



DVS SHOE COMPANY SP22/Q1

MISSION



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



TECHNOLOGY

Vaporcell is made from a pure form of EVA foam, 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+ is 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 for added shock absorption, our footbed provides superior comfort that is second to none.



Energy Fit gore is designed to provide consistent tongue alignment with a lockdown fit. The dual energy gore connects the tongue to the outsole to keep the tongue cinched, centered, and straight.



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



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.



Flex Feel outsoles provide skaters with the ultimate board feel and control. Designed with thin, yet braced and durable sidewalls, this design technology utilizes a honeycombed midsole to offer an unparalleled, lightweight, skate experience – Like wearing nothing at all.



Thermal insulated lining is featured on our styles made for cold-weather comfort. It is specifically designed to insulate your foot for warmth, while also providing breathability.



Heel Lock 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.



Our Max Lace is infused with high abrasion ballistic fabric. This high performance lace is super durable and built to last longer than the other guys.



H2O resistant materials and constructions are featured on selected elevation models 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 and make you dry.



This Gusseted tongue design helps prevent snow and water from entering the shoe by providing a barrier between the tongue and eyerow. It keeps the cold weather outside, giving your feet more warmth and protection.



“Cold Grip Technology” is a rubber compound designed by our team of engineers to increase traction in harsh climate conditions, specifically at low temperatures.



The Stash Pocket tongue design gives you the ability to hide your cash money, keys, and whatever else you feel like keeping on the DL. This gives you the added confidence of knowing you won't lose your most important items when shredding.



HONCHO

Black Charcoal Turquoise Suede
DVF0000333001



Black Charcoal Lime Nubuck
DVF0000333007

HONCHO

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 a 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.

VAPORCELL+

FLEXFEEL

ENERGY FIT

MAXLACE



DEVIOUS



Black Charcoal White Suede
DVF0000326002



Charcoal Black Turquoise Nubuck
DVF0000326020

DEVIOUS

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 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.

HEEL LOCK

VAPORCELL+

FLEX FEEL

ENERGY FIT
MAX LACE



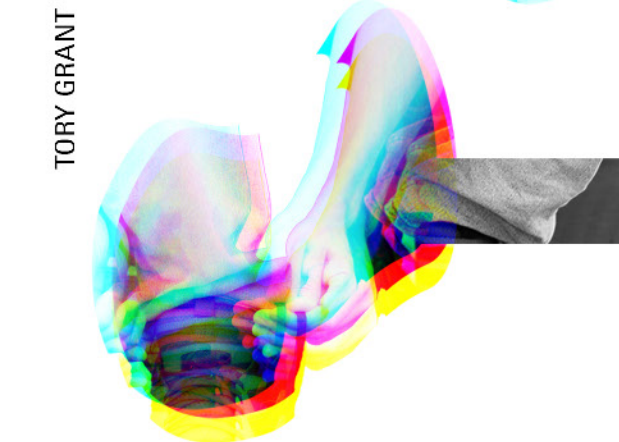
MIKE BERDIS



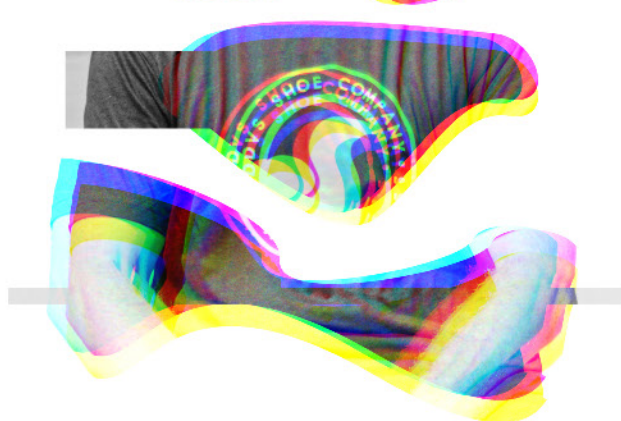
JC



TORY GRANT



ALEX



COMANCHE

2.0



Dave Bachinsky

Black Gum Nubuck
DVF0000323007



Black White Black Nubuck
DVF0000323010



Black Charcoal Turquoise Nubuck
DVF0000323008

COMANCHE 2.0

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.

