

DVS SHOE COMPANY

spring
springs
guards



SP

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M I S S I O N

DVS SHOES, FOUNDED IN 1995, IS A GLOBAL FOOTWEAR COMPANY DEDICATED TO INSPIRING YOUNG AND OLD TO ALWAYS PUSH FORWARD WITH A FOCUS ON ORIGINALITY, QUALITY AND INNOVATION. WE DESIGN A DIVERSE RANGE OF PERFORMANCE AND LIFESTYLE FOOTWEAR CREATED FOR THOSE WHO SHARE OUR PASSION FOR ALL THINGS ACTION SPORTS, MUSIC, ART AND LIFE. FOLLOW OUR STORY AND FAMILY OF BRAND AMBASSADORS ON SOCIAL MEDIA: @DVSSKATEBOARDING ON INSTAGRAM, FACEBOOK AND TWITTER.

- GREG LUTZKA •
- DAVE BACHINSKY •
- CODY MCENTIRE •
- TORY GRANT •
- MIKE BERDIS •
- DYLAN STARK •
- TYLER VALENTINE •
- RICKY GUTIERREZ •
- CHRIS MASSIE •
- BLACKILLAC •

LA FAMILIA

TECHNOLOGY

TECHNOLOGY

VAPORCELL

- ▶ Made from a pure form of EVA, called TPE. This lightweight compound was originally developed by NASA, reengineered and brought into our VaporCell tooling. These midsoles offer state of the art energy return and durable cushioning, at the highest level.

VAPORCELL+

- ▶ Made from our specially formulated TPE, this molded footbed provides state of the art energy return and ultimate cushioning. Super lightweight and incredibly soft, combined with a PU heel insert, our footbed provides superior comfort that is second to none.

ENERGY FIT

- ▶ Energy Fit is designed to provide consistent tongue alignment with a lockdown fit. Dual Energy gore connects the tongue to the outsole to keep the tongue cinched and straight.

ISOWELD FUSION/TECHNOLOGY

- ▶ Isoweld Technology combines seamless support, durability, and breathability without the use of traditional stitching. Applied to key zones of selected shoes, this unique construction fuses multiples layers using a proprietary welding process, creating a durable bond between materials.

VEGAN

- ▶ All of our DVS styles denoted as Vegan are manufactured without any animal ingredients or byproducts and can be worn with a clean conscience if cruelty-free is your priority in footwear.

FLEXFEEL

- ▶ Provides skaters with the ultimate board feel and control. Designed with thin, yet braced and durable sidewalls, this design technology utilizes a honey-combed midsole to offer an unparalleled, lightweight, skating experience – Like wearing nothing at all.



Nobody has time for cold feet. This is why select DVS styles feature a specially designed thermal lining to insulate your foot in warmth. Look for this icon on footwear that is created for cold-weather comfort.



Performance grade foam padding is ergonomically formed to fit the natural dip and shape of the heel, creating a lock down effect that prevents heel slip and promotes a much more stable ride.



Infused with high abrasion ballistic fabric, this performance lace is super durable and built to last longer than the other guys.



H₂O RESISTANT

Select models in the elevation category feature weather resistant materials and constructions to help keep your feet dry and comfortable when exposed to mild precipitation. This is achieved by utilizing coatings and/or linings that are designed to repel the elements.



GUSSETED
TONGUE

Weather protective tongue gussets help prevent snow and water from entering the shoe. This keeps cold weather outside giving your feet more warmth and protection.



COLD GRIP TECHNOLOGY

"Cold Grip Technology" is a rubber compound which was designed by our team of engineers to increase traction in harsh climate conditions.

STASH POCKET

Hide your cash money, keys and whatever else you feel like keeping on the DL in our classic, Stash Pocket tongue design.

HONCHO



NEW
STYLE

WHITE BLACK
RED SUEDE
DVF0000333100



BLACK CHARCOAL
TURQUOISE SUEDE
DVF0000333001



WHITE BLACK
RED SUEDE
DVF0000333100

FEATURES

The Honcho marks the latest in Iconic style reimagined. Bold color blocking, layered upper panels and protective caps make this silhouette classic, durable and ready to be abused. Traditional rubber shell outsole construction w/ our Flex Feel technology, incorporating lightweight internal midsole design for enhanced board feel. Herringbone plate texture promotes elevated grip and our MaxLace closure to ensure the longest lasting laces in the market. No new style is complete of course without our patented Vaporcell+ footbed for the ultimate in ride experience and energy return, designed to better absorb impact and provide all day comfort. Upper materials in Action Leather and Nubuck. Style, comfort and performance all standard in this timeless new favorite.



