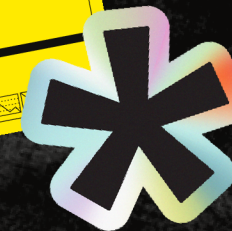
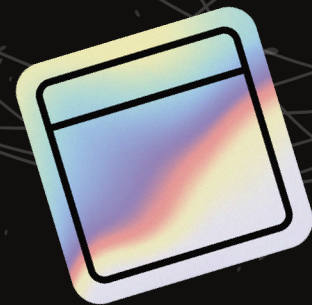


URBAN

slide

Casual Footwear for urban life

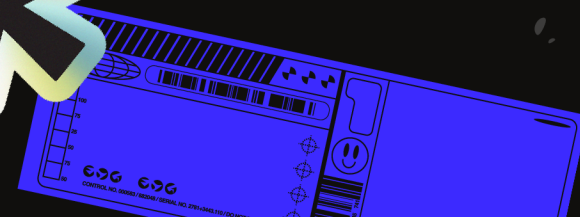




ANSH

AGE: 21

HOBBY: PLAYING SPORTS, DRIVING CARS,
WATCHING MOTORSPORT, FITNESS TRAINING,
ROAD TRIPS

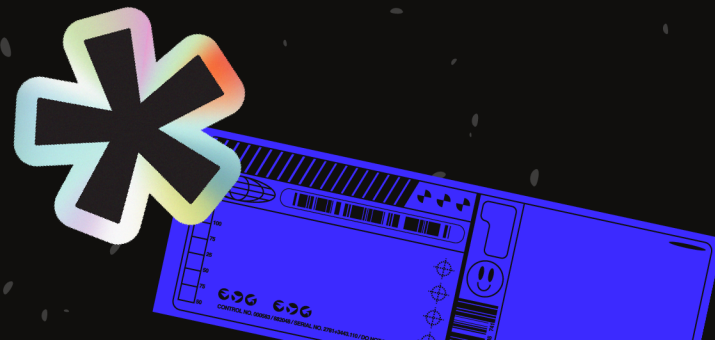




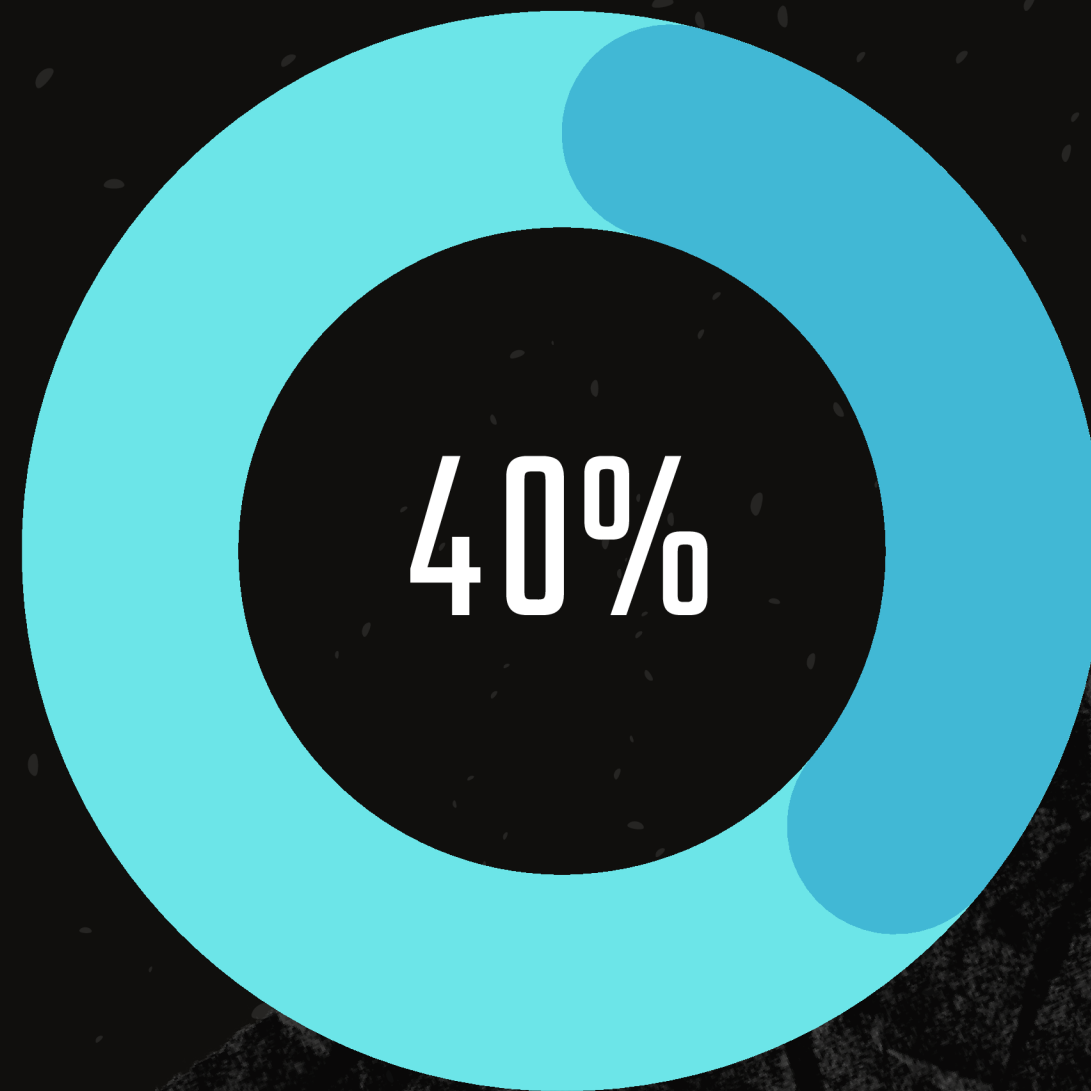
VINOD

AGE: 50

**HOBBY: TRAVELING, EXPLORING NEW
COUNTRIES, PHOTOGRAPHY, READING
HISTORY, TRYING NEW CUISINES, NATURE
WALKS**



LIFE IS BECOMING MORE CASUAL. WE ARE BECOMING MORE CASUAL



40% OF FOOTWEAR PURCHASES BY ZOOMERS (GEN Z - 1997/2012)
AND MILLENNIALS (GEN Y - 1981/1996)

