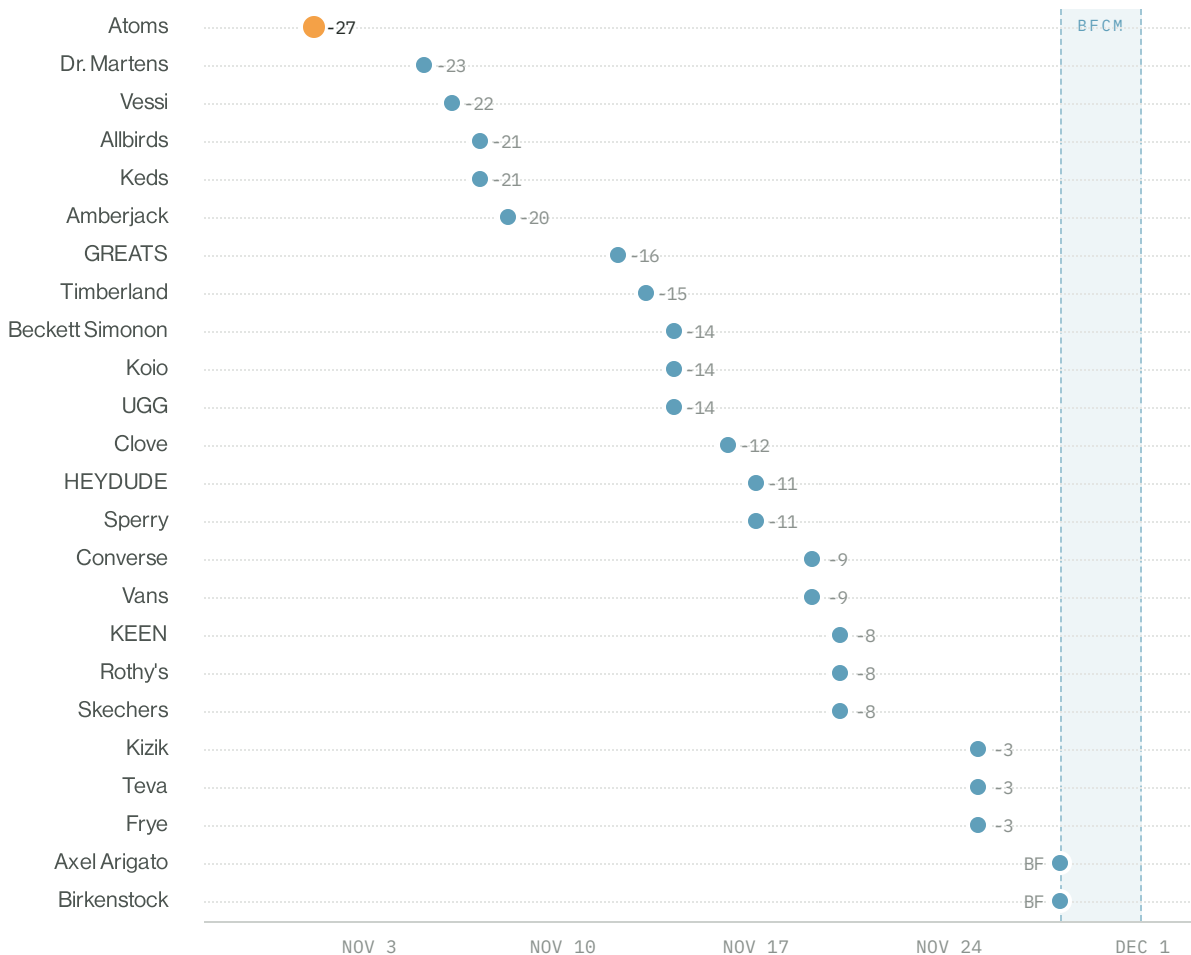
24	13	3,200+	Q4 2025
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FOOTWEAR BRANDS	WEEKS TRACKED	DATA POINTS ANALYZED	OBSERVATION WINDOW
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Footwear doesn't wait for Black Friday.

Brands started promoting Black Friday-framed discount events as early as November 1 — a full 4 weeks before BFCM's official kickoff. Only 2 of 24 brands (Axel Arigato and Birkenstock) waited for November 28, with the median launch date November 15.

22 of 24 casual footwear brands launched Black Friday 2025 sales early



First Black Friday-framed sale event by brand, ordered earliest to latest. Excludes non-Holiday Q4 sales. Source: ShopVision.

The first movers

Atoms went first on November 1 with its Black Friday Mystery Box, Dr. Martens followed on November 5 with an Early Black Friday event, and Vessi was live November 6 with a sale it openly framed as a way to "beat the Black Friday rush." Allbirds and Keds both opened November 7. By the time the calendar reached Black Friday, these brands had