B



blackillac
music production

juice it up, hitman, big bang
fukkin up, phantom, dank

TORY GRANT



CHRIS MASSIE



DEVIOUS



**BLACK CHARCOAL
WHITE SUEDE**
DVF0000326002



**BLACK CAMO
ORANGE SUEDE**
DVF0000326003



**BLACK CHARCOAL
WHITE SUEDE**
DVF0000326002

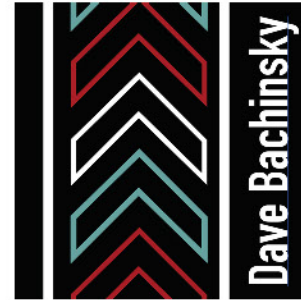


FEATURES

The Devious is a modern day skate shoe that pays tribute to the past. The durable rubber outsole with its blocked, undulating design is reminiscent of OG styling but built with our Flex Feel technology, making it more lightweight, flexible and extremely durable. The upper is a combination of suede with progressive nylons and mesh. Molded eyerow pieces add to the durability and retro-mod aesthetic. Padding is slim and modern for greater board awareness and our heavy duty Max Lace technology promotes extended lace life. Energy Fit technology secures the foot and of course, any new DVS shoe isn't complete without the ultra-comfy VaporCell+ insole that offers second to none cushioning and all day comfort.



COMANCHE 2.0+



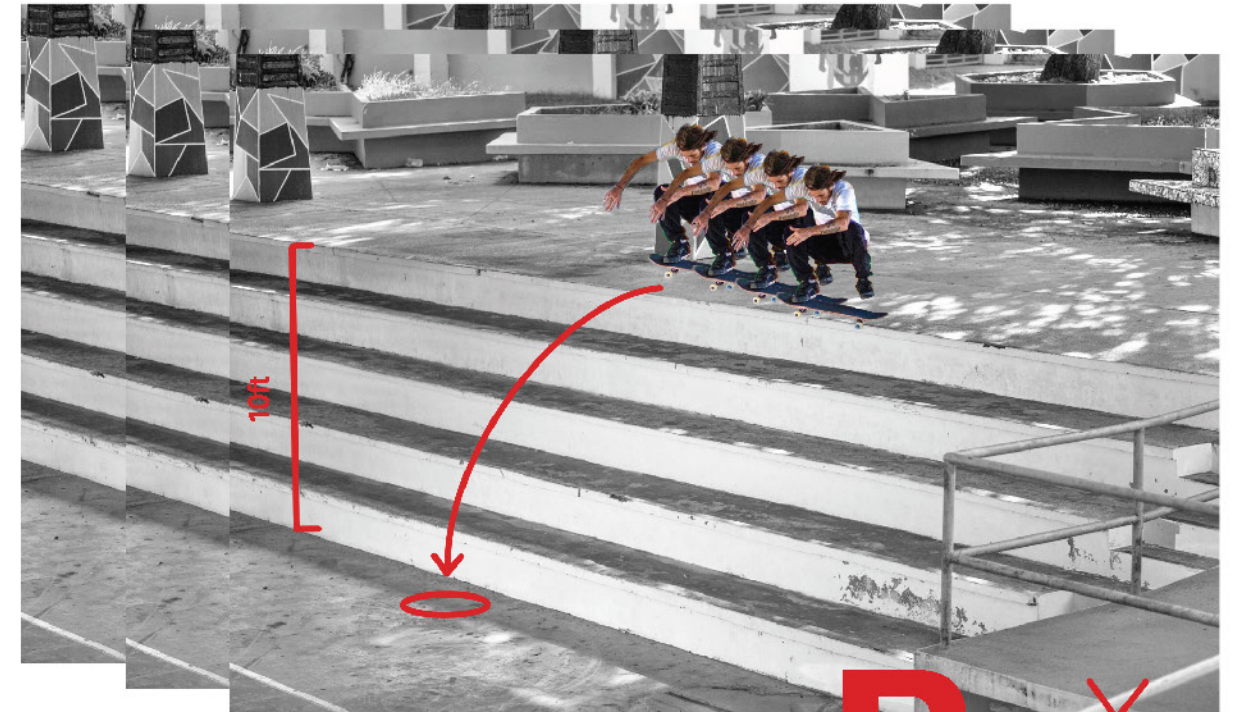
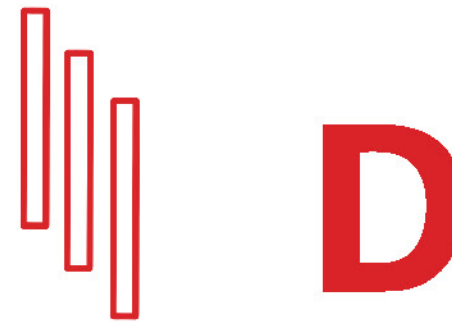
BLACK GUM NUBUCK
DVF0000323007



