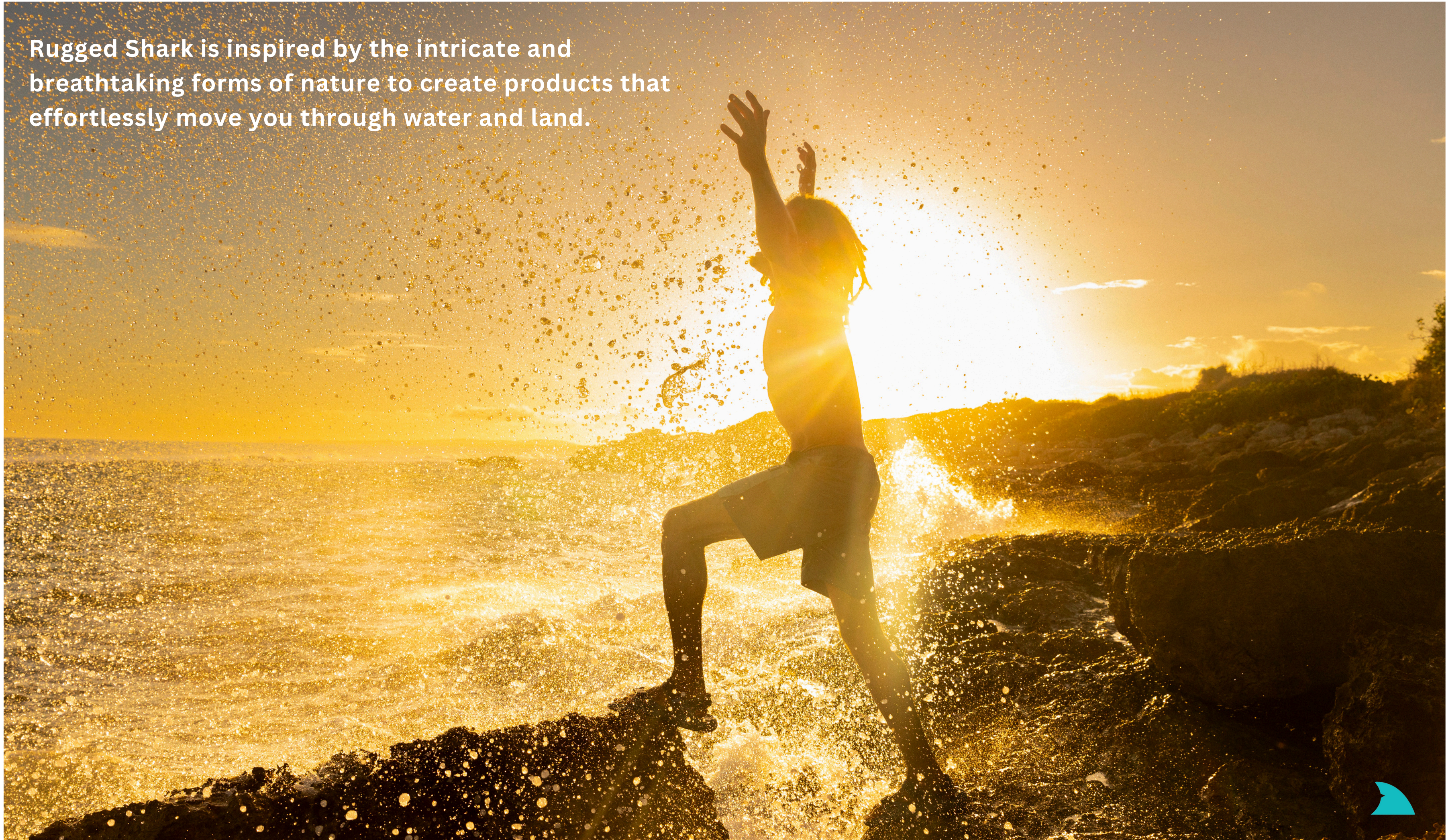


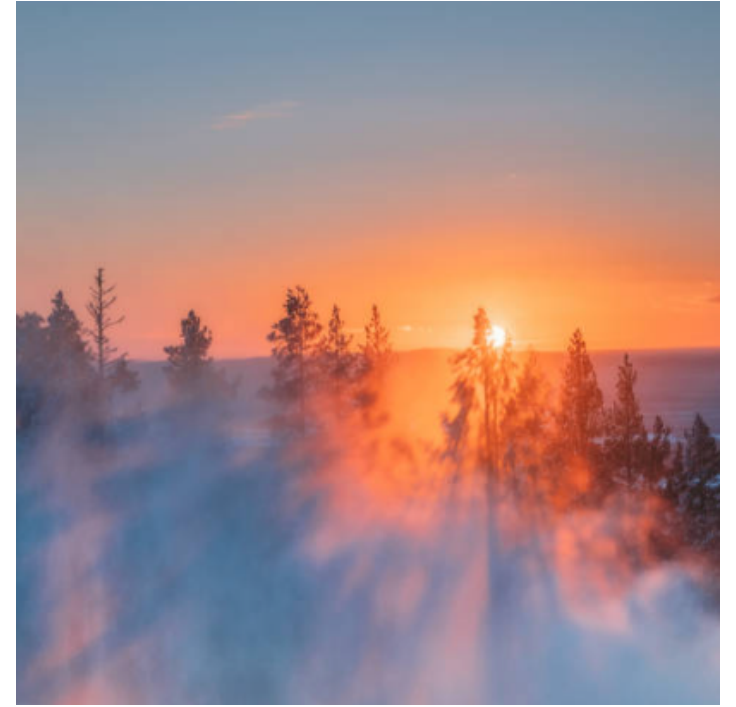
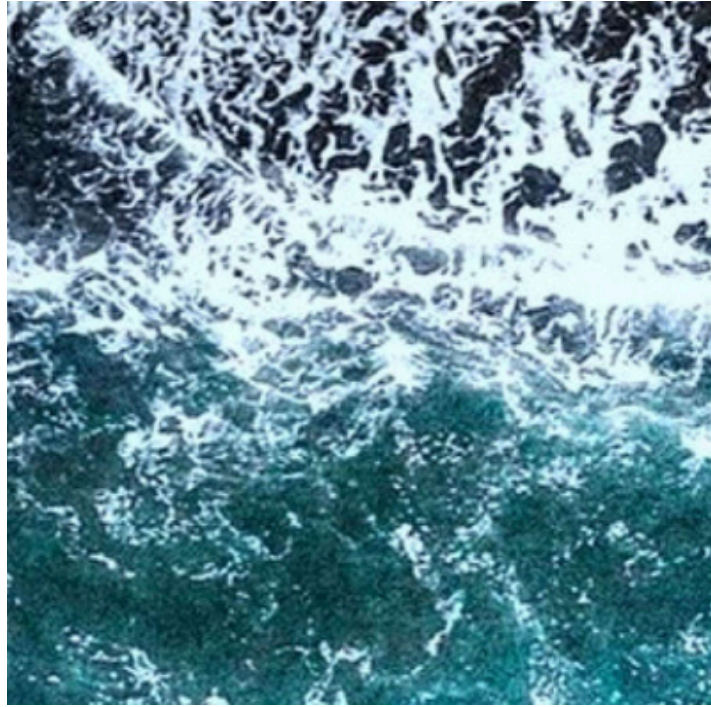
RUGGED SHARK®



Rugged Shark is inspired by the intricate and breathtaking forms of nature to create products that effortlessly move you through water and land.