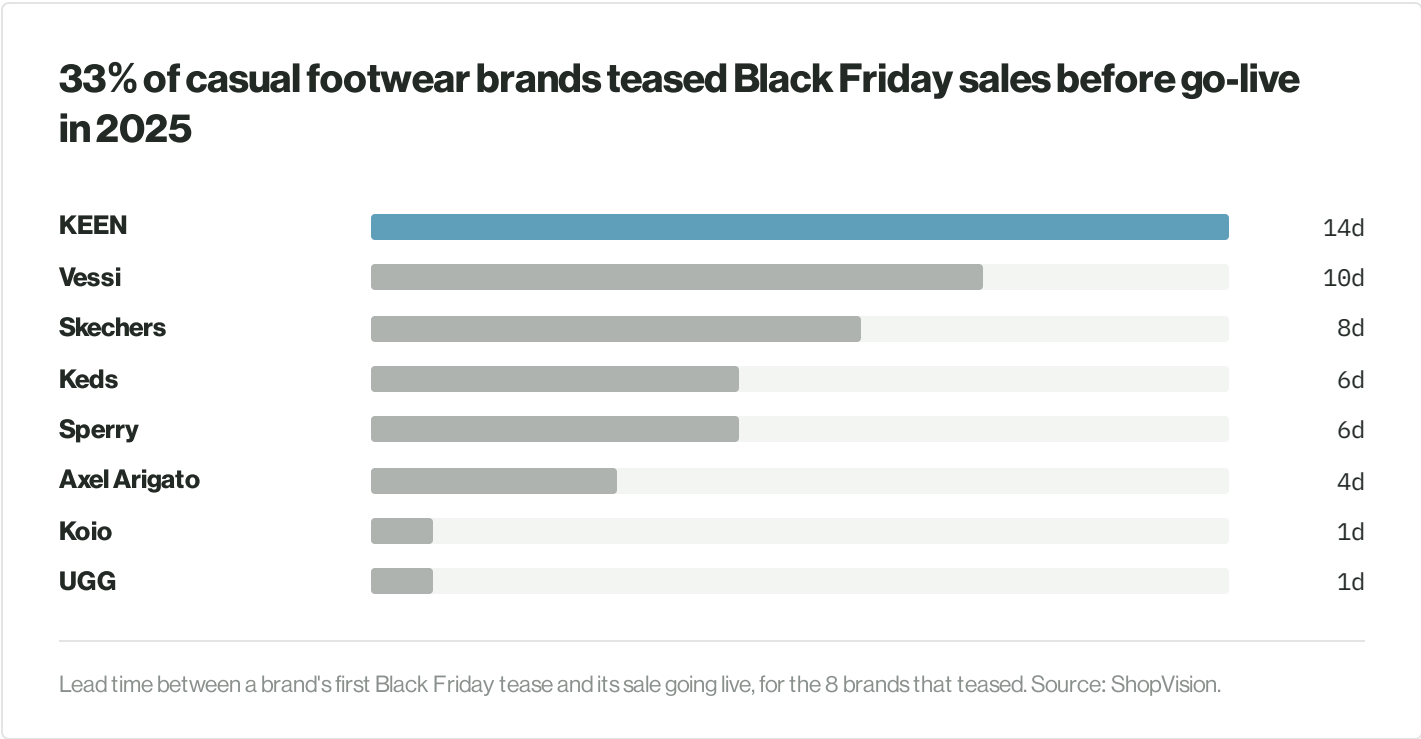
been discounting for 3 weeks.

The back of the field is just as telling. Kizik, Teva, and Frye all opened on November 25, 3 days early, through a member or VIP door before the public sale. The only 2 brands that genuinely waited for November 28 were Axel Arigato and Birkenstock.

Cold opens, not countdowns

Going early did not mean teasing early. 16 of 24 brands launched cold, with no forward-looking "coming soon" signal before the discount appeared. Only 8 ran a tease, and most were short.

- **KEEN** ran the longest lead at 14 days, with a "Cyber Savings Sneak Peek" on November 6 ahead of a November 20 open.
- **Vessi** (10 days) and Skechers (8 days) built measurable runways into the event.
- **Koio** and UGG teased for a single day, essentially a "this is coming tomorrow" nudge rather than a campaign.



TAKE INTO 2026 PLANNING

- **When's your launch sweet spot?** Casual footwear steps into holiday discounting early. Will waiting for Black Friday — or even launching a week before — put you behind your closest competitors if they run the same calendar in 2026?

How brands anchored the discount.

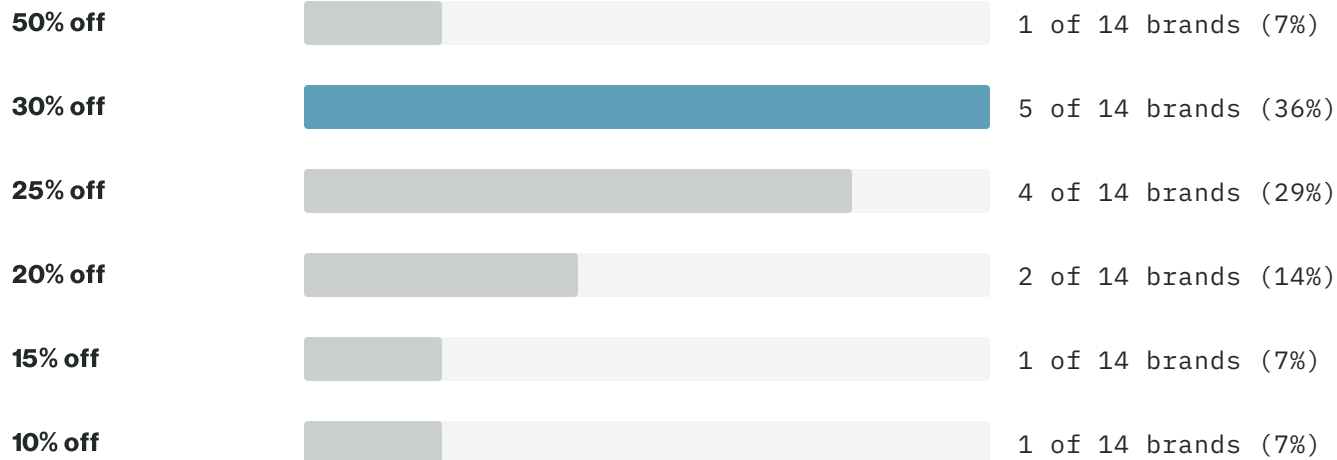
14 of 24 brands ran a flat sitewide rate. The other 10 stayed select, holding their discount to specific categories, sale styles, or clearance behind an "up to" ceiling.

