

## Bogs Company Profile *as seen on*



"It's all about us taking the same technical functional features and spreading it out over more categories," Combs said. "That's what has helped us grow. ... Waterproof, warm and machine-washable."

All three are vital in the Northwest, where Bogs seems to be a perfect fit.

- April 2013

The screenshot shows a USA TODAY article from April 23, 2014, by Jeffrey Martin. The article discusses how smaller shoe and apparel companies like Bogs, Skora, and On are competing in the Portland, Oregon market, which is dominated by giants like Nike and Adidas. It includes social media sharing options, a photo of colorful shoes, and a sidebar with story highlights. A promotional banner for Lord and Taylor is also visible on the right side of the article.

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### Small companies with big shoes to fill in Portland, Ore.

Jeffrey Martin, USA TODAY Sports 5:49 p.m. EDT April 23, 2014

Newer shoe/apparel firms have made a go of it drafting behind giants Nike and Adidas.

PORTLAND, Ore. -- They're not Nike, Adidas, Columbia or Keen, footwear and sports apparel behemoths based in this area with instant name recognition.

Bogs, Skora and On hope to reach that level.

They're the self-proclaimed little guys, smaller companies in the same industry, content with being in the conversation, happy to share the same territory and admittedly drafting behind the giants in terms of creativity and connections.

The giants have a huge headstart. Estimated sales this year in he USA for Nike is \$10.4 billion and \$4.7 billion for Adidas; worldwide, \$25.3 billion for Nike, \$20 billion for Adidas. Nike employs more than 44,000 worldwide, and Adidas more than 46,000.

"To start out in the Silicon Valley of the sports shoe industry is not a bad place to be," said David Allemann, co-founder of On, which was originally based in Switzerland.

Footwear, as SportsOne Source analyst Matt Powell told USA TODAY Sports, is "a very difficult market to break into. Initial production costs are very high. The market demands continual updating. This is why you see so few new shoe brands succeed."

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