

# Crocs celebrate their 10th anniversary with a pop up store and charity initiative to donate 20,120 pairs of shoes.

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Crocs (<http://www.crocs.co.uk>) celebrate their 10th anniversary with a pop up store and charity initiative to donate 20,120 pairs of shoes.

In 2012 Crocs are celebrating their 10th Anniversary as a globally recognised brand. In 10 years Crocs has evolved to become a four-season footwear (<http://www.crocs.co.uk>) brand for men, women and children.

In celebration of this milestone, Crocs are to host a combination of events and activities that will offer consumers an evolved experience of the brand, whilst paying homage to their heritage and original brand values.

Crocs Cares Charity in Europe;

Crocs see their 10th Anniversary as the perfect time to celebrate and relaunch it's Crocs Cares charity in Europe. Crocs are donating a pair of shoes for every 'sign up' via their website or Facebook page, aiming to donate 20,120 pairs of shoes to those in need.

A gold clog totalizer on the UK website will fill up as donations roll in and encourage followers to share the news to help Crocs reach their target of donating 20,120 pairs of shoes. The idea stems from 2012 x 10th anniversary = 20,120 pairs of shoes!

The Retail Experience – Croc up store, Spitalfields, London;

The brand have launching their first ever 'Croc-up store' on Brushfield Street (Unit 59) in the heart of Spitalfields, E1. Open for 12 weeks from the end of July the store is a celebration of the British summertime employing the mantle 'Come rain or shine'.

It provides the perfect showcase for Crocs to introduce a specially selected collection, showcasing the very best the brand has to offer. There will also be the opportunity to have a sneak peek at the exciting Autumn Winter range and be able to register to be the first to know when they drop into store.

Crocs' brand values of lightness, comfort, colour and fun, have inspired the interior of this engaging brand experience, enhanced by such features as a brand history wall and The Duke of Spitalfields 'Water Bar' to refresh thirsty customers.

In addition to the new Croc up store, each passenger who travels in one of the specially art-worked Croc Cabs, currently on the road in London, will receive a special Croc Cab receipt with an exclusive 20% discount on its reverse. Discount is valid on full price lines in participating London stores and online [www.crocs.co.uk](http://www.crocs.co.uk) for the duration of the promotion.