PrimaryBlackFridaymechanic	Brands	
Flat sitewide — one rate off the whole catalog	Atoms	Koio
	Clove	Rothy's
	Dr.Martens	Skechers
	GREATS	Sperry
	HEYDUDE	Timberland
	Keds	Vans
	KEEN	Vessi
Select products — categories, styles, or an "up to" ceiling	Allbirds	Frye
	Amberjack	Kizik
	Axel Arigato	Teva
	Birkenstock	UGG
	Converse	
Made-to-order price points — fixed prices, no percentage	Beckett Simonon	

How deep the flat rates went

Among the 14 brands that committed to a flat number, depth clustered tight. 11 of the 14 landed between 20% and 30%, and 30% was the single most common rate, run by GREATS, Rothys, Skechers, Timberland, and Vans. The floor and ceiling are the interesting edges: Dr. Martens held its true sitewide cut to 10%, leaning on selective price breaks for the rest, while Keds ran the deepest in the field at 50% on Cyber Monday, with its flagship Champion sneaker included rather than carved out.

Black Friday 2025 sitewide discount depth: Casual footwear



Distribution of peak flat sitewide discount rates across the 14 of 24 footwear brands that ran a public sitewide discount offer for Black Friday 2025. One-day Black Friday or Cyber Monday bumps shown at the higher rate. Source: ShopVision.

Who sweetened the sitewide deal

Several brands layered additional discounts on top of their sitewide offer.

- **Vans.** 30% off almost everything, stacked with an extra 40% off already-reduced sale styles — the deepest compound play in the set.
- **Skechers.** A public 30% to 40% sitewide paired with a member-only extra 15%.
- **Vessi.** At least 25% guaranteed on everything, with select styles running up to 55%.
- **Koio.** A spend-and-save tier built on top of its sitewide floor.

Who protected full price

10 brands opted out of sitewide discounts, focusing on "up to X%" headlines applied to select products. For them, the absence of a flat number is the strategy, not a gap.

- **Birkenstock.** Confined its "up to 50%" to Last Chance clearance and never branded it Black Friday at all.
- **UGG.** An "up to 50%" ceiling on sale and exclusive styles, while the core catalog held full price.
- **Converse.** Its deepest cuts, up to 65%, reserved for select styles and new-arrival carve-outs.

1 brand sits between the 2 camps. Clove, the healthcare-focused DTC brand, ran 25% off everything as its sitewide rate but layered a flat \$40 off shoes and boots on top, a money-off sweetener on its hero category rather than a deeper percentage. It is the only brand in the set to express its core-category incentive in dollars rather than points of margin.

Every brand's headline offer

All 24 brands, their peak advertised Black Friday depth, and whether it ran sitewide or on select product.

Brand	Headline Black Friday offer	Scope
Allbirds	Up to 50% off	Select
Amberjack	Up to 25% off (boots)	Select
Atoms	20% off	Sitewide
Axel Arigato	Up to 50% off	Select
Beckett Simonon	Boots \$199 / sneakers \$119	Price points
Birkenstock	Up to 50% off (clearance)	Select
Clove	25% off + \$40 off shoes & boots	Sitewide
Converse	Up to 65% off	Select
Dr. Martens	10% off (up to 40% off select)	Sitewide
Frye	Up to 70% off sale + extra 30%	Select
GREATS	30% off	Sitewide
HEYDUDE	25% off	Sitewide
KEEN	25% off	Sitewide
Keds	50% off (Cyber Monday)	Sitewide
Kizik	Up to 60% off	Select
Koio	15–70% off (tiered)	Sitewide
Rothys	Up to 30% off	Sitewide
Skechers	30–40% off	Sitewide

Brand	Headline Black Friday offer	Scope
Sperry	Up to 50% off	Sitewide
Teva	Up to 50% off	Select
Timberland	30% off	Sitewide
UGG	Up to 50% off	Select
Vans	30% off + extra 40% off sale	Sitewide
Vessi	Up to 55% off (25% floor)	Sitewide

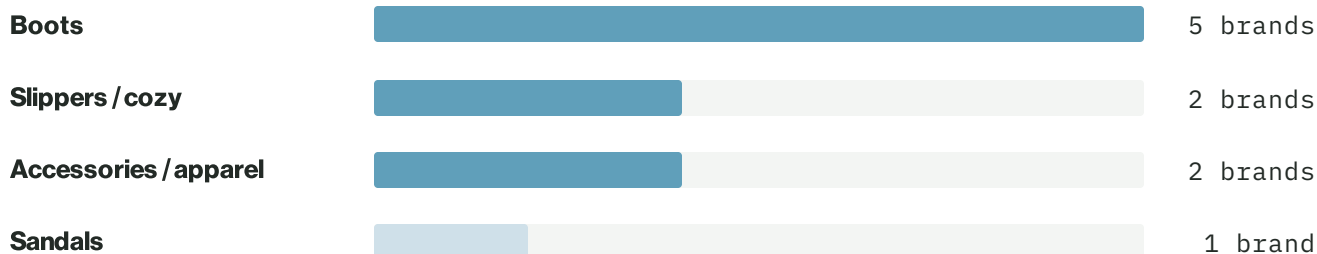
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- **Is 30% the number to beat, or the number to avoid?** 30% was the competitive sitewide discount in this market — but it wasn't the only strategy. Nearly half the set (42%) led with an "Up to X% Off" headline instead. The real question is: who are your closest competitors, and how do your timing and offer compare head-to-head from your customer's perspective?

Which categories got the spotlight.