INSPIRED BY NATURE





Bold

The Whale Shark is the largest species of shark in the world, with each individual possessing its own bold and unique arrangement of contrasting striped spots.



Adaptable

The Bull Shark is aggressively adaptable. Often traveling through diverse environments, the Bull Shark can switch between freshwater and saltwater to survive.



Flexible

The Hammerhead Shark's distinct and flexible hydrodynamic body shape allows for greater maneuverability than most sharks, pivoting and turning at high speeds.



Dynamic

The Shortfin Mako Shark is a dynamic predator. Not only is it the fastest species of shark in the world, but it has the unique ability to camouflage itself through the changes in sunlight.



Durable

The Oceanic Whitetip Shark is a solitary predator, with a varied diet it often survives hunting encounters with larger deep water predators, a testament to the species durability.



TARGET MARKET

YOUNG FAMILY

HEAD OF HOUSEHOLD

ADULT INDIVIDUALS

CHARACTERISTICS

ACTIVE LIFESTYLE

PRACTICAL

VALUES PERSONAL STYLE



WE'RE ON A SUSTAINABILITY JOURNEY

Rugged Shark is dedicated to reducing our ecological footprint and preserving the natural playgrounds we love.



PRODUCT

- 8% of all Clogs are made with PCR materials.
- Partners with Bloom for recycled, RCS Certified EVA and TPR materials.
- Incorporation of Repreve GRS Certified Fabrics & PU.



PACKAGING

- All paper is FSC certified with 70% PCR.
- All plastic hangers and swift tags are GRS Certified and recycled.
- Transitioning shipping bags to Vela paper bags.



FACILITIES

- Our facility is certified factory efficient.
- Corporate headquarters new space is LEED certified.
- Warehouse efficiency has increased by 30% over LY.

2023 ACCOMPLISHMENTS



- Saved 151.8 MT of landfill waste
- Shipping Logistics Emissions savings
- 374.5MT = 81 passenger vehicles travelling for 1 year - this essentially cancels out our entire workforce driving to work for free.
- Implementation of 3D prototyping to reduce sample waste, shipping emissions, and more accurate decision-making.



SALES HIGHLIGHTS

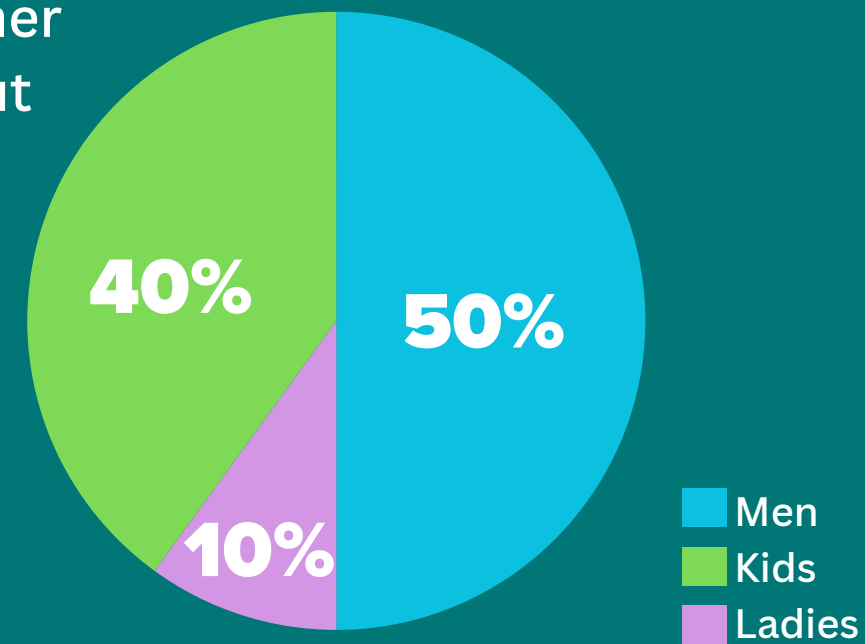
- Annual pallet + mod placement at Walmart
- New ecommerce website launched Feb 2024
- Apparel launched March 2024
- Expanding distribution in 2024

