



I SEE YOU

The D.C. Issue



NO LOVE LOST?



An approximate history of the problem child shoe company and its uncertain future

Timeline:

- 1991: Ken Block and Damon Way start screen printing t-shirts, creating The Eightball Clothing Brand
- 1992: Eightball Clothing Brand is dropped and Block and Way create Droors Clothing Brand
- 1993: While Droors Clothing runs in the background, Block and Way create D.C. Shoes Inc., and within quick time, together, both brands gather around \$1.4 Mill. in sales
- 1994: D.C. Shoes officially release their first shoe, The Danny Way Signature Model
- 1995: The Colin McKay and the original Clobber 1 are sold with the original circle with internal "C" and backwards "D" logo. Quickly, Champion Clothing sues D.C., claiming the shoes have a similar logo, a "C" with a line intersecting it. In response, the Dyrdek1 is produced with the new "D" and "C" logo containing the "Five Point Star"
- 1996: The Dyrdek2 is released with the same "5 Point Star" logo. In another attempt to cripple a young brand, Converse Shoes takes D.C. Shoes to court because of the use of a similar "5 Point Star" logo
- 1997: D.C. Shoes changes the logo once again, to the current "7 Point Star" design. Following costly lawsuits, Droors is divested and drops investment
- 2004: D.C. secures around \$1 Bill. in sales revenue despite numerous lawsuits, but by the end of the year, the brand was bought out by Quiksilver for \$87 Mill.
- 2005: After being purchased, D.C. Shoes would be sued once again. D.C. Comics attempted to sue the shoe company because of the similar logo containing the "D", "C" and a "star" logo. They fail



Timeline:

- 2009: The Great Recession fractures the American market. D.C. Shoes, along with most other skater owned shoe companies begin to fail. Larger corporations (Nike, Adidas) see the skate shoe market opening up and with almost infinite funds, seize the opening and suffocate smaller brands
- 2013: Still recovering from The Great Recession, a struggling parent company, Quiksilver, is purchased by Authentic Brands Group (ABG)
- 2024, January 4th: ABG sizes up D.C. Shoes' productivity and decides to give "creative control" of D.C. to BBC International (BBC Int.)

The Future: With BBC Int. in control, D.C. is in bad hands. BBC Int. currently owns: Tommy Hilfiger, K Swiss, Micheal Kors and even Polo. All of these brands were highly regarded 20 years ago, but now can be seen in discount stores and carry none of the regard they did in their prime. This trend is a direct result of BBC's control over the brand. It purchases failing brands, trims the fat, changes the image, then sells to the cheapest buyer like Marshalls, Ross and Zappos.com. **BBC Int. is the failing brand chop shop.** As of recently, things seem to be getting more dismal. In December, D.C. fired most of their pre-existing marketing and development team, entering the "TRIM THE FAT" phase. But it doesn't look so bad for everyone at D.C. "Several high-profile D.C. employees have already found jobs elsewhere, D.C.'s Ex-Global GM Cory Long is now at Sorel and Ex-Global Head of Marketing Micheal Minter now at Reef."⁽⁵⁾

However, if a single brand has proven resilience and ability to maintain its image, that brand is D.C. Hopefully it has the legs to withstand another series of complications.

God Save The Philly Skate Scene



This was a real piece of shit.

Please, throw this on the ground when you're done.



(corporate.authentic.com)¹ (bbc.int.com)² (company-history.com) (Garner, 2024, Footwearnews.com)⁴ (Montgomery, 2023, (Shop-Eat-Surf.com) (skateboardnostalgia.blogspot.com)⁶