BLACK CHARCOAL TURQUOISE NUBUCK
DVF0000323008



BLACK GUM NUBUCK
DVF0000323007



FEATURES

Our heritage design reimagined in a sleeker performance silhouette. Molded rubber double cup outsole for extended wear with a lightweight Vaporcell midsole for cushioned performance. Molded Vaporcell+ cup sock for superior comfort and impact resistance. Energy Fit tongue for serious lock down and Max lace provides extended wear. Leather and PU upper materials.

-  ENERGY FIT
-  FLEX FEEL
-  FLEX BACK
-  MAX LACE

COMANCHE

C



cody mcintire

D



**BLACK WHITE
NUBUCK**
DVF0000029972



**BEST
SELLING**



**BLACK WHITE
NUBUCK**
DVF0000029972



**BLACK REFLECTIVE
CHARCOAL NUBUCK**
DVF0000029985



**BLACK OLIVE
ORANGE NUBUCK**
DVF0000029993



**BLACK WHITE CHARCOAL
NUBUCK**
DVF0000029992



**BLACK CHARCOAL
TURQIOUSE NUBUCK**
DVF0000029994



**WHITE BLACK WHITE
LEATHER**
DVF0000029116

FEATURES

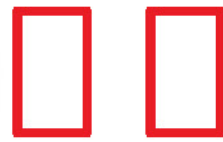
Our tried and true heritage silhouette. Made with die cut EVA to absorb high impact landings, lightweight, molded EVA footbed with latex wedge for added comfort and mesh panels to maximize breathability. Padded tongue and collar for extra support, reinforced upper provides durability and Energy Fit tongue/Heel Lock technologies guarantee a stable ride. High performance and iconic. Uppers in Nubuck and Action Leather.

- VAPORCELL
- ENERGY FIT
- ALEX FEEL
- HEEL LOCK
- MAXLACE

CELSIUS



BLACK CHARCOAL WHITE
TURQUOISE NUBUCK
DVF0000233960



BLACK BLACK
LEATHER
DVF0000233019



BLACK OLIVE GUM
NUBUCK
DVF0000233966



BLACK CHARCOAL LIME
NUBUCK
DVF0000233967

FEATURES

Iconic, Double Cup outsole with exposed EVA midsole, designed to absorb high impact. Lightweight, molded EVA footbed with latex wedge provides enhanced comfort. Energy Fit with padded tongue and Heel Lock collar for added support. Molded eyestay combined with Max Lace technology offer high level durability and extended wear. Uppers in Action Leather and Nubuck.

VAPORCELL



ENERGY FIT



FLEXFEEL



HEEL LOCK

T



tyler valentine



V

R



ricky gutierrez

G



000

ENDURO 125



OLIVE BLACK WHITE
NUBUCK
DVF0000278300



WHITE REFLECTIVE
GUM NUBUCK
DVF0000278103



BLACK REFLECTIVE
GUM SUEDE
DVF0000278019



BLACK CHARCOAL
ORANGE NUBUCK
DVF0000278031

FEATURES

Our classic shell construction features a die-cut EVA midsole to absorb high impact. Comes equipped with our patented Energy Fit tongue and Heel Lock tech for stabilization and ultimate lock down, Max Lace for extended lace life and our ever dependable, molded EVA sock w/ latex wedge for a cushioned, comfortable ride, every time. Uppers in Nubuck, Action Leather and now in Suede.