Projecting
\$100M
Retail Sales in 2024

Annual Shark Week Collab in July
with best week selling one pair every

3.4 seconds 

Consumer
Breakout




+20%
YOY Growth

Walmart 



amazon 

SHOE SHOW

RUGGED SHARK 

KOHL'S

NORDSTROM
RACK

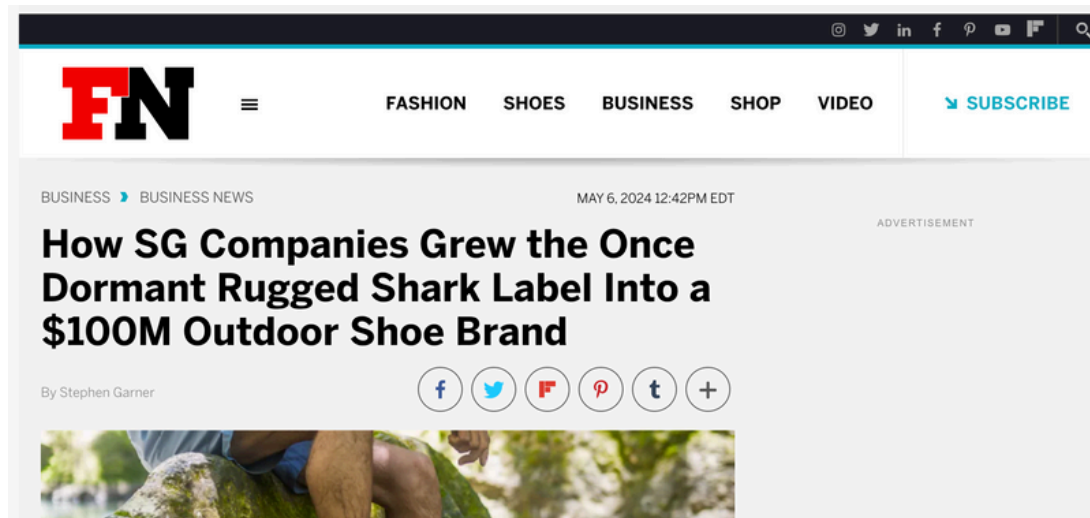
ON DECK
CLOTHING COMPANY
Est. 1986

MARDEN'S

360° MARKETING



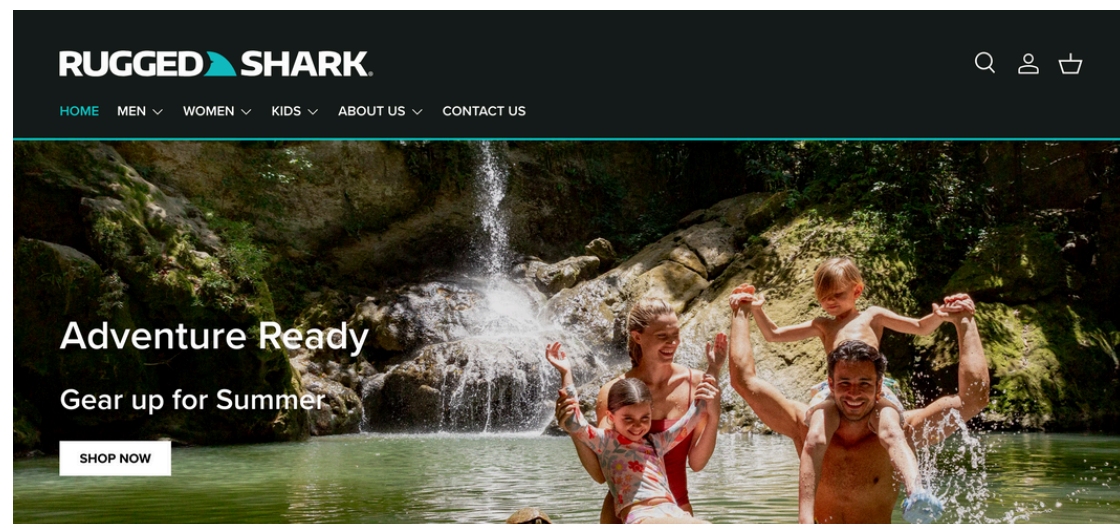
PAID DIGITAL



EARNED MEDIA (PR)