10 of 24 brands ran a discrete category-level event during the window. In a footwear set built for a winter season, the category that got the spotlight is the obvious one, with a few deliberate exceptions.

10 of 24 casual footwear brands ran a category-level event for Black Friday 2025



Category-level discounts defined as Black Friday offers naming a specific product category in the promotion. Counts footwear brands with at least one such offer during the BFCM event window. A brand may name more than one category. Source: ShopVision.

Boots carried the season

Amberjack ran up to 25% off select boots, Kizik and Koio both broke boots out as a named tier, and HEYDUDE paired a boots event with a cozy-and-slipper push.

- **Keds** set explicit category price floors, with boots at a fixed entry point.
- **KEEN** ran a long 25%-off sandals event straight through the window.
- **Frye** and Vans pointed their category discounts away from footwear entirely, into accessories and apparel: Frye discounting handbags and an Aurate jewelry collaboration, Vans running fixed-price fleece.

Brand by category — who ran category-specific discounts

10 brands ran a discrete category-level event on top of (or instead of) a sitewide rate.

Kizik	Boots up to 60% off
Koio	Boots up to 50% off
Skechers	Boots & Slippers 30% off
HEYDUDE	Boots 25% off Slippers 25% off
Amberjack	Boots 20–25% off
Keds	Boots \$40 off Sneakers \$30 off
KEEN	Sandals 25% off
Frye	Accessories 25% off
Vans	Apparel \$40 off
Clove	Shoes & Boots \$40 off

Category-level discounts naming a specific product type during the Holiday window; depth is the peak advertised rate. Source: ShopVision.

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- **Are your category cuts competitive?** Category-level discounts are a practical alternative to flat sitewide offers. Or, they can add 'sweetener' to your sitewide deal. Seeing the market at-a-glance, which categories might you spotlight in 2026?

29% gave loyalty members early access.

7 of 24 brands gave members first dibs on deals — and some rewarded loyalty with even higher discounts above the public offer.

The loyalty-gated seven

Brand	Members-only event	Public equivalent
Skechers	BF Early Access 30% sitewide, Plus members only (Nov 20–25); Plus extra 15% on the public sale	Public BF/CM 30–40% sitewide (Nov 26–Dec 3)
Keds	VIP Early Access 35% off Champion (Nov 25)	Public BF 35% sitewide (Nov 26–30), then Cyber Monday 50% (Dec 1)
Kizik	Black Friday VIP Early Access up to 60% off (Nov 25)	Public Black Friday up to 60% off (Nov 26–28)
Timberland	Members-Only 30% off select, early BF access (Nov 13–19)	Public BF 30% sitewide (Nov 20–Dec 1)
UGG	Rewards members-only 30% off (Nov 14–26); members extra 10% and bonus points	Public Cyber sale up to 50% off (Nov 25–Dec 2)
Vans	Family member exclusive extra 10% off (Dec 1–2)	Public BF 30% + extra 40% off sale (Nov 19–Dec 3)
Birkenstock	Member gifts-with-purchase and 10% off member bundles (Nov 29)	No public flat rate — Cyber Weekend up to 50% off select only

The 3 loyalty playbooks

Here's how casual footwear brands rewarded holiday loyalty.

- **Early access.** Skechers ran a members-only Black Friday Early Access at 30% off sitewide before the public sale, the cleanest version of the move. Keds, Kizik, Timberland, and UGG all opened a member or VIP window a day or more ahead of the public open.
- **A stacked extra.** Vans let Family members take an extra 10% on top of the public sitewide rate, and Skechers stacked a further 15% for Plus members. The public number held — the member number went a notch deeper.
- **An exclusive gift or bundle.** Birkenstock, which ran no public flat rate, used members-only gifts-with-purchase and bundle pricing as its loyalty hook.

Points stayed a sweetener, not a strategy

A smaller group ran time-bound bonus-point offers, limited-window "earn double points" or "earn a bonus reward" mechanics layered on the sale.

- **KEEN** with a double-points window.
- **UGG** with a near-continuous cadence of bonus-point events.
- **Skechers** with a holiday bonus-reward tied to spend.

UGG in particular leaned on points and a continuous gift-with-purchase ladder in place of a deep public cut, the clearest example in the set of loyalty mechanics standing in for price.