VAPORCELL



ENERGY FIT



ALEX FEEL



HEEL LOCK

ENDURO HEIR



CHAMOIS BLACK
GUM NUBUCK
DVF0000056211



STASH & POCKET



WHITE GUM
NUBUCK
DVF0000056112



BLACK BLACK
LEATHER
DVF0000056982

FEATURES

This OG look is form and function rolled into one. Hide your cash money, keys and whatever else you feel like keeping on the DL in our classic, Stash Pocket tongue design. Die-cut EVA midsole and molded air window exposed in heel, provide that tech look with high level performance. Energy Fit, Max Lace, Heel Lock and Molded EVA sock come standard. This OG's got it all.

STASH & POCKET

VAPORCELL

ENERGY FIT

ALEXFEEL

HEELLOCK

MAXLACE

GAMBOL



NEW
STYLE

BLACK LIME
PU NUBUCK
DVF00000329001



BLACK WHITE
NUBUCK
DVF00000329002



BLACK LIME
NUBUCK
DVF00000329001

FEATURES

Introducing the Gambol. Placed on our iconic Comanche outsole but with a sleeker, more minimal upper construction. The shape, look and feel are what you've come to expect from this classic outsole and last but with a streamlined approach to upper design. Comes standard with Energy Fit, HeelLock and Max lace technology to cover the basics in fit, tongue alignment, and durability. Also comes with our one of a kind Vaporcell+ sock that has become the industry standard in comfort and performance for all day ride and wear. Uppers in Action leather and Nubuck.

VAPORCELL

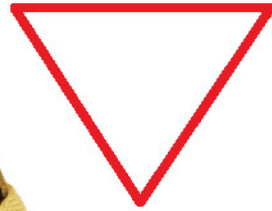
ENERGY FIT

ALEXFEEL

HEELLOCK

MAXLACE

MILITIA SNOW



CHAMOIS
BLACK NUBUCK
DVF0000110263



FEATURES

Whether you're hiking, riding or on the construction site, this style satisfies all your outdoor needs. Reinforced, water resistant upper with Weather Protect, gusseted tongue and moisture wicking linings guarantee you're ready for the elements. Low cut design for freedom of movement, Vaporcell + footbed provides superior comfort and CGT outsole technology for increased traction in cold weather conditions. Nubuck leather upper.



FRANCISCO



BLACK CORDUROY
DVF0000062962



FEATURES

A breathable and lightweight cord / microfiber upper with a diecut Eva footbed for added comfort.

OVERVIEW

HONCHO



WHITE BLACK
RED SUEDE
DVF0000333100



BLACK CHARCOAL
TURQUOISE SUEDE
DVF0000333001

DEVIOS



BLACK CHARCOAL
WHITE SUEDE
DVF0000326002



BLACK CAMO
ORANGE SUEDE
DVF0000326003

COMANCHE 2.0+



BLACK GUM
NUBUCK
DVF0000323007



BLACK CHARCOAL
TURQUOISE NUBUCK
DVF0000323008

COMANCHE



BLACK REFLECTIVE
CHARCOAL NUBUCK
DVF0000029985



BLACK WHITE
NUBUCK
DVF0000029972



BLACK WHITE
CHARCOAL NUBUCK
DVF0000029992



BLACK OLIVE
ORANGE NUBUCK
DVF0000029993



BLACK CHARCOAL
TURQUOISE NUBUCK
DVF0000029994



WHITE BLACK
WHITE LEATHER
DVF0000029116

CELSIUS



BLACK BLACK
LEATHER
DVF0000233019



BLACK CHARCOAL
WHITE NUBUCK
DVF0000233960



BLACK OLIVE
GUM NUBUCK
DVF0000233966



BLACK CHARCOAL
LIME NUBUCK
DVF0000233967

ENDURO 125



BLACK REFLECTIVE
GUM SUEDE
DVF0000278019



WHITE REFLECTIVE
GUM NUBUCK
DVF0000278103



OLIVE BLACK
WHITE NUBUCK
DVF0000278300



BLACK CHARCOAL
ORANGE NUBUCK
DVF0000278031

ENDURO HEIR



BLACK BLACK
LEATHER
DVF0000056982



WHITE GUM
NUBUCK
DVF0000056112



CHAMOIS BLACK
GUM NUBUCK
DVF0000056211

GAMBOL



BLACK LIME
NUBUCK
DVF0000329001



BLACK WHITE
NUBUCK
DVF0000329002

MILITIA SNOW



CHAMOIS
BLACK NUBUCK
DVF0000110263

FRANCISCO



BLACK CORDUROY
DVF0000062962



MARKETING INITIATIVES SPRING 2021

Comanche 2.0/Dave Bachinsky -

Stoked on this new colorway for Dave. The Comanche 2.0 continues to be an important part of our performance line up for 2021.