INFLUENCER



OWNED DIGITAL



COLLABS



TRADE ADVERTISING



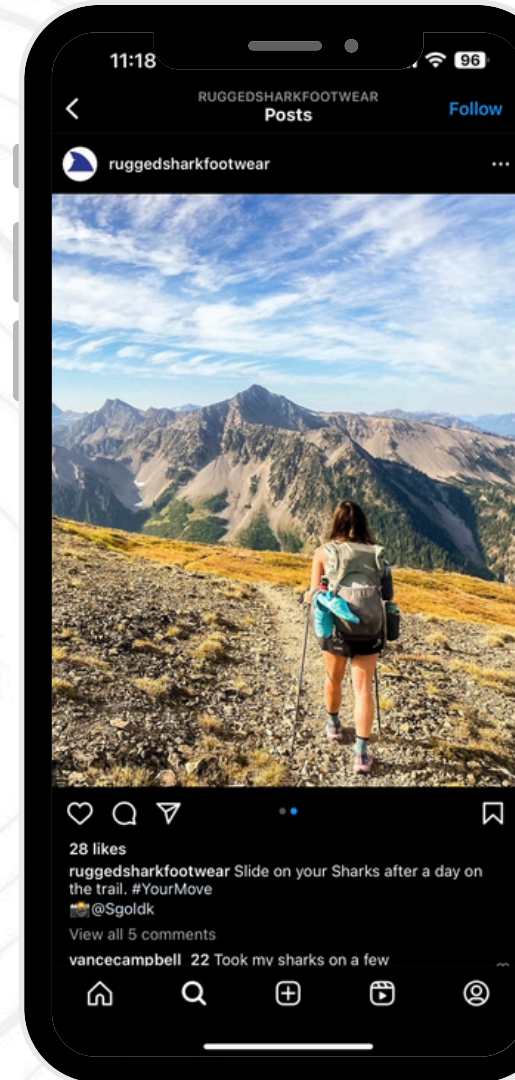
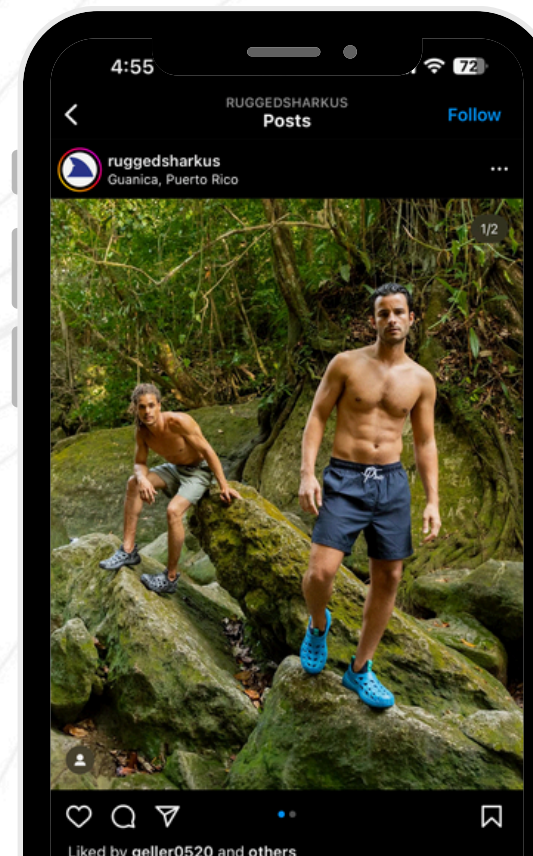
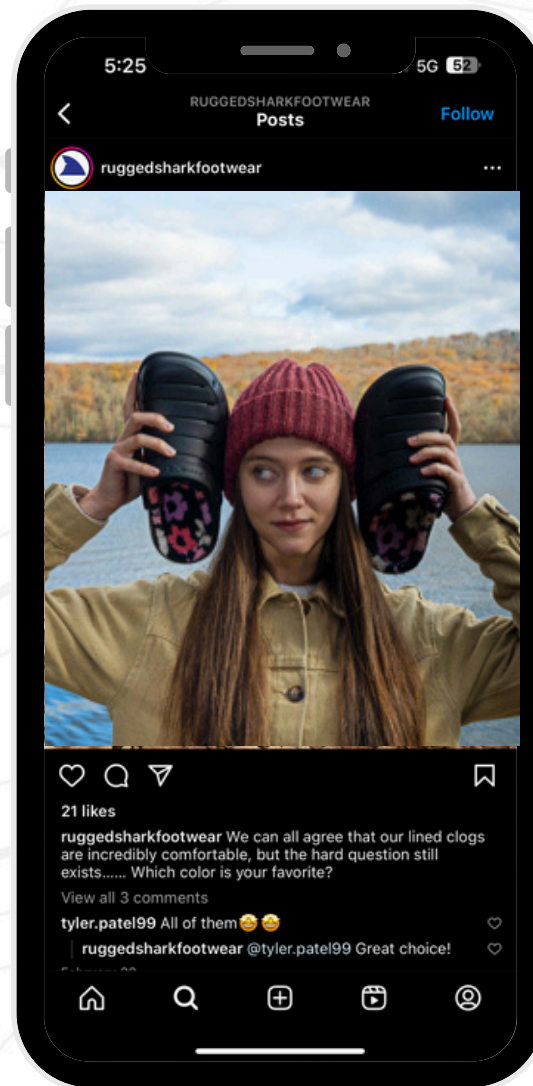
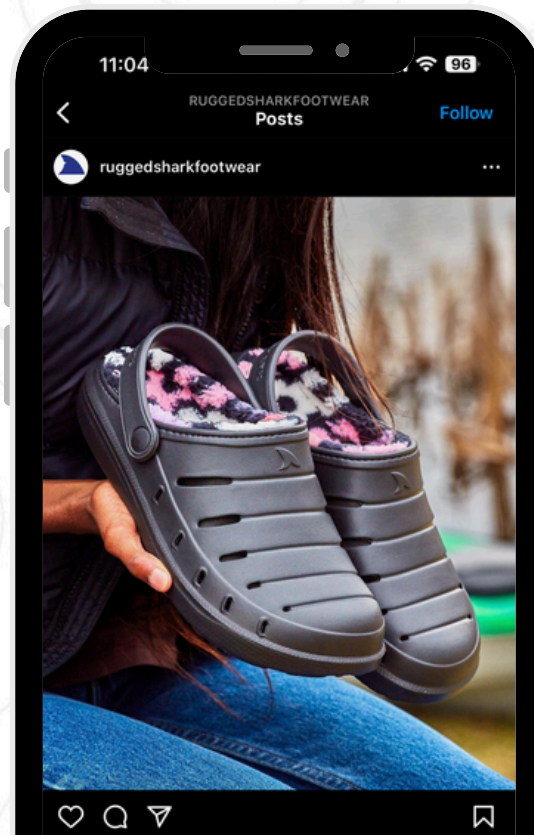
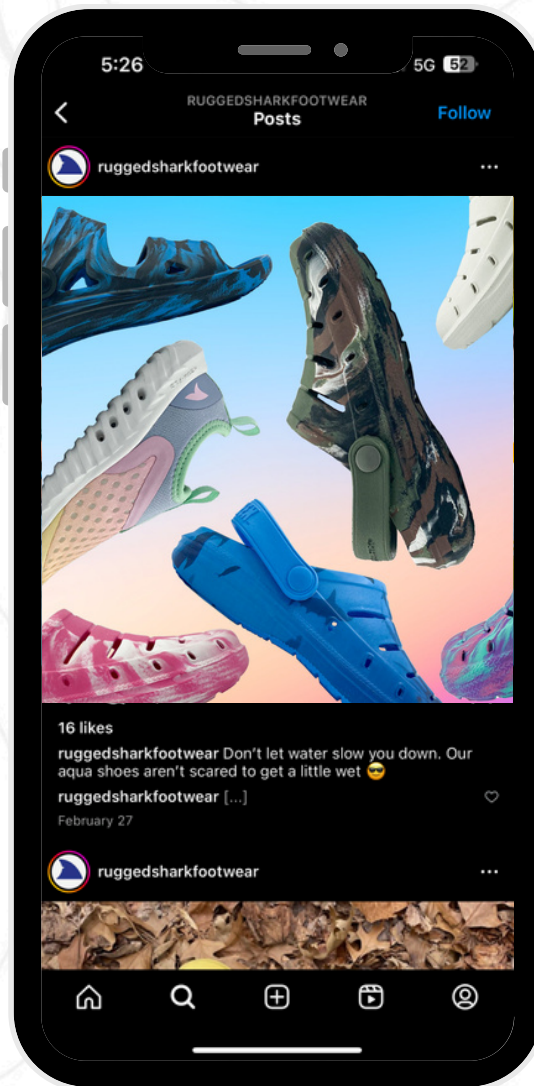
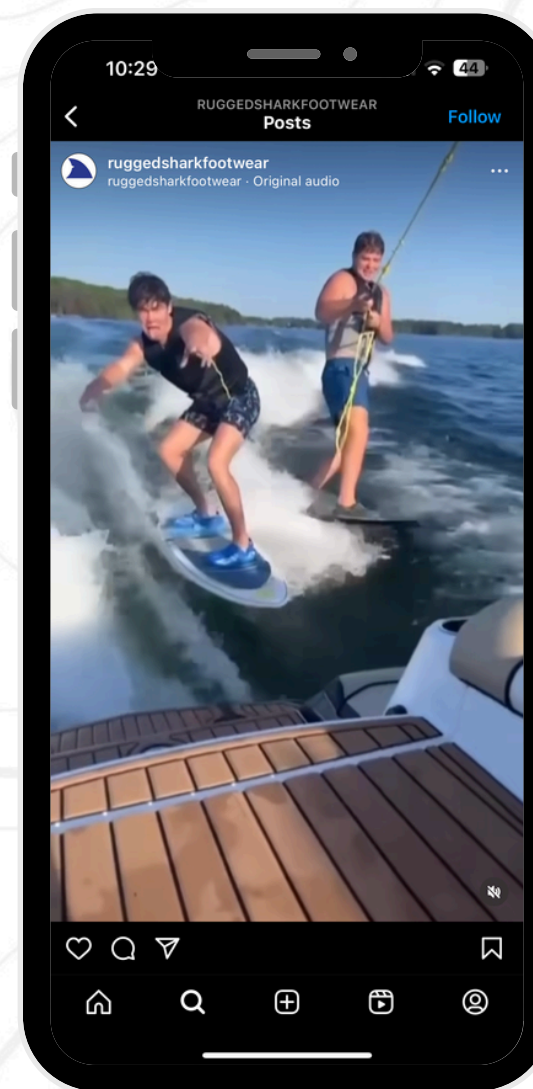
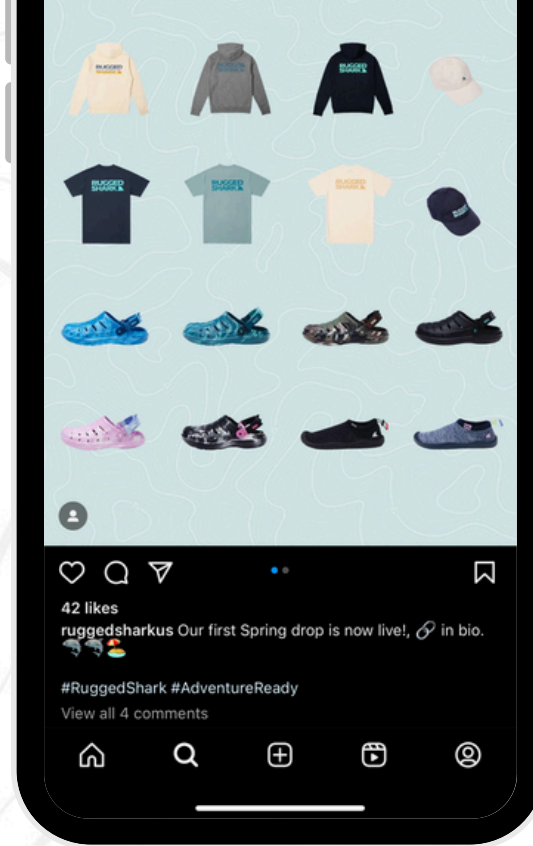
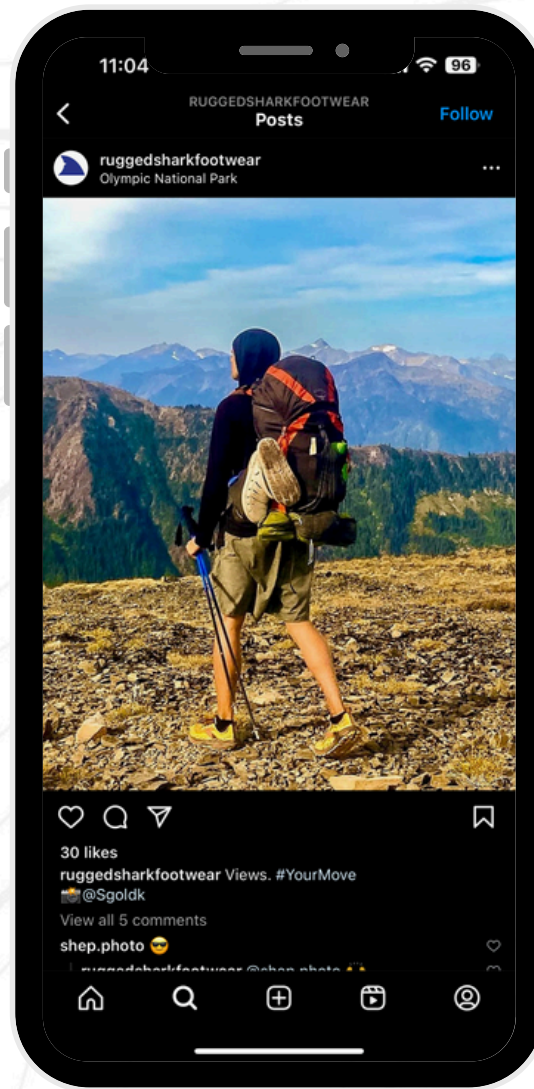
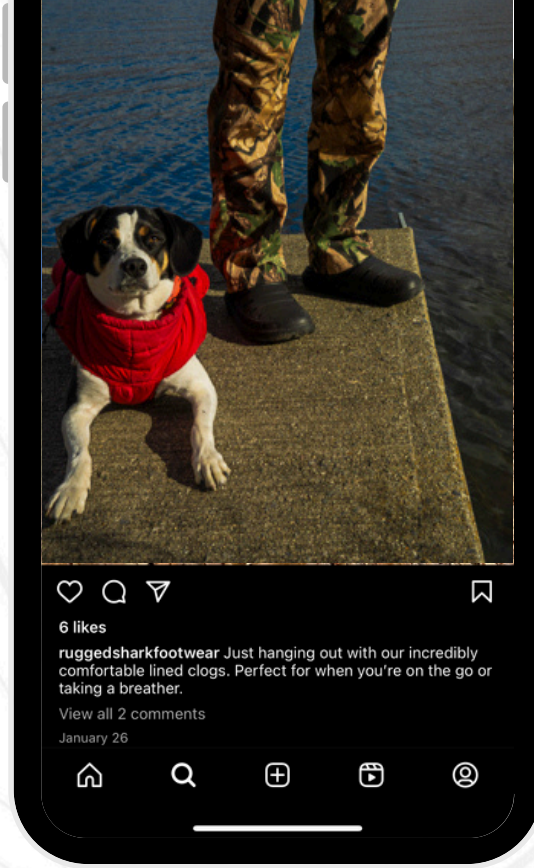
PROMOS



