

No Shoes



No Socks



The Newport The Sailing Shoe



No Stubbed Toes



research

In 2003, Keen Footwear established itself in the shoe industry by developing the "Newport", a sandal that protects the toes. This product was intended for sailors and those interested in outdoor and water activities. The big idea behind the "Newport" was to eliminate sneakers and socks in wet

situations and replace them with a breathable shoe that provided the same foot protection as a sneaker. From the beginning Keen deemed their company's focus as HybridLife. This is an ideal of dividing one's time between 3 categories, which are Create, Play, and Care.