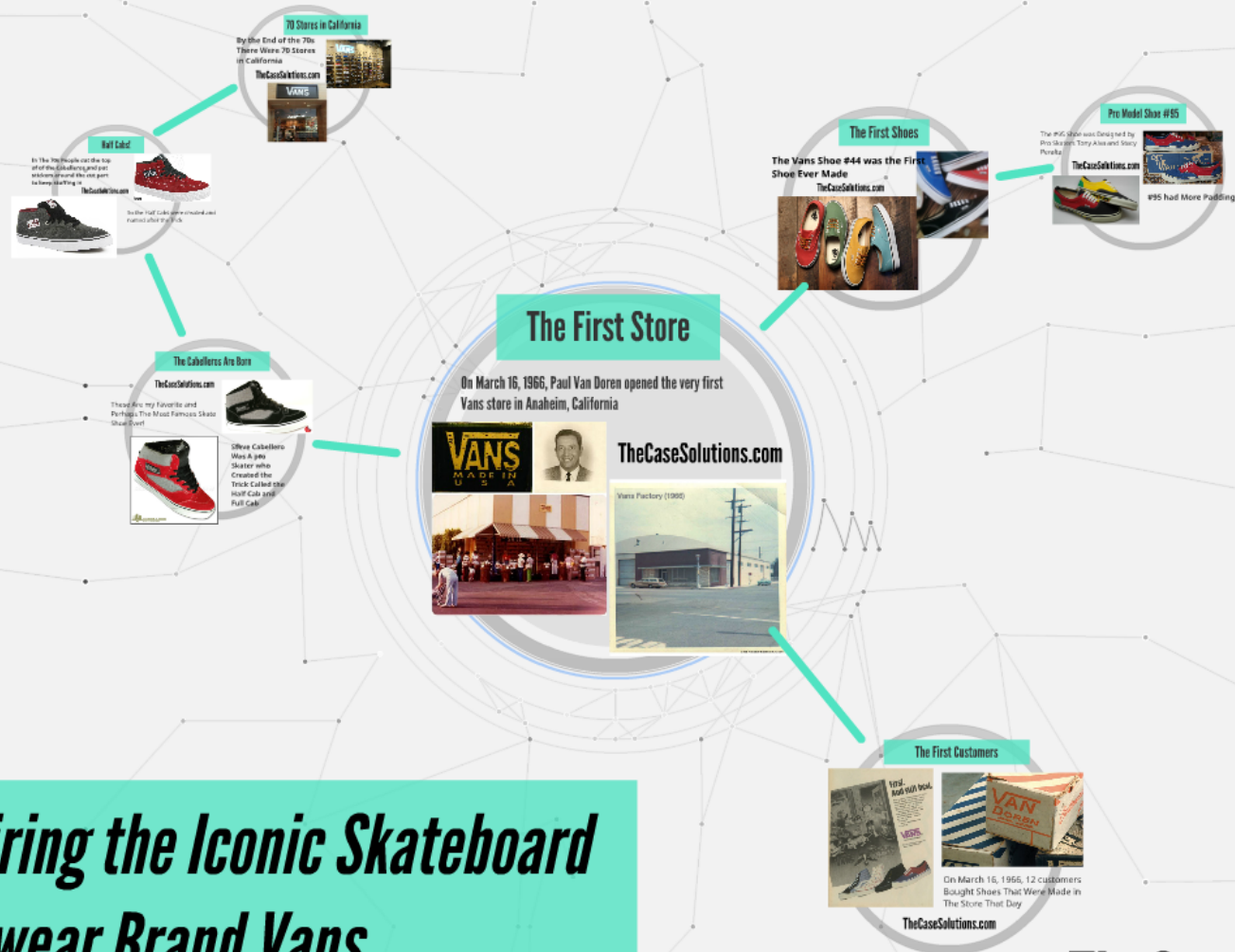
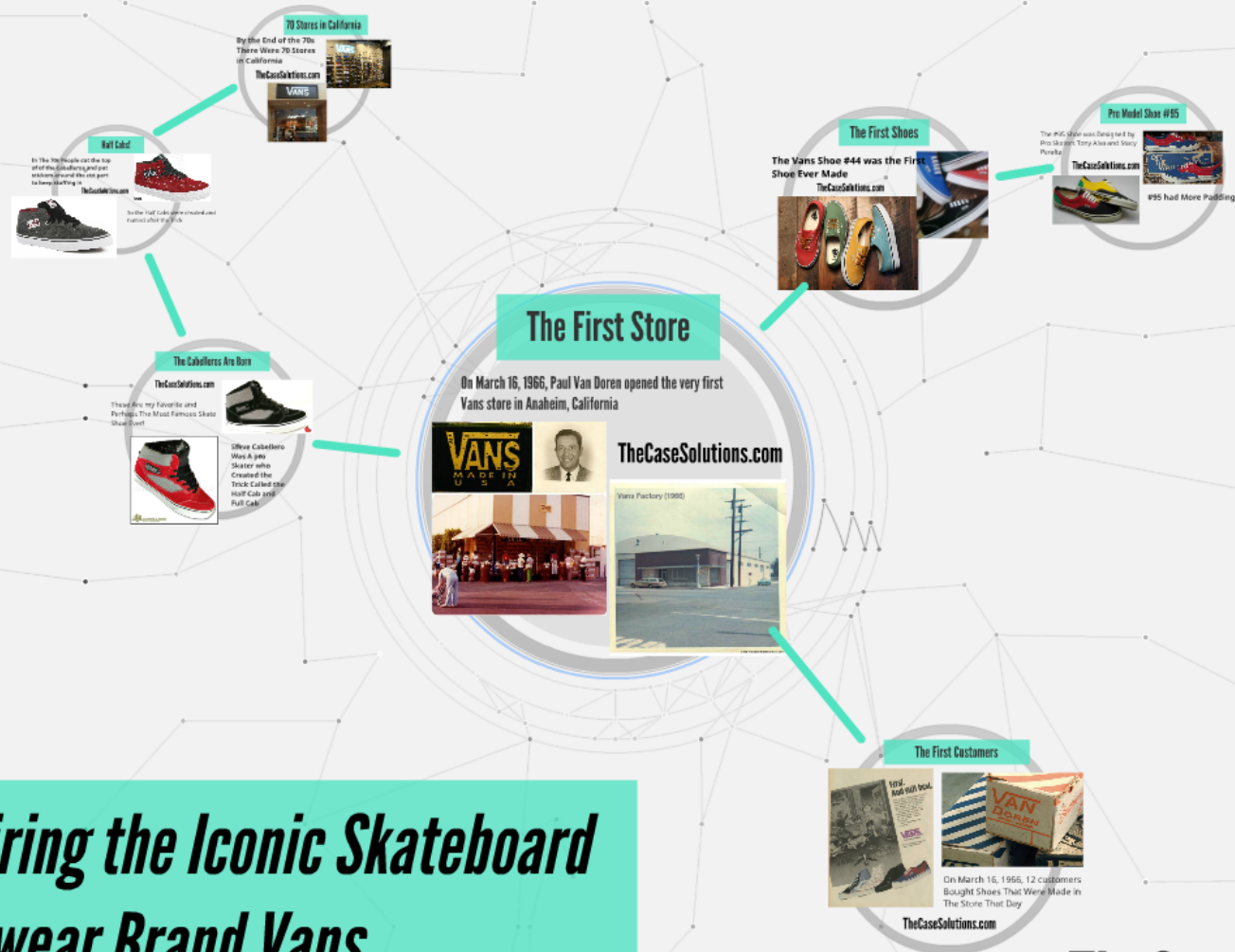


