

CLIENT: **Crocs, Inc.**

**Event:** The Crocs Spring Summer 2009 Collection Launch for consumers and media  
**Event Design:** A launch consisting of the official SS09 AVP reveal, a fashion show, and a unique consumer contest, the SS09 Ultimate Walk Off.  
**Date:** April 30, 2009  
**Venue:** The Gallery, Greenbelt 5, Makati City

## summary/overview

Crocs Inc., in partnership with All Condition Gear Philippines Inc. (ACGPI), the exclusive distributor of Crocs™ shoes in the Philippines, and TeamAsia, introduced its latest line to date, the Crocs Spring/Summer 2009 Collection through the official SS09 AVP, dynamic fashion show, and unique contest, the SS09 Ultimate Launch Walk-off.

## audience and attendance

A total of 134 attendees comprised of influencers, consumers, and media from 38 publications nationwide were present during the launch.

## TeamAsia's scope of work

TeamAsia provided the overall event management requirements for the Crocs Spring/Summer 2009 Collection Launch, from event conceptualization, production and program design to demand generation as well as on-site management.

## challenges/solutions

The venue proved to be challenging for the fashion show and walk-off contest in terms of acoustic and set-up. However, the team was able to turn this challenge around and make it work for the event. The fashion show choreography focused on showing the shoes and models on different levels to maximize the different stair-levels of The Gallery.

photos

