



OPPORTUNITY

Bridging the intersection between Korean sport style and high-performance skating, the Half Cab BOA will empower athletes to flex their skills while feeling locked in at the park. The athlete demands high-quality performance but isn't afraid to be bold and bright. With BOA demand becoming a staple for the outdoors in APAC, this style gives

CONSUMER

- 19-25-year-old who "isn't ready for a desk job"
- Trend-setter and risk-taker
- Always up-to-date with latest technology and styles
- When not skating at Laonjena Skate Park, they are creating tik-toks with an edgy attitude
- Looking for comfortable fitting shoes that fit his price-point and flaunt his style



PRODUCT

Completely redesigned for modern skateboarding, the Skate Classics collection delivers more of what skateboarders need to enable maximum progression. Made with classic suede and canvas uppers, the Skate Half Cab gives you the iconic look you want while bringing all the performance benefits skateboarders demand. Adding a BOA lacing system gives the athlete has even more control when skating in the park.

BRAND: Vans

MODEL: Half Cab BOA



PRODUCT FEATURES

Fit

Boa's lacing system to provide a more dialed in fit each the wearer.

Lateral restriction

Lacing strap to restrict lateral foot movement combined with BOA lacing

MATERIALS

- INCREASED DURABILITY- DURACAP™reinforced materials, deeper knurl texture on the toe bumpers, and higher sidewall heights
- FULLY REDESIGNED UPPERS -molded heel counter and internal tongue straps
- LEGENDARY GRIP -SickStick™gum rubber
- POPCUSH CUSHIONING and POPCUSH™energy return footbeds
- A mix of suede and 10 oz canvas has been used at the upper
- BOA Lacing-providing a secure fit with an integrated lacing system

DISTRIBUTION: 60% APAC Wholesale, 40% DTC

SIZE RANGE: CHN M 250mm-295mm, W 220mm-270mm

SEASON: Fall 2024

FORECAST: 85,000 pairs

TIER: Performance

LAST: APAC Skate Last Mid

COSTING: Target FOB: \$20, MSRP \$100

PRODUCT CLASSIFICATION: Footwear, Lifestyle and

Skate

PRODUCT CREATION TEAM

Team: Vans Korea

Design/Development, Vans APAC

Source: Drew Burns

OUR COMPETITION



Nike SB Zoom Blazer
Mid \$85



New Balance # 440 \$85



Adidas Forum Mid
\$110