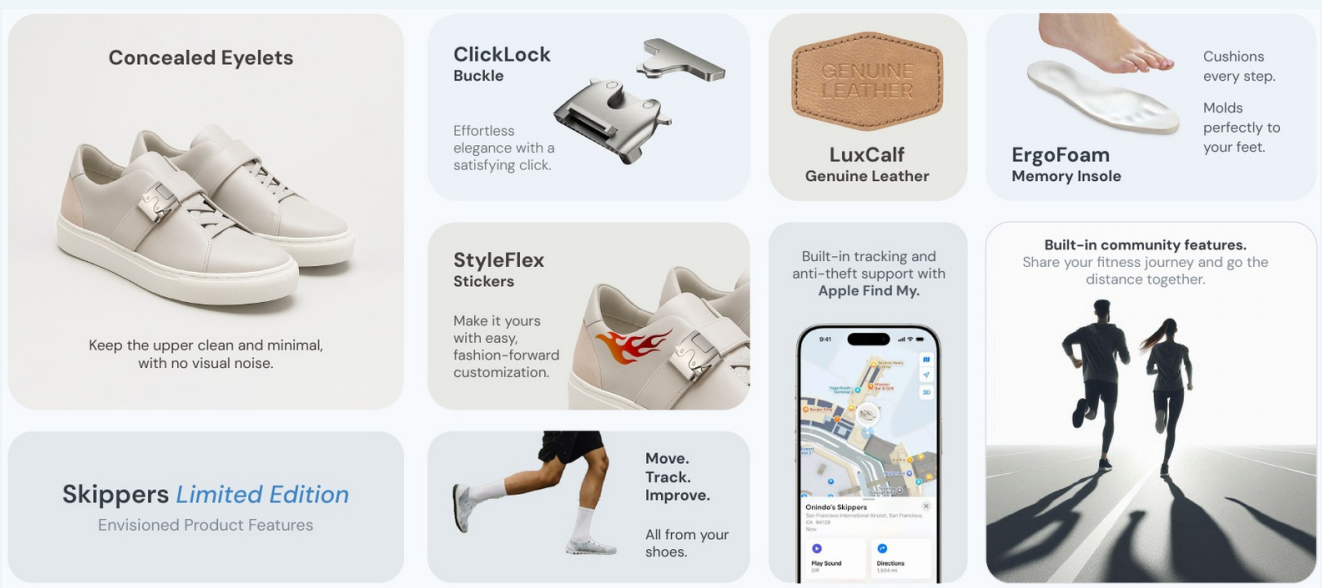
The shoe is the pitch

Skippers' footwear concept and how the original decks presented it.



Show the details around one product

The original feature grid brings the shoe, concealed eyelets, buckle, leather, insole and proposed connected features together.



Give the shoe a reason to exist

Four illustrated panels in the pitch describe the gaps Skippers set out to address, from affordability to personalisation.

MARKET GAPS



1.

Affordable shoes that are **consistently** well-made.



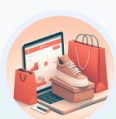
2.

Few options to **customize** shoes to your personal style.



3.

No popular, trendy **branded** products that people love to celebrate.



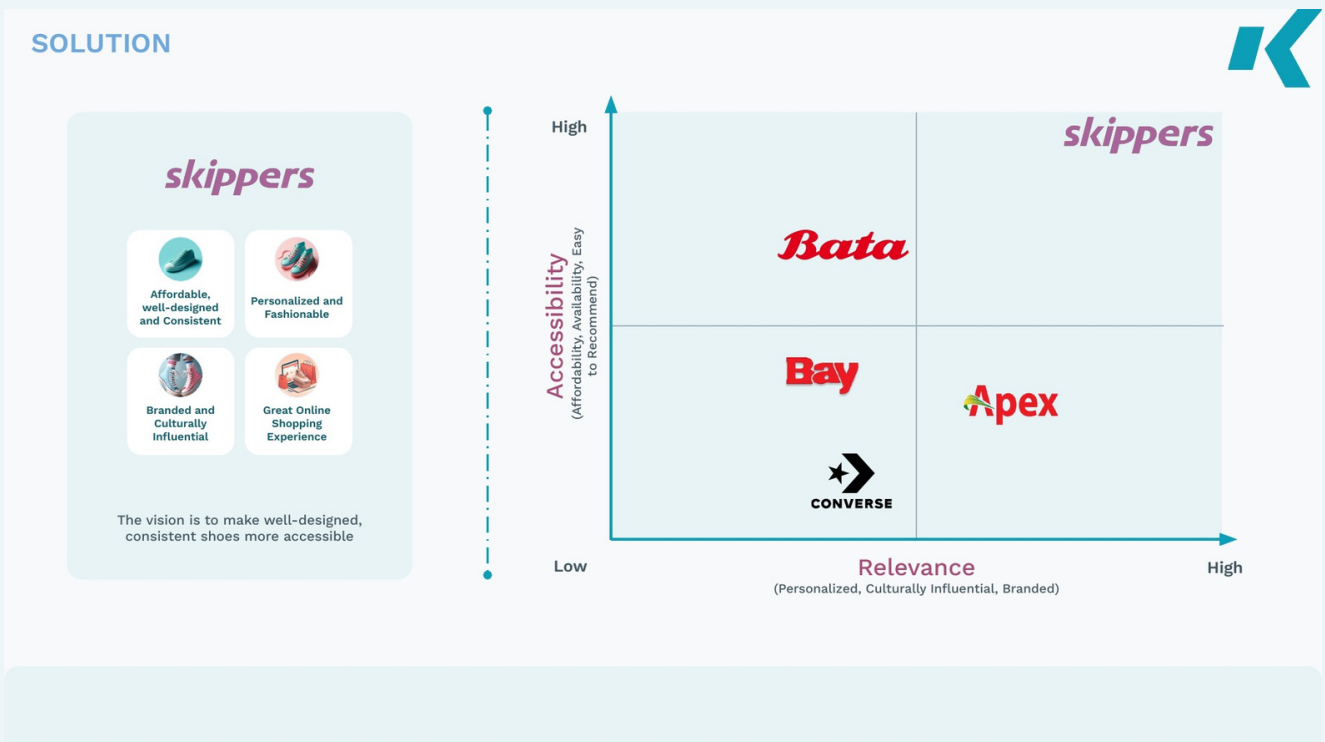
4.