Honcho/Blackillac -

Make a serious statement with this "old meets new" silhouette. Color blocked and core. It's what you've been missing. Blackillac's style of choice.

Devious/Team Shoe -

It's back and with the baddest color lineup yet. Progressive styling, performance features and serious durability make this the team shoe of choice.

Turq Pack -

Fresh and very clean. Something about this color set up has ignited sales across multiple silhouettes. Make sure to add at least one or 2 to your assortment.

Comanche, Comanche, Comanche!!!

- This #1 DVS style has expanded to a 6 SKU offering. This chunky classic is flying off the shelves so don't be shy about your buy. We'll look to add unisex marketing that aligns w/ a smaller size run on the Blk/Wht Nubuck as demand from Women increases volume.



MARKETING INITIATIVES SPRING 2021

Gambol - Introducing the Gambol - A price point cousin to the Comanche but with a more simplified upper in leather that positions \$10 less (MSRP) than our standard Comanche. A great shoe at a great price. Check out the retro print and neon colorway.

Black White Unite -

The undisputed banger DVS colorway of choice and one that appeals to all segments of consumers. Symbolic of a larger need to connect with our fellow humans and give balance to our challenged humanity. Support the unity of Black and White and all colors of the spectrum.



Core Pack - Black, Black and more black. OG, core volume.

Service Series - I love those shoes, man! Something about these olive and camo combinations that people just can't get enough of. Buy some!

Francisco - Spring, Summer, Fall or Winter. No matter the time, when it's time to chill, chill in these OGs.



T-SHIRTS



DVS EST 95 TEE -WHITE/BLACK
DVA0000503100



DVS EST 95 TEE -BLACK/WHITE
DVA0000503001

GLOBAL SIZE SCALE - DVS FOOTWEAR

MEN'S SHOE SIZING					WOMEN'S SHOE SIZING					KIDS SHOE SIZING (BOYS & GIRLS)				
USA	UK	EUR	CM	JAPAN	USA	UK	EUR	CM	JAPAN	USA	UK	EUR	CM	JAPAN
5	4	37	25	23.0	5	3.5	35.5	23.5	21.5	11	10	28	19	17.5
5.5	4.5	38	25.5	23.5	5.5	4	36	24	22.0	12	11	29	20	18.0
6	5	38.5	26	24.0	6	4.5	36.5	24.5	22.5	13	12	30	21	19.0
6.5	5.5	39	26	24.5	6.5	5	37	25	23.0	1	13	32	21.5	20.0
7	6	40	26.5	25.0	7	5.5	38	25.5	23.5	1.5	13.5	32.5	22	20.0
7.5	6.5	40.5	27	25.5	7.5	6	38.5	26	24.0	2	1	33	22.5	20.5
8	7	41	27.5	26.0	8	6.5	39	26	24.5	2.5	1.5	34	23	20.5
8.5	7.5	42	28	26.5	8.5	7	40	26.5	25.0	3	2	35	23.5	21.0
9	8	42.5	28.5	27.0	9	7.5	40.5	27	25.5	3.5	2.5	35.5	23.5	21.5
9.5	8.5	43	29	27.5	9.5	8	41	27.5	26.0	4	3	36	24	22.0
10	9	44	29	28.0	10	8.5	42	28	26.5	4.5	3.5	36.5	24.5	22.5
10.5	9.5	44.5	29.5	28.5	10.5	9	42.5	28.5	27.0	5	4	37	25	23.0
11	10	45	30	29.0	11	9.5	43	29	27.5	5.5	4.5	37.5	25.5	23.5
11.5	10.5	46	30.5	29.5						6	5	38	26	24.0
12	11	47	31	30.0						6.5	5.5	38.5	26.5	24.5
13	12	48.5	32.5	31.0										
14	13	49.5	32.5	32.0										
15	14	51	33.5	33.0										

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