KEY RETAIL ACTIVATIONS



CUSTOM MERCHANDISING



SHARK WEEK X RUGGED SHARK COLLAB



2025 MAINLINE

WATER +



TRAIL



WELLNESS



**SWIM,
BAGS, +
ACCESSORIES**

Launching Spring 2025



A person is captured in mid-stride, running across a rocky coastline at sunset. The scene is bathed in a warm, golden light, with the sun low on the horizon, creating a strong lens flare effect. The person is wearing light-colored athletic shorts, a white tank top, and grey running shoes. The background shows the ocean waves crashing against the rocks.

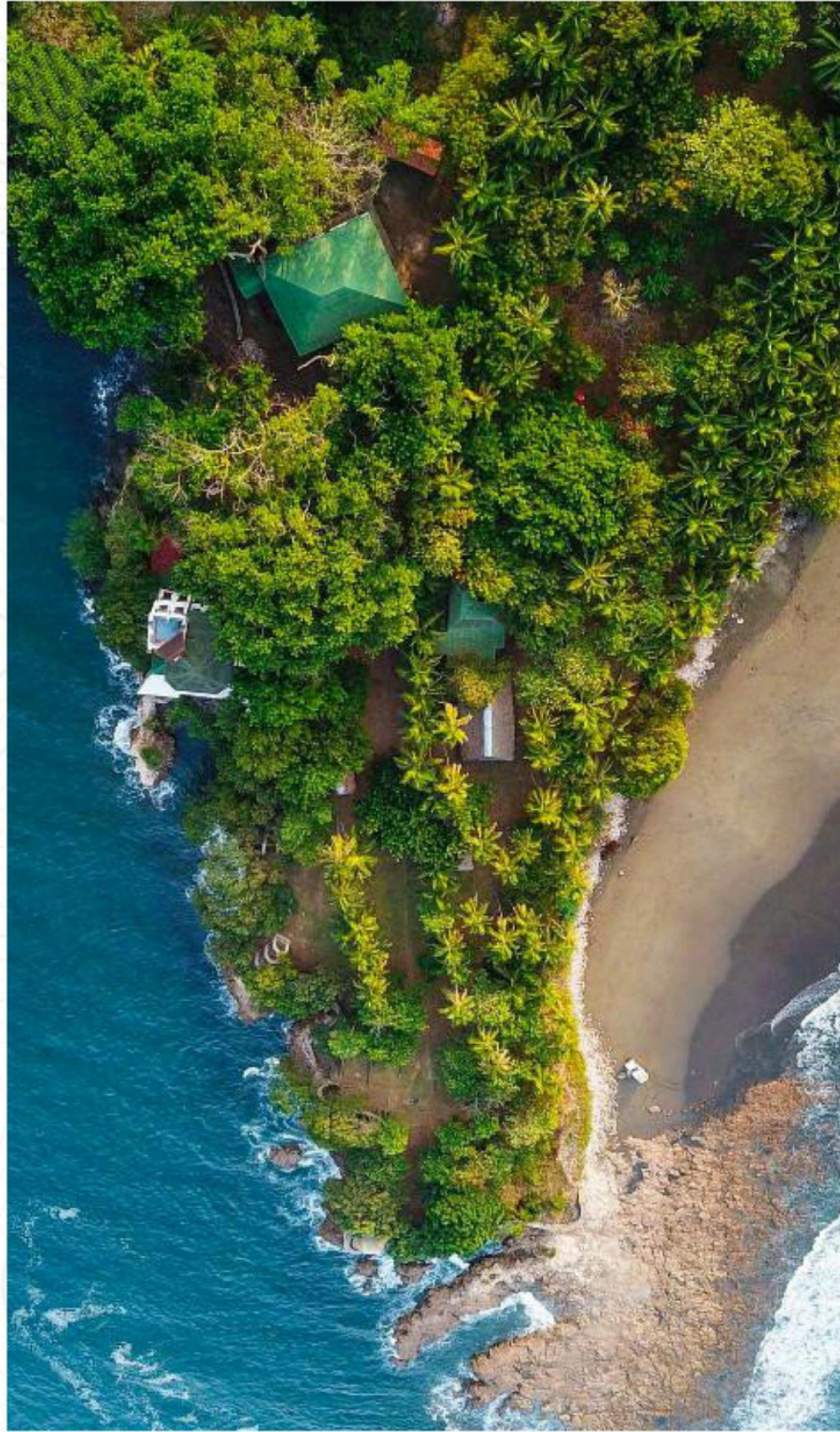
LICENSING OPPORTUNITIES:

