



Article published on December 20th 2011 | [Shoes](#)

A company that is a category in itself, Creative Recreation is no ordinary sneaker brand. Getting inspiration from the runways and high fashion across the globe, the company was able to figure out a way to solve a delicate problem in the shoe industry. Creative Recreation was able to fill in the gap between unattractive athletic sneakers and stylish dress shoes.

According to founders Robert Nand and Rich Confinco, the need to close the gaping hole in the shoe industry that is the void between sneakers and dress shoes has always been there. As claimed by Nand, everyone must have noticed that something was missing but no one can actually put a finger on it. It was then in 2002 that Nand and Cofinco actually saw the problem and thought of providing a solution, hence the birth of Creative Recreation footwear.

No Demographics The duo behind the global brand knew that the gap was too big to peg the solution to a specific market. Contrary to common business practice, Nand and Confinco decided not to define a particular demographic for their products. They wanted Creative Recreation to be known as a reputable shoe company, and limiting their reach to one demographic will make it hard to reach that goal.

Style Meets Comfort One very noticeable feature of Creative Recreation as a shoe-making company is that it makes exquisite pieces which are both stylish and functional. Most fashion experts believe that this unique characteristic of Creative Recreation footwear is attributed to the founders' exposure to different cultures and fashion sense in different parts of the world. Both Nand and Confinco are well traveled individuals, having spent most of their lives wandering in Asia, Europe, and New York.

Creative Recreation is also known to be a brand that puts comfort at the top of its list. This is the reason why a lot of people get instantly hooked on its shoes. Aside from creating all original pieces, Creative Recreation also makes sure that its shoes meet the need of everyone - men, women, and even kids. The Difference Anyone with a keen eye for detail will know that Creative Recreation footwear is a totally different shoe company.

It is making new shoes, not some recycled idea from years back just rehashed and improved. Creative Recreation strives to make and put out new styles in the market, while most giant shoe companies stick to their ""classics"" and resell what has been sold years ago. By reinventing the idea of wearing sneakers, Creative Recreation has successfully linked the athletic and formal departments of the shoe industry.

You no longer have to worry about looking rugged or unpresentable. With its colorful design and refreshing urbanity, you can now wear your sneakers and still be in style. Creative Recreation Footwear

Article Source:

<http://www.articleside.com/shoes-articles/creative-recreation-footwear-filling-the-void-in-the-shoe-industry.htm> - [Article Side](#)

[Stuartgreen](#) - About Author:

the author gives insight on a [Creative Recreation Footwear](#)

Article Keywords:
Creative Recreation Footwear,footwear

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!