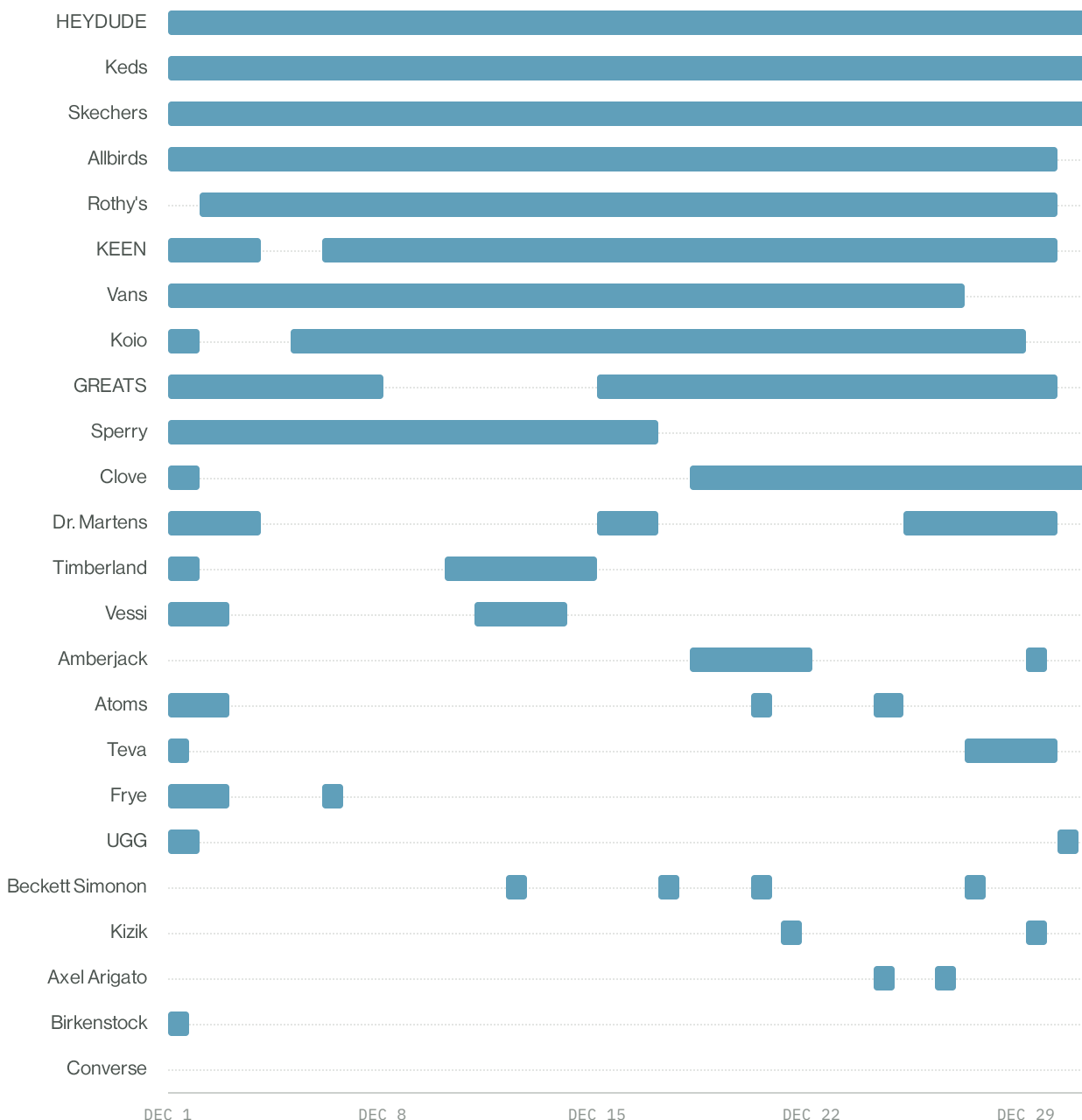
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- 1 Is there market pressure to gate the deal itself?** Not in this set. Every gating brand used membership to control timing or add a margin-friendly extra, and 17 of 24 didn't gate at all. The tactic is neither table stakes nor played out. If you share customers with Skechers, Keds, or UGG, the question is whether you answer their early-access window with one of your own, or let the public open carry the season.
- 2 Can a loyalty program carry the discount instead of price?** UGG ran the season on points and gifts rather than a deep flat cut and protected full price doing it. Whether that holds attention against a 30%-off field is the open question.

Casual footwear brands kept promotions running after Cyber Monday 2025.

23 of 24 brands kept a discount running after Cyber Monday. Only Converse went dark once Cyber week closed. For the rest, the period between Cyber Monday and Christmas was not a wind-down but a second act, held together by flash events and rolling extensions.

How casual footwear brands discounted after Cyber Monday 2025



Days each brand kept its Black Friday, Cyber, or Holiday sale live after Cyber Monday; short marks are one-off flash events. Standing everyday discounts, loyalty-point events, and in-store-only offers excluded. Source: ShopVision.