- Apparel
- Socks + hosiery
- Headwear
- Water safety + accessories



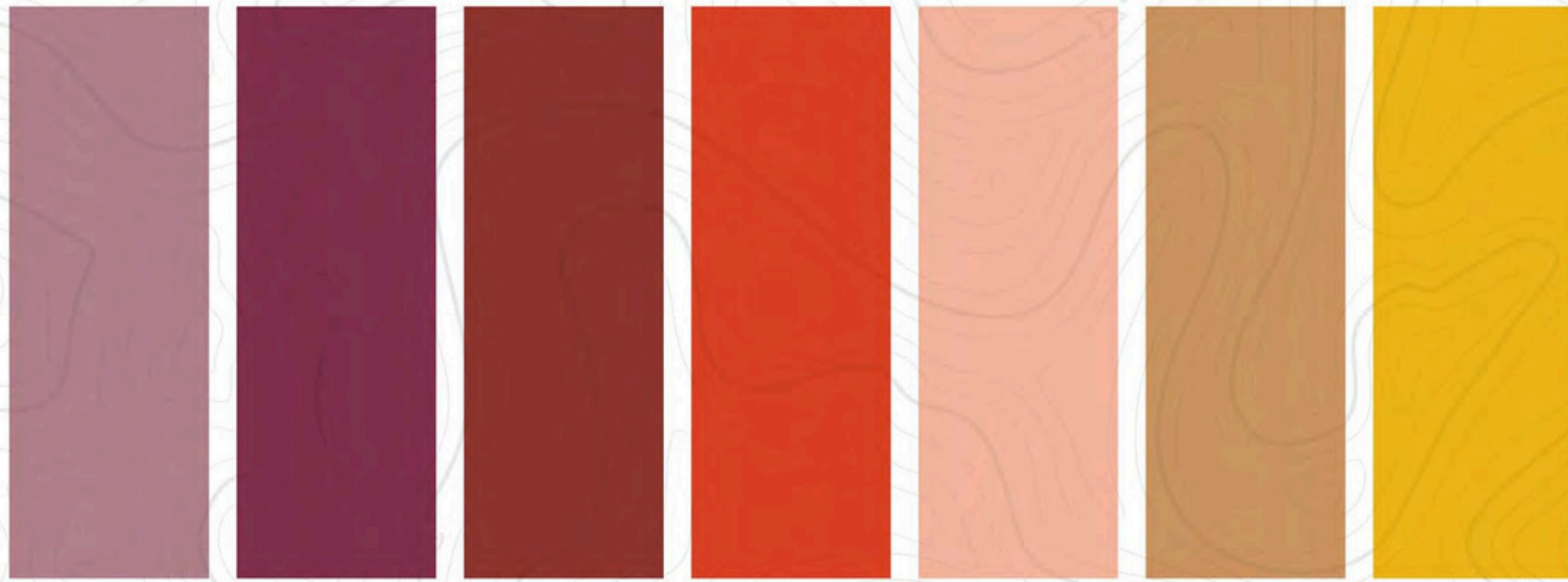


YOUR MOVE 



Color Palette

Annual Color



16-1708 TCX LILAS
18-2027 TCX BEAUJOLAIS
18-1442 TCX RED OCHRE
17-1463 TCX TANGERINE TANGO
14-1310 TCX CAMEO ROSE
16-1144 TCX OAK BLUFF
14-0850 TCX DAFFODIL