Online shopping can be frustrating:

- Pictures don't always match what you get
- Delivery takes a long time
- Sizes can be tricky and may not fit well

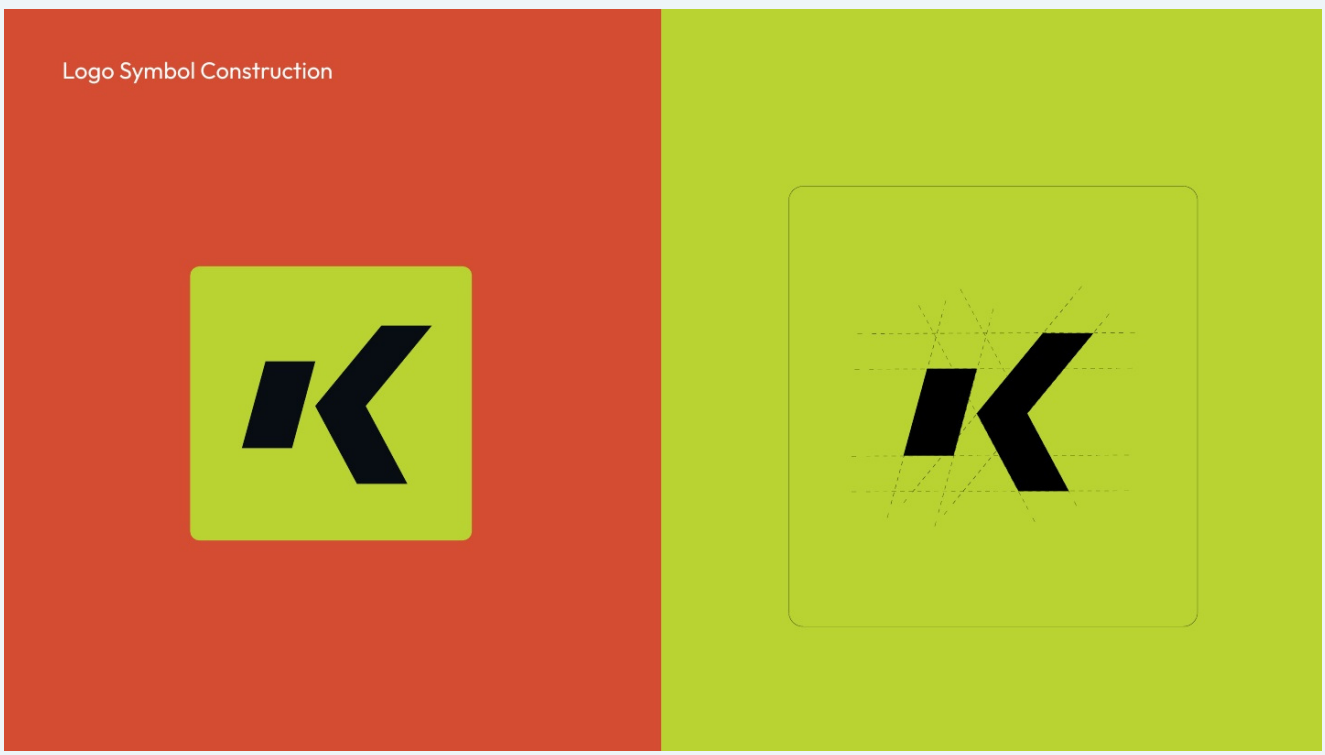
Make the offer easy to place

The pitch uses a positioning map to show where the team saw room for its footwear concept.



Build the identity around the forward angle

The separated strokes give the K-shaped symbol a recognisable open centre. The construction sheet shows how the two forms align.