HEEL LOCK

VAPORCELL+

FLEX FEEL

ENERGY FIT

MAX LACE



DAVE BACHINSKY



COMMANCHE



Black Red Yellow Nubuck
DVF0000029999

COMMANCHE

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.

HEEL LOCK
VAPORCELL
VAPORCELL+
FLEXFEEL
ENERGY FIT
MAXLACE



Black White Nubuck
DVF0000029972



Chamois Black Gum Nubuck
DVF0000029260



White Black White Leather
DVF0000029116



Black Reflective Charcoal Nubuck
DVF0000029985



Black Olive Gum Nubuck
DVF0000029991



Charcoal Black White Nubuck
DVF0000029066



Black Charcoal Fiery Red Nubuck
DVF0000029998

CELSIUS

Black White Black Nubuck
DVF0000233971

CELSIUS

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.

HEEL LOCK **VAPORCELL** **VAPORCELL+**
FLEX FEEL **ENERGY FIT** **MAX LACE**



Black Charcoal White Turquoise Nubuck
DVF0000233960



Charcoal Black Red Nubuck
DVF0000233970



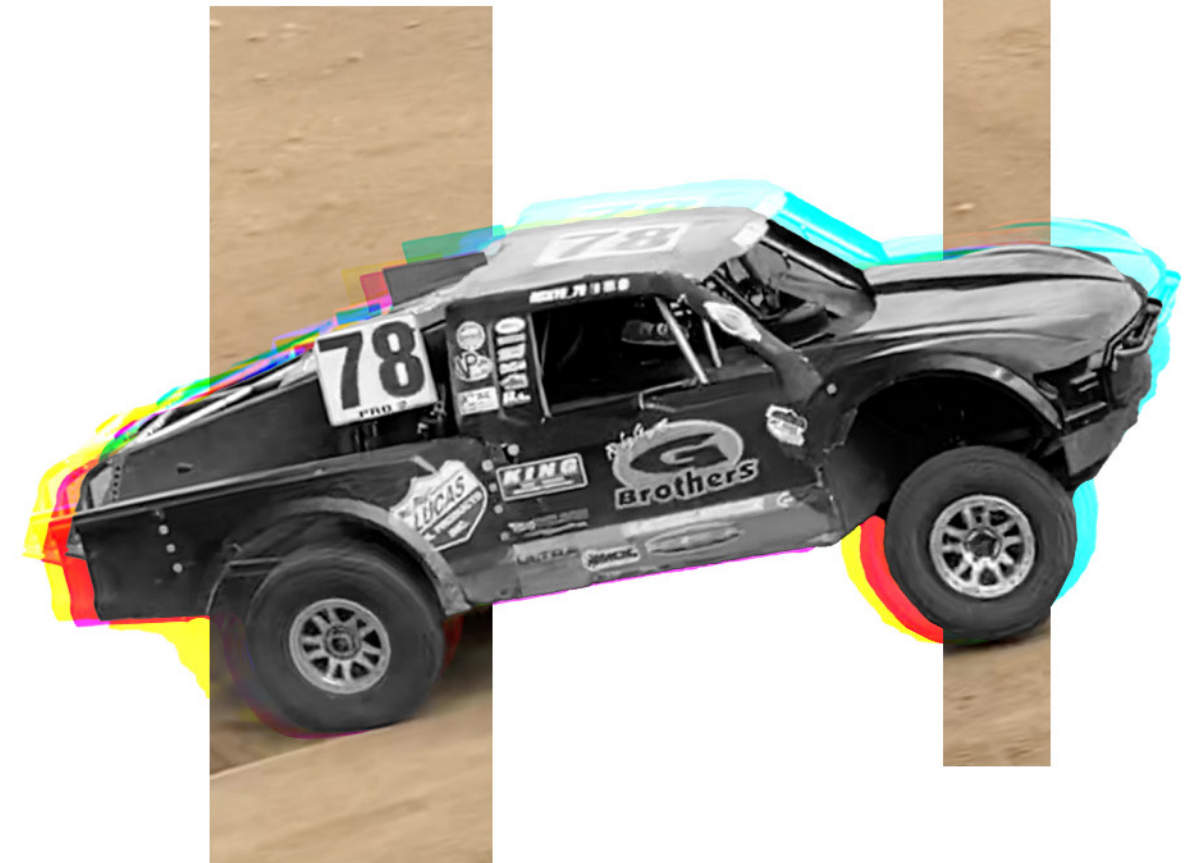
Black Castlerock Gum Nubuck
DVF0000233964