Seasonal Color

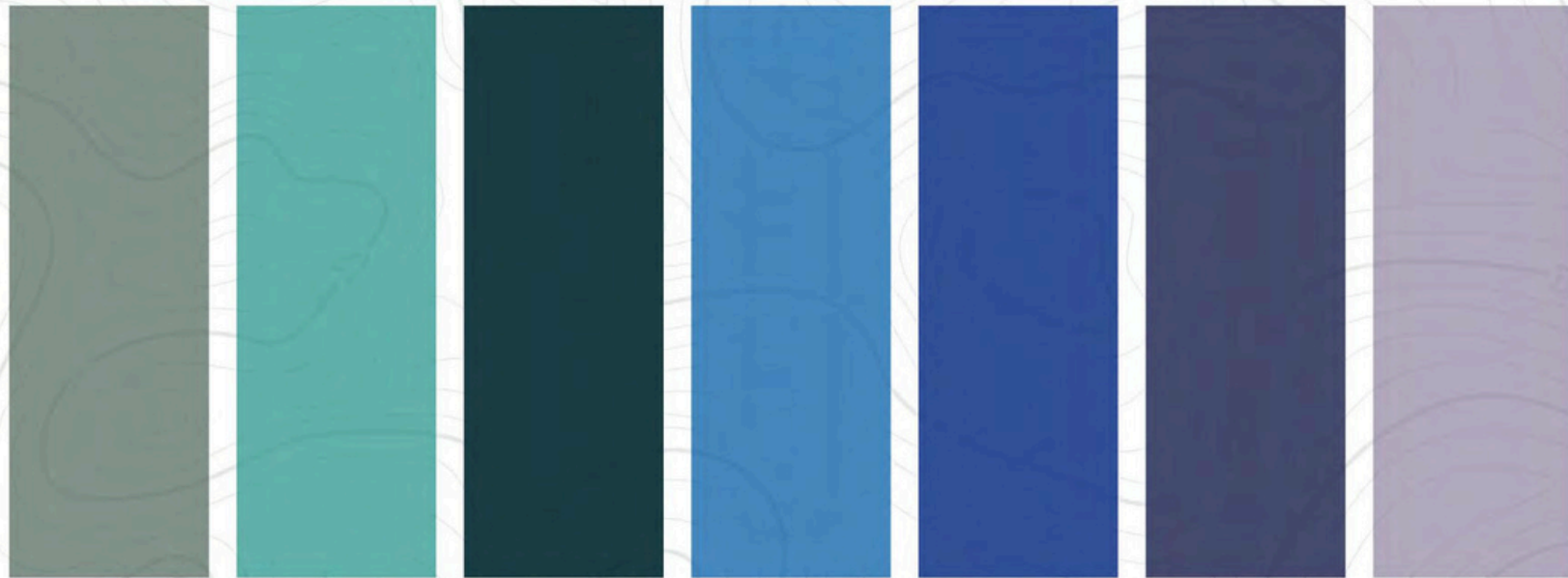


18-1754 TCX RASPBERRY
17-1647 TCX DUBERRY
17-1140 TCX WARM AMBER
16-1422 TCX BRIGHT MARIGOLD
12-0824 TCX PALE BANANA

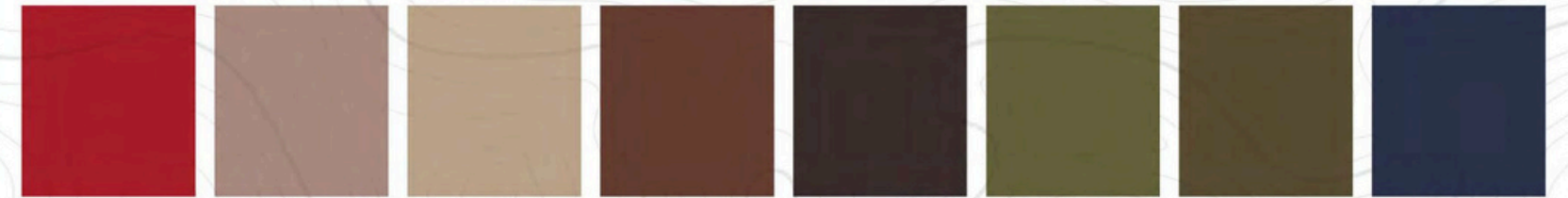


13-0319 TCX SHADOW LIME
14-0156 TCX SUMMER GREEN
16-4530 TCX AQUARIUS
14-4112 TCX BRIGHT MARIGOLD
19-3316 TCX PLUM PERFECT
18-3223 TCX CATTLEYA ORCHID

Core Color (L/T)



16-5808 TCX ICEBERG GREEN
15-5218 TCX POOL GREEN
19-5025 TCX DARK SEA
17-4139 TCX AZURE BLUE
18-3949 TCX DAZZLING BLUE
19-3936 TCX SKIPPER BLUE
14-3907 TCX THISTLE



18-1657 TCX SALSA
16-1318 TCX WARM TAUPE
14-1208 TCX OAT MILK
19-1220 TCX SEPIA
19-1109 TCX GROUND COFFEE
18-0529 TCX SEA KELP
19-0516 TCX DARK OLIVE
19-3932 TCX NAVAL ACADEMY

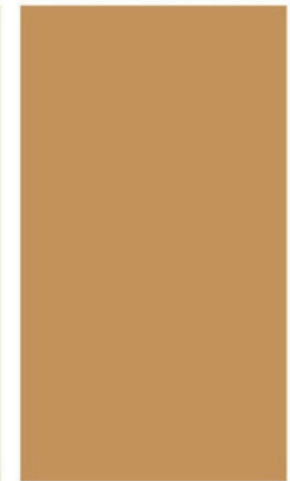
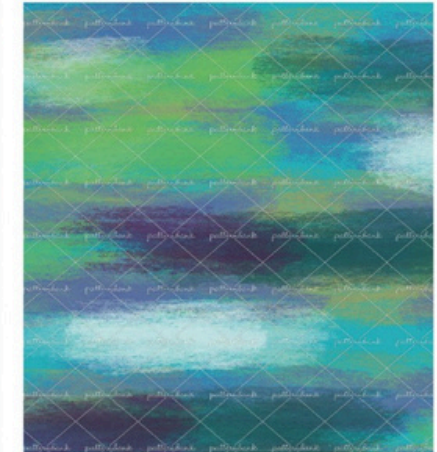
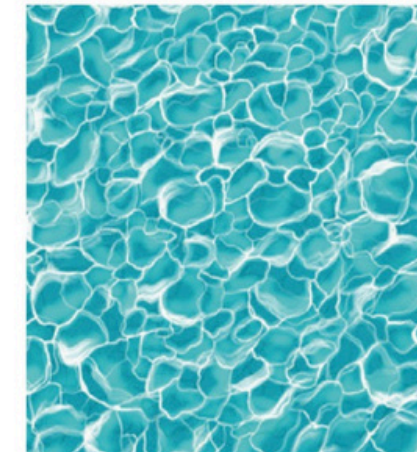