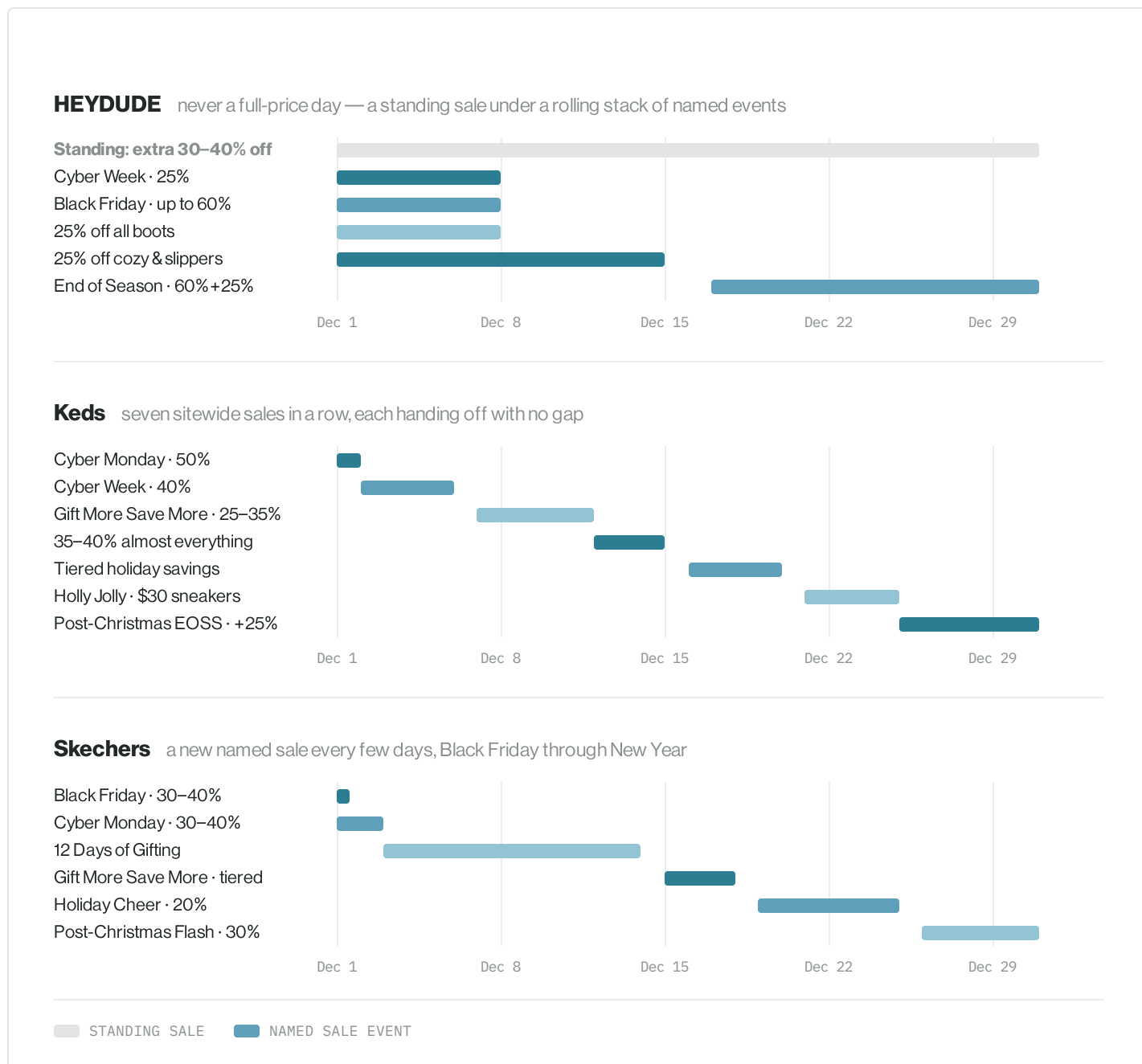
Flash kept the calendar full

11 of 24 brands used short, sharp flash events to keep momentum between the 2 big dates and through December, manufacturing a reason to return without publishing a deeper headline rate.

- **Vans.** A near-daily cadence of one-day banners.
- **Skechers.** Turned its "12 Days of Gifting" into a rolling sequence of single-day offers.
- **Beckett Simonon.** A made-to-order brand with the lightest email cadence in the set, running one-day price-point flashes as its entire promotional rhythm.

A closer look at the most promotional brands

3 brands left 0 gaps in their post-Cyber Monday promotional calendar.



Full promotional calendars for any brand available in ShopVision.

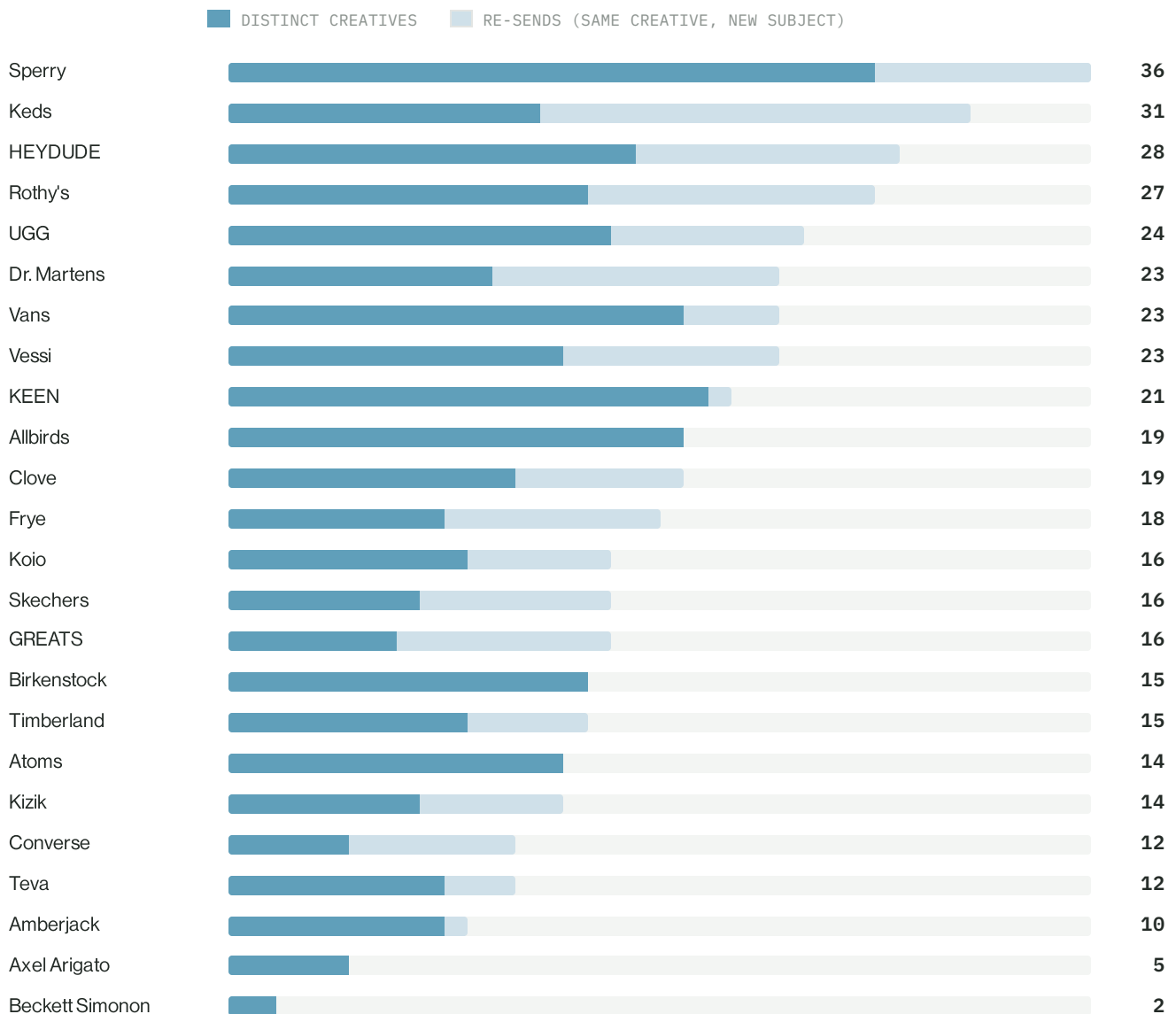
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- **Is Cyber Monday an endpoint or a midpoint?** For 23 of 24 brands in 2025, it was a midpoint. The discount that opened in early-to-mid November simply kept running, repackaged, into December. Now that you've seen which brands keep promotional pressure high throughout December, where do you want your own offers to land?