Black Black Leather
DVF0000233019



TYLER V.



RICKY G.

ENDURO 125

Greg Lutzka

Brindle Black Red Nubuck
DVF0000278034



ENDURO 125

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.

HEEL LOCK **VAPORCELL** **VAPORCELL+**
FLEX FEEL **ENERGY FIT** **MAX LACE**



Charcoal Black Turquoise Nubuck
DVF0000278026



Black Reflective Gum Suede
DVF0000278019



Black Charcoal Nubuck
DVF0000278016



White Reflective Gum Leather
DVF0000278103

GREG LUTZKA



ENDURO HEIR

Black White Charcoal Nubuck
DVF0000056984



Black Black Leather
DVF0000056982



White Gum Nubuck
DVF0000056112



TYCHO

Black Black Gum Nubuck
DVF0000239006



Charcoal Gray White Nubuck
DVF0000239023

ENDURO HEIR

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.

- HEEL LOCK
- VAPORCELL
- VAPORCELL+
- FLEX FEEL
- ENERGY FIT
- STASH POCKET

TYCHO

The Heir apparent to our ever classic Enduro Heir – The Tycho is back. This reimagined construction offers full, exposed heel air combined with our patented, lightweight Vaporcell midsole, all framed and protected by a high quality rubber exoskeleton. The upper is progressive with Isoweld underlays, sleek last shape and stylish quarter design. Other standard features include Max Lace, Vaporcell + footbed, Heel Lock support system and Energy Fit tongue. Put simply...This is tech at it's finest.

- HEEL LOCK
- VAPORCELL
- VAPORCELL+
- FLEX FEEL
- ENERGY FIT
- MAX LACE

GAMBOL

Black White Nubuck
DVF0000329002



GAMBOL

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.

HEELLOCK VAPORCELL
FLEXFEEL ENERGY FIT



Black Lime Nubuck
DVF0000329001



Black Camo Orange Suede
DVF0000329005

MILITIA BOOT



Chamois Black Nubuck
DVF0000111261

MILITIA BOOT

Whether you're hiking, riding or on the construction site, this style satisfies all your outdoor needs. Water resistant, weather protective tongue gussets, moisture wicking inner lining, mid-top design with Vaporcell+ footbed for added comfort, CGT outsole technology, leather and nubuck upper materials.



HONCHHO

WOS



Black White Printed Nubuck
DVF00000333005



COMMANCHE

WOS



Black Pink White Nubuck
DVF0000029997



Black White Nubuck
DVF0000029972

HONCHO

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 a 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.



COMMANCHE

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.



GAMBOL

WOS



Black Pink Black Nubuck
DVF0000329006

GAMBOL

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.

HEEL LOCK
VAPORCELL
FLEX FEEL
ENERGY FIT

FRANCISCO



Black Corduroy
DVF0000062962

FRANCISCO

The Francisco is one of our most popular styles and an old school chiller. Textile upper with a soft terrycloth lining and lightweight EVA outsole make the Francisco your only choice when you want to keep it extra casual and comfortable.