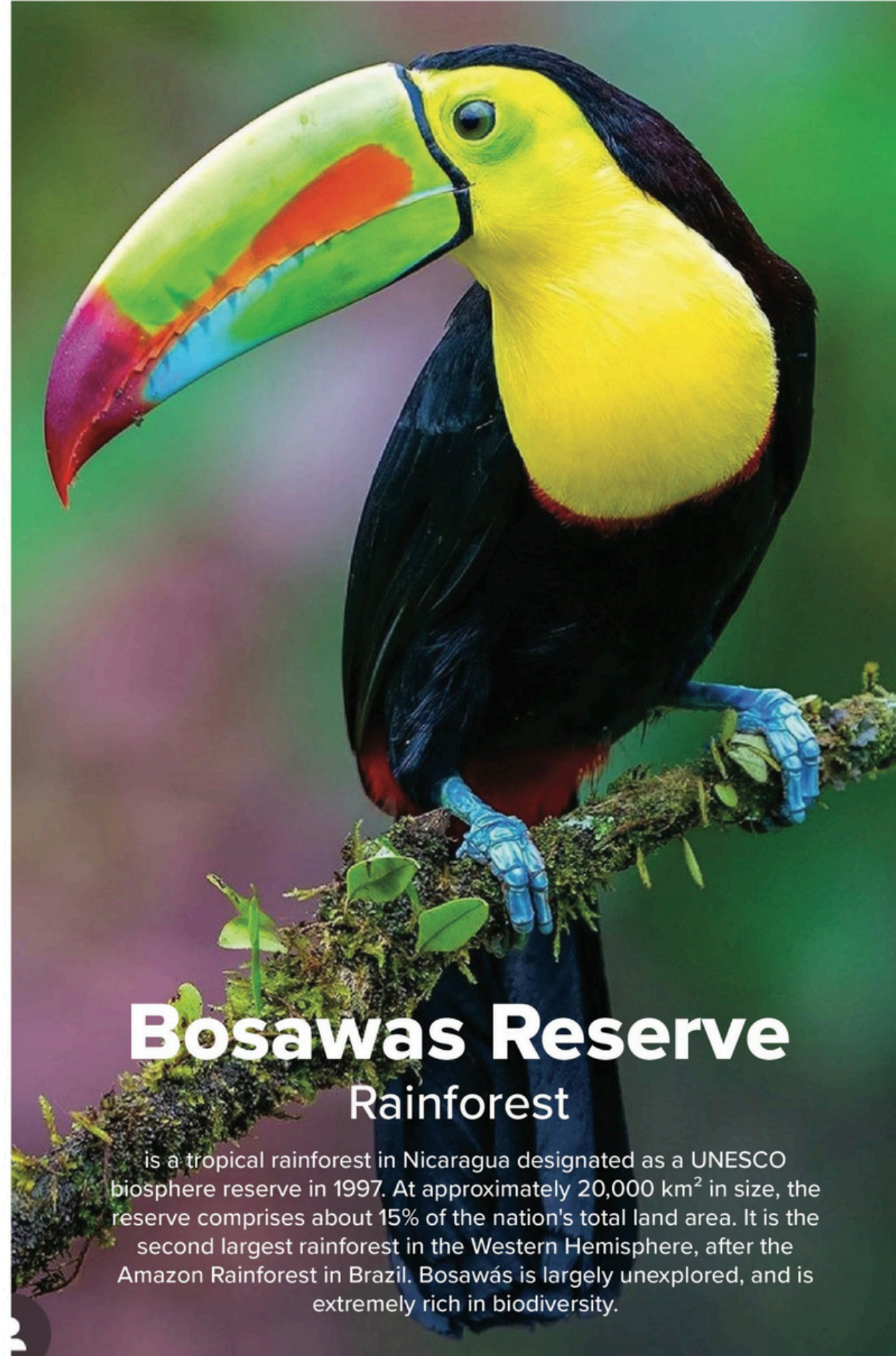
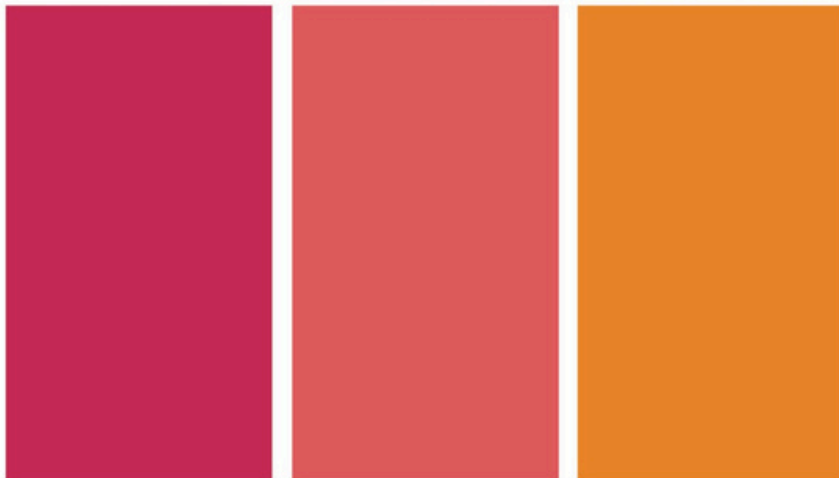
11-4800 TCX BLANC DE BLANC
11-0103 TCX EGRET
12-0304 TCX WHITECAP GRAY
13-4303 TCX DAWN BLUE
14-6408 TCX ABBEY STONE
18-4214 TCX STORMY WEATHER
19-4203 TCX MOONLESS NIGHT



Popoyo Beach

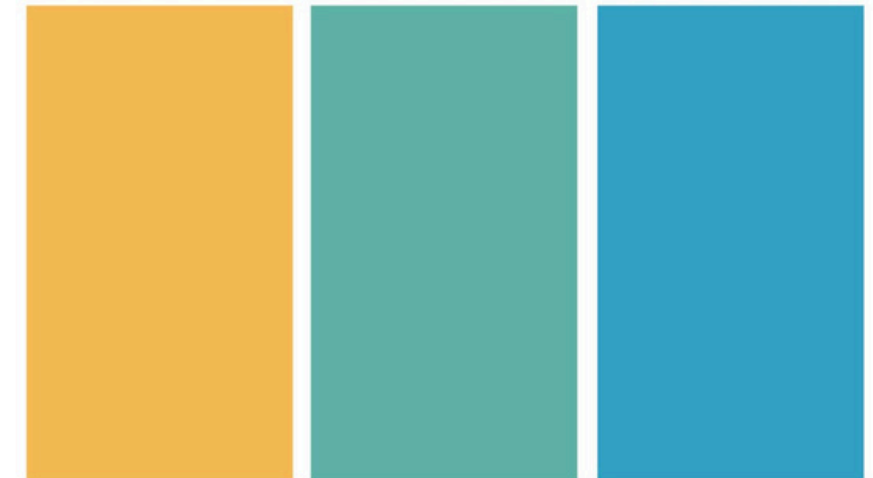
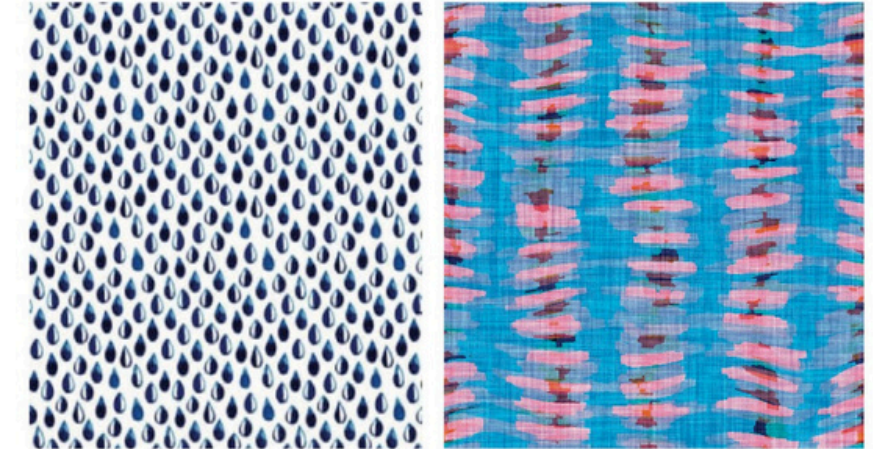
is a small beach town in the Tola municipality of the Rivas Department of Nicaragua. Popoyo is Nicaragua's most consistent wave. It is a 5-10 minute walk from Nicawaves. Popoyo main break is an A-frame with rippable left and right walls breaking over a rock shelf.





Bosawas Reserve Rainforest

is a tropical rainforest in Nicaragua designated as a UNESCO biosphere reserve in 1997. At approximately 20,000 km² in size, the reserve comprises about 15% of the nation's total land area. It is the second largest rainforest in the Western Hemisphere, after the Amazon Rainforest in Brazil. Bosawás is largely unexplored, and is extremely rich in biodiversity.

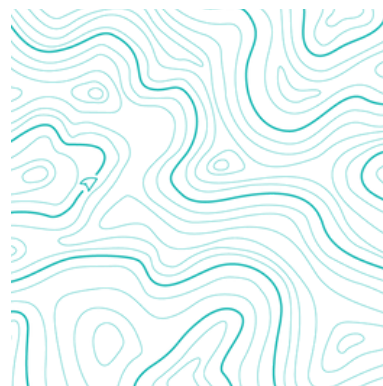


RUGGED SHARK.

UNIQUE BRAND IDENTIFIERS



Signature Color: Atlantis
Pantone 15-5425 TPX



Distinctive Branded
Bathymetry Print



Iconic Branding

MAINLINE HANGTAG



Horizontal Logo



Stacked Logo



Fin Icon

