



VANS[®]

EXPERIENTIAL CAMPAIGN





HOW DO YOU REINTRODUCE AN ICONIC BRAND TO A YOUNGER AUDIENCE THROUGH A BOLD EXPERIENCE?

SPEAK DIRECTLY TO TODAY'S CULTURAL CURATORS.

Vans never chased “the culture” — it was always a part of it.

To reintroduce the brand to a younger audience, we're focusing on the creators driving cultural relevance today, building bold and immersive experiences that showcase their craft, talent, and stories, while paving the way for the next generation. These events will spark social engagement, deepen brand affinity among hard-to-reach audiences, and expand Vans' reach while honoring the communities that have shaped its legacy. The result is a reintroduction that delivers measurable cultural impact and lasting relevance through immersive storytelling.

FOR THE CRAFT

VANS

A traveling exhibit and mentorship program honoring iconic Vans-lovers who've shaped culture, while giving emerging creatives the tools, space, and visibility to do the same.

How It Works

Each stop of the exhibit transforms a historically exclusive space—museums, galleries, etc.—into a curated archive of influential creators and their work, alongside new talent discovered through a global open call in at least one major city per continent.

The "Archive"

Cultural artifacts, visuals, and Vans from legends like Spike Jonze, Frank Ocean, Billie Eilish, and more.

The Open Call

Local creatives apply to join a Vans mentorship residency.

PEOPLE WHO SHAPE CULTURE RARELY FIT INTO IT.

Experiential Concept | Tokyo

FOR THE CRAFT

VANS

LOVE

LOVE

LIFE

OFF
THE

WALL

WALL

THE PEOPLE
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IT

VANS

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