How hard brands pushed the inbox.

Between November 19 and December 2, 24 brands sent 439 emails — a little over 18 each. The inbox more than doubled on Black Friday and Cyber Monday, and across the set 67% of sends were unique creatives against 33% re-sends to non-openers — a ratio that swung hard by brand.

Black Friday 2025 email volume across 24 casual footwear brands



Distinct email sends per brand (Nov 19 – Dec 2), split into unique creatives and re-sends. Source: ShopVision.

The inbox peaked on Black Friday and Cyber Monday

The set sent 55 emails on Black Friday and 51 on Cyber Monday (versus 18–28 on surrounding dates). Atoms and Sperry each fired 5 sends on Black Friday, and HEYDUDE hit 5 on Cyber Monday, the single-brand daily highs of the window.

Black Friday 2025 email sends per day across 24 casual footwear brands

	19	20	21	22	23	24	25	26	27	BF 28	29	30	CM 1	2	TOT
Sperry	2	2	1	1	1	1	4	3	3	5	4	3	4	2	36
Keds	2	1	1	2	1	1	2	1	2	4	4	2	4	4	31
HEYDUDE	1	1	1	1	2	2	1	1	1	4	3	2	5	3	28
Rothys	1	1	2	2	3	2	1	3	2	2	1	3	2	2	27
UGG	2	1	1	1	2	1	1	3	2	1	3	2	1	3	24
Dr. Martens	1	1	1	1		2	2	1	1	3	3	2	3	2	23
Vans	2	1	1	1	2	1	1	1	2	3	2	2	1	3	23
Vessi	1		3	2	1	1	1	1	2	3	1	3	3	1	23
KEEN	1	1		2	1	1	1	1	1	3	3	2	2	2	21
Allbirds		1		1	1	1	1	1	1	3	2	3	3	1	19
Clove		1	1		1	2	1	1	1	3	2	2	2	2	19
Frye	1		1		1	1	2	2	2	1	2	1	3	1	18
Koio	1	1	1	1	1	1	1		1	2	1	1	2	2	16
Skechers	1	1					1	2	1	2	2	1	3	2	16
GREATS	1	1	1	1	1	1	1	1	1	2	1	1	2	1	16
Birkenstock	1	1	1	1		1	1	1	1	1	2	1	1	2	15
Timberland	1	1		1	1	2		1		2	1	2	2	1	15
Atoms	1		1		1	1	1			5	1	1	1	1	14
Kizik	1		1		1		1	1	1	2	2	1	3		14
Converse	1	1	1	1	1	1	1	1		1	1		1	1	12
Teva			1		1		1	1	1	1	2	1	2	1	12
Amberjack	1				1			1	1	1	1	1	1	2	10
Axel Arigato		1				1				1		1		1	5
Beckett Simonon			1											1	2
INBOX TOTAL	23	18	21	19	24	24	26	28	27	55	44	38	51	41	439

1 2 3 4 5 EMAILS / DAY

Distinct email sends per brand per day (Nov 19 – Dec 2). Darker cells are heavier send days — the bottom row is the daily total across all 24 brands. Source: ShopVision.

Unique creatives and re-sends

Re-sending emails to non-openers under a fresh subject is a standard BFCM tactic, and Converse, Keds, and GREATS leaned on it hardest, each running roughly 55 to 58% of their sends as re-sends — Keds re-sent its 35%-off message up to 3 times in a single day.

Others competed on the volume of fresh creative instead. Across the Nov 27–Dec 2 peak, Allbirds, Sperry, and KEEN led the set, each putting 12 to 13 distinct campaigns in front of shoppers in those 6 days, every one a different product, tier, or angle.

TAKE INTO 2026 PLANNING

- **Does the inbox pressure change how visible you need to be?** The footwear inbox roughly doubled on Black Friday and Cyber Monday, with 24 brands competing for the same attention on the same 2 days. The question for 2026 is what that peak asks of your own calendar: how many sends it takes to stay visible against your peers when the inbox is fullest?

After Christmas, the field split 5 ways.

The final week of the year saw 5 different promotional strategies: deeper markdowns, extended sitewide offers, gift credit, single-day flashes, and "do nothing."

Dec 24–31 promotions	Brands	
Deepened into clearance — 11 brands	Allbirds Dr. Martens Frye GREATS HEYDUDE Keds	KEEN Kizik Koio Rothy's Teva
Held a steady rate — 5 brands	Atoms Axel Arigato Clove	Skechers Vans
Gift-completion value-adds — 1 brand	Vessi	
A single-day flash — 3 brands	Amberjack Beckett Simonon UGG	
Went quiet — 4 brands	Birkenstock Converse Sperry Timberland	

Clearance was the dominant move

Nearly half the field deepened discounts after Christmas to clear winter stock. Dr. Martens, HEYDUDE, and KEEN ran explicit end-of-season events, Koio spiked to an up-to-70% Boxing Day blowout, and Keds followed its sale with a post-Christmas extra-25%-off-sale push.