ORIGINAL SKIPPERS SYMBOL CONSTRUCTION

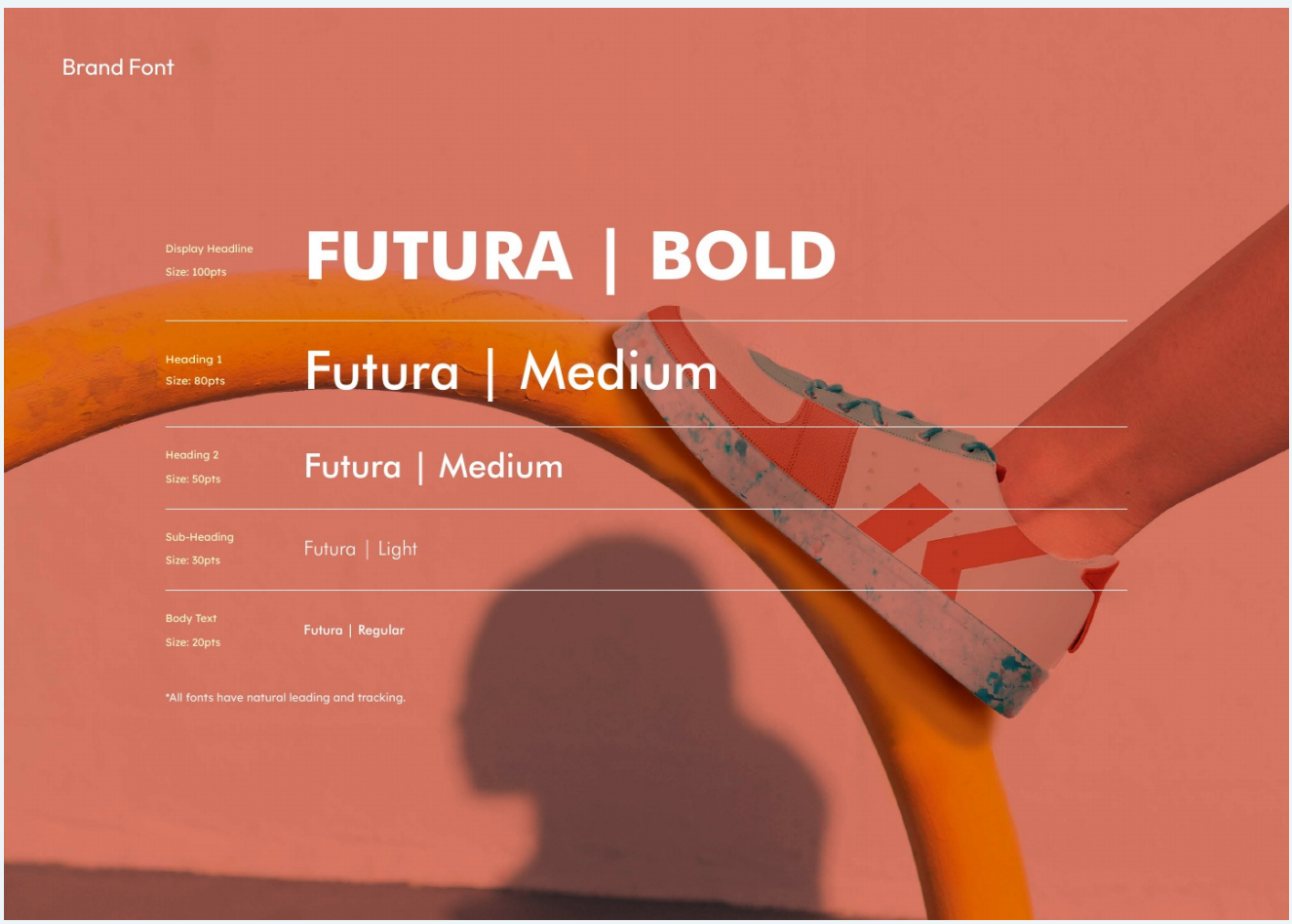
Give the range more than one expression

Pearly Purple and Glaucous carry the cooler looks. Android Green and Cinnabar add brighter options for the graphic system.

Pearly Purple	Glaucous	Android Green	Cinnabar
#AA659B	#6579AA	#B9D432	#D44D32

Give Futura the display scale

The original type sheet uses Futura Bold for display type and lighter weights for supporting copy.



ORIGINAL FUTURA TYPOGRAPHY SHEET

Let the lettering and shoe share a frame

The cool-toned render pairs the blue shoe with the plum wordmark. A tighter frame keeps the complete shoe and lettering in view.



Give the same silhouette a different character

Orange panels, teal laces and a speckled sole give the second render its identity.



See the idea across more silhouettes

The investor onboarding deck closes with a grid of footwear sketches that vary materials, panels and colour.



INVESTOR ONBOARDING DECK · ORIGINAL FOOTWEAR SKETCH GRID

Connect the unconnected.



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