Black Chambray
DVF0000062963

SP22 OVERVIEW



BLACK CHARCOAL TURQUOISE SUEDE
DVF0000333001



BLACK CHARCOAL LIME NUBUCK
DVF0000333007

HONCHO



BLACK CHARCOAL WHITE SUEDE
DVF0000328002



CHARCOAL BLACK TURQUOISE NUBUCK
DVF0000328020

DEVIUS



BLACK CHARCOAL TURQUOISE NUBUCK
DVF0000323008



BLACK WHITE BLACK NUBUCK
DVF0000323010



BLACK GUM NUBUCK
DVF0000323007

COMANCHE 2.0



BLACK REFLECTIVE CHARCOAL NUBUCK
DVF000029985



BLACK WHITE NUBUCK
DVF000029972



CHAMOIS BLACK GUM NUBUCK
DVF000029260

COMANCHE



WHITE BLACK WHITE LEATHER
DVF000029116



BLACK OLIVE GUM NUBUCK
DVF000029981



CHARCOAL BLACK WHITE NUBUCK
DVF000029066



BLACK CHARCOAL FIERY RED NUBUCK
DVF000029998



BLACK RED YELLOW NUBUCK
DVF000029999



BLACK BLACK LEATHER
DVF000023019



BLACK WHITE BLACK NUBUCK
DVF000023971



BLACK CASTLEROCK GUM NUBUCK
DVF000023964

CELSIUS



BLACK CHARCOAL WHITE TURQ. NUBUCK
DVF000023960



CHARCOAL BLACK RED NUBUCK
DVF000023970



BLACK CHARCOAL NUBUCK
DVF0000278016



WHITE REFLECTIVE GUM LEATHER
DVF0000278103



BLACK REFLECTIVE GUM SUEDE
DVF0000278019

ENDURO 125



BRINDLE BLACK RED NUBUCK
DVF0000278034



CHARCOAL BLACK TURQUOISE NUBUCK
DVF0000278026



BLACK WHITE CHARCOAL NUBUCK
DVF000028984



BLACK BLACK LEATHER
DVF000028982



WHITE GUM NUBUCK
DVF000028912

ENDURO HEIR



BLACK BLACK GUM NUBUCK
DVF000029906



CHARCOAL GRAY WHITE NUBUCK
DVF000029923

TYCHO



BLACK LIME NUBUCK
DVF000029901



BLACK CAMO ORANGE NUBUCK
DVF000029905



BLACK WHITE NUBUCK
DVF000029902

GAMBOL



CHAMOIS BLACK NUBUCK
DVF000011261

MILITIA BOOT



BLACK CHAMBRAY
DVF0000062963



BLACK CORDUROY
DVF0000062962

FRANCISCO



BLACK WHITE PINK SUEDE
DVF000023904



BLACK WHITE PRINTED NUBUCK
DVF000023905

WOMEN'S LINE



BLACK WHITE NUBUCK
DVF000029972



BLACK PINK WHITE NUBUCK
DVF000029987



BLACK PINK BLACK NUBUCK
DVF000029906

MARKETING

Dave Bachinsky - Dave's popular, core colorway continues for Spring. This high performance style is lightweight, tough and pro approved.



Greg Lutzka - Greg is back w/ a new colorway on his latest style of choice, the Enduro 125. Classic and very skateable.



Team shoe - La Familia's style of choice. A skate shoe for the new era. Our most successful bring back colorways make the Spring lineup.



Comanche - Our best and most iconic silhouette – Spring 22 marks the most offerings to date with 3 new colors and 5 proven bring backs. Tried and true, old and new.



Paisley pack - These printed looks are refreshed heritage and they are on fire! The Gambol was our #1 selling SKU for Fall21 and we've added some friends.



Fire pack - With a bold new look these 2 banger patterns are a sure fire hit.



Air - Old and new come together for the perfect pairing to showcase one of the hottest trends in footwear. It's all about the air.



Black/Banger Pack - You don't get more core than this lineup. Looking to inject some volume in your sales. Look no further than these guaranteed bangers.



WOS - Same tech, same great fit, same performance, but with all new colorways and smaller sizes.





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