Holding, flashing, and silence

- **Held a steady rate.** 5 brands carried their existing rate into year-end without cutting deeper — Skechers and Vans simply kept the sitewide engine running.
- **Gift credit.** Vessi stood nearly alone in leaning on gift-with-purchase and deferred gift credit rather than price, a choice that mostly belongs to the pre-Christmas window.

- **Flash sales.** Amberjack, Beckett Simonon, and UGG each surfaced for a single day only — a one-day flash on a hero style, a fixed-price sneaker drop, or a Dec 30 year-end tail.
- **Went quiet.** Birkenstock and Timberland, the premium price-protectors of the set, pulled back entirely, and Converse stayed dark as it had been since Cyber week. For these 4, restraint after Christmas is the same full-price discipline they showed all season.

Every brand's post-Christmas headline offer

Brand	Event	Window	Scope
DEEPENED INTO CLEARANCE • 11			
Allbirds	End of Season Sale	Dec 22–30	Up to 60% off select; shoes under \$100
Dr. Martens	End of Season Sale	Dec 25–30	Up to 40% + extra 15% off sale
Frye	Final Few Clearance	Through Dec 31	50% off final-sale styles
GREATS	Early Winter Sale	Dec 15–30	Up to 50% off, escalating
HEYDUDE	End of Season Sale	Dec 17–31	Up to 60% + extra 25% off
KEEN	End-of-Season Sale	Dec 7–30	35–38% off select
Keds	Post-Christmas EOSS	Dec 25–31	Extra 25% off sale (CHEERS)
Kizik	Last Chance Sale	Dec 29	Up to 50% closeout
Koio	Boxing Day Sale	Dec 27	Up to 70% off sitewide
Rothy's	End of Season Sale	Dec 15–30	Up to 50% off select
Teva	Boxing Week Sale	Dec 27–30	Extra 20% off sale (Canada-facing)
HELD A STEADY RATE • 5			
Atoms	Christmas Special	Dec 24–25	20% off Model 251; 20% month-long sitewide
Axel Arigato	Christmas Sale	Dec 24–26	Up to 40% off sitewide (EU-facing)
Clove	Forte 20% + Sample Sale	Dec 18–31	20% off hero style; 15–25% by spend
Skechers	Post-Christmas Flash / Semi-Annual	Dec 26–31	30% off sitewide + member 20% stack

Brand	Event	Window	Scope
Vans	Continuous 30% Off	Through Dec 27	30% off + extra 30% off sale styles
GIFT CREDIT • 1			
Vessi	Gift-cert bounce-back + GWP	Through Dec 25	\$20–25 cert per \$125+; free gloves at \$180+
A SINGLE-DAY FLASH • 3			
Amberjack	The Boot flash	Dec 29	15% off one hero style
Beckett Simonon	Sneaker flash	Dec 27	Sneakers at a fixed \$119
UGG	Year-End Sale	Dec 30	Up to 50% off select
WENT QUIET • 4			
Birkenstock, Converse, Sperry, Timberland			

TAKE INTO 2026 PLANNING

- **What's your 'Q5' move?** The last week of the year is an opportunity to squeeze the last revenue drops of the year. Now that you've seen your peers' post-Christmas playbook, will you try a new strategy for 2026?

Want to drill deeper into this data?

ShopVision holds the deepest competitive intelligence dataset in digital commerce. The report you just read is one slice of one peer set across one quarter — every promotional event verified at the source from the brand's own public copy.

What ShopVision shows you next

- **Your own peer set, your own granularity.** Define the data set that matters to your team — follow competitors, retail partners, wholesalers, owned brands, specific country domains, or any site you want to monitor.
- **Ask your own questions of the data.** This report is one cut of the dataset. ShopVision lets your team drill into the brands, channels, campaigns, and time periods that matter to you — then turn the findings into intelligence briefs, competitor teardowns, creative swipe files, and data-backed slides.
- **Every season, every business case.** BFCM is one moment. ShopVision tracks every competitor move across promotions, email, ads, social, pricing, and catalog dynamics to support year-round planning, benchmarking, and strategy.

See the moves shaping your market.

Your competitors are making moves every day across pricing, promotions, ads, email, social, catalog, and wholesale channels. ShopVision helps your team turn those signals into sharper strategies, faster decisions, and stronger seasonal planning — not just during BFCM, but every week of the year.

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How this benchmark was built

Peer set. 24 leading casual footwear brands, listed in full below with their storefront domains.

Window. All promotional activity was captured October 1 through December 31, 2025. The Black Friday event window is defined as November 19 through December 2. The post-Christmas window is December 24 through 31. Black Friday 2025 fell on November 28 and Cyber Monday on December 1.

Classification. Every promotional event in the window was read and classified from each brand's own public-facing copy across promotions, email, and homepage placements, then reconciled into a single verified event record per brand.

Peer set included

Allbirds	allbirds.com	KEEN	keenfootwear.com
Amberjack	amberjack.shop	Keds	keds.com
Atoms	atoms.com	Kizik	kizik.com
Axel Arigato	axelarigato.com	Koio	koio.co
Beckett Simonon	beckettsimonon.com	Rothy's	rothys.com
Birkenstock	birkenstock.com	Skechers	skechers.com
Clove	goclove.com	Sperry	sperry.com
Converse	converse.com	Teva	teva.com
Dr. Martens	drmartens.com	Timberland	timberland.com
Frye	thefryecompany.com	UGG	ugg.com
GREATS	greats.com	Vans	vans.com
HEYDUDE	heydude.com	Vessi	vessi.com