# VF Corp: Acquiring the Iconic Skateboard Footwear Brand Vans



TheCaseSolutions.com

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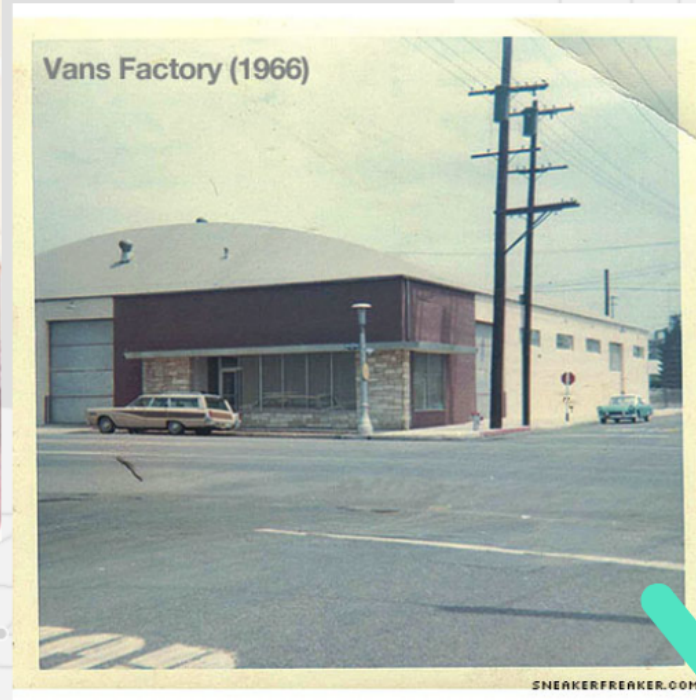
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# The First Store

On March 16, 1966, Paul Van Doren opened the very first Vans store in Anaheim, California



[TheCaseSolutions.com](http://TheCaseSolutions.com)



# The First Shoes

**The Vans Shoe #44 was the First  
Shoe Ever Made**

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# Pro Model Shoe #95

The #95 Shoe was Designed by  
Pro Skaters Tony Alva and Stacy  
Peralta

[TheCaseSolutions.com](http://TheCaseSolutions.com)



**#95 had More Padding**

# The First Customers



On March 16, 1966, 12 customers Bought Shoes That Were Made in The Store That Day

**TheCaseSolutions.com**

# The Cabelleros Are Born

[TheCaseSolutions.com](http://TheCaseSolutions.com)

These Are my Favorite and  
Perhaps The Most Famous Skate  
Shoe Ever!



**Steve Cabellero  
Was A pro  
Skater who  
Created the  
Trick Called the  
Half Cab and  
Full Cab**

# Half Cabs!

In The 70s People cut the top of of the Cabelleros and put stickers around the cut part to keep stuffing in

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So the Half Cabs were created named after the Trick



# 70 Stores in California

By the End of the 70s  
There Were 70 Stores  
in California

[TheCaseSolutions.com](http://TheCaseSolutions.com)

