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Getting to Know Creative Recreation

Creative Recreation is one of the international footwear brands that strike the fashion industry with creative and unique creations of sneakers. The birth of Creative Recreation is a result of impetus to create a new segment of footwear. Inaugurated in 2002 in Orange County, California, Robert Nand and Richard Confinco filled the hiatus between the athletic sneakers and dress shoes. The two friends, who have been in the fashion industry, collaborated and started their own league. Footwear choices are limited, and there are no specific footwear brands for the young people to crave. Creative Recreation sneaker is a shoe-fit-all-events phenomenon.

The Merit of Creative Recreation Sneakers

Available in all sizes and gender, the urban footwear company releases over 200 different styles of shoes per season. Aside from the imprinted logo of Creative Recreation, the sneakers stand out in the shoe market due to aesthetic and individuality. Thus, sneakers of Creative Recreation are made for lifestyle than for style. The sneakers can be worn with a suit or polo. Thus, Creative Recreation brings entrepreneurial drive and freedom in the workplace.

The Vogue of Creative Recreation

Unlike other brands, the marketing strategy of Creative Recreation does not focus much on the publishing; rather, they build up their products through the creation of videos and public appearances of their apparels through their supporting artists. Jay-Z, Kanye West and Kobe Bryant are some of Robert and Richardâ€™s friends, at the same time endorsers. Creative Recreation has estimated annual sales of $270,000.

The Best Selling Creative Recreation Shoes

One of the best-selling brands of Creative Recreation is Cesario. It is available in different styles. It is marketed as Cesario Lo XVI, Classic High Top, XVI High Top and Lo Classic. Cesarios are available in retail stores and online shopping sites for as low as $50; only shop in reputable sites. Smallest size for men is 7 and 5 for women. The shoe is made up of leather material with a rubber sole. Cesario is a good choice for outdoor activities and casual wear over its street style. Other first-rated brands of Creative Recreation are Dicoco and Galow Hi. At present, Creative Recreation never ends in producing innovative designs such as The Buried Lights, which was recently introduced in the companyâ€™s site. The â€œThe Buried Lightsâ€• is a LED light up sneaker. It is a batter operated sneaker igniting with different colors. It is marked as limited edition and is not yet available in stores.

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Stuartgreen - About Author:
The author talks about a Creative Recreation Shoes - how the phenomenon began and made its way to urban footwear stardom.

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