



City Wings

Pony pushes to deliver product that respects the past but REPRESENTS A NEW FUTURE

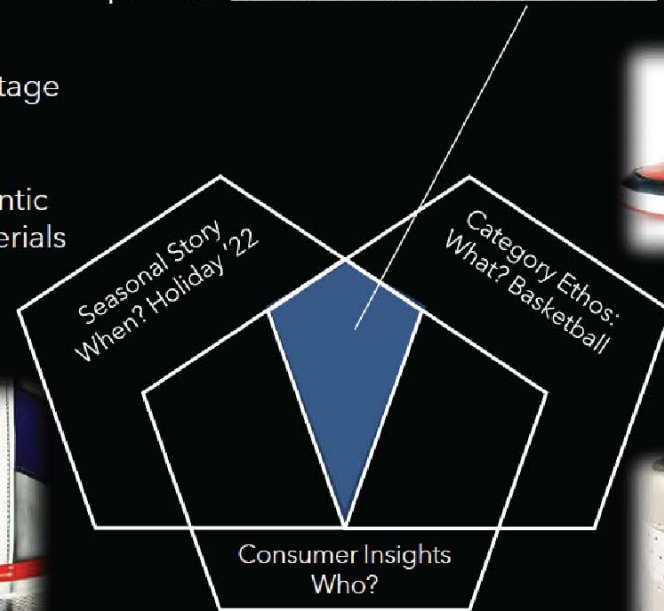
- Inspired by the heritage of our classics
- Energized by authentic applications of materials and colors



Narrative Overview

The PONY footwear collection is inspired by NYC – the home base of PONY – and consists of two parts. The archive collection– one-on-one re-introductions of styles from Pony’s rich archive. And the Product Of New York collection – a fresh interpretation of classic Pony styles in new modern executions. This part of the collection has a clear DNA of Pony’s heritage with features accommodating the NYC lifestyle of today. Echoing simplistic designs with an original approach on materials and detailing. The vintage feel of our Archive collection truly represents the sounds of NYC and the future of PONY.

“Pony is a brand that was born out of creating something countercultural, but at the same time with value, with right characteristics and the right DNA... we wanted to be street... Pony was the blue-collar, hardworking, value-for-money sneaker of America.” - Roberto Müller - PONY founder



Consumer Profile

- 18-34/HHI \$75k+
- Technology Saavy
- In to Music/Pop Culture
- Liberal/Tolerant
- Sneakerhead - Watching Releases
- Generationally Smarter
- Youthful mindset, globally mindful
- Loves brands that are grounded in “authenticity”
- Set’s the trend... a tastemaker



Men’s City Wings

- 2 Style Options - Hi/Lo
- One “Archive” style and one “Collection” style
- The Archive style is consistent with the original, with only lines modified or “cleaned up” to reflect today’s tastes...
- The Collection style is meant to design the “City Wings” using today’s technology and aesthetics.
- Fabric’s, colors and materials are initially inspired by the heritage of the past

BASKETBALL

CITY WINGS

EXCLUSIVE

ONLY AT FOOT LOCKER

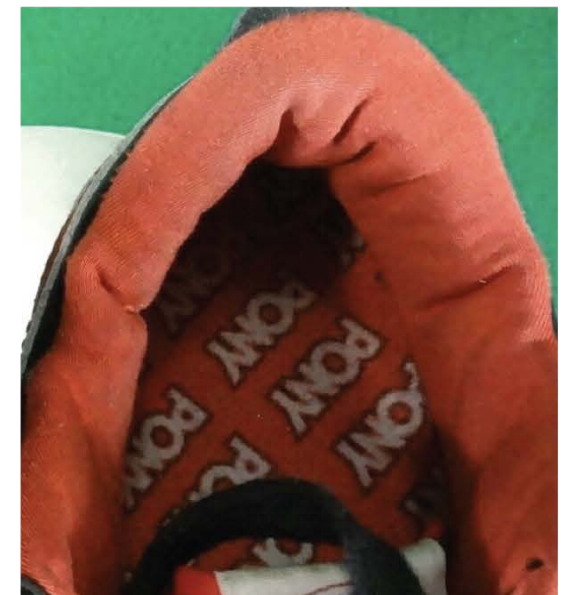
CLASSIC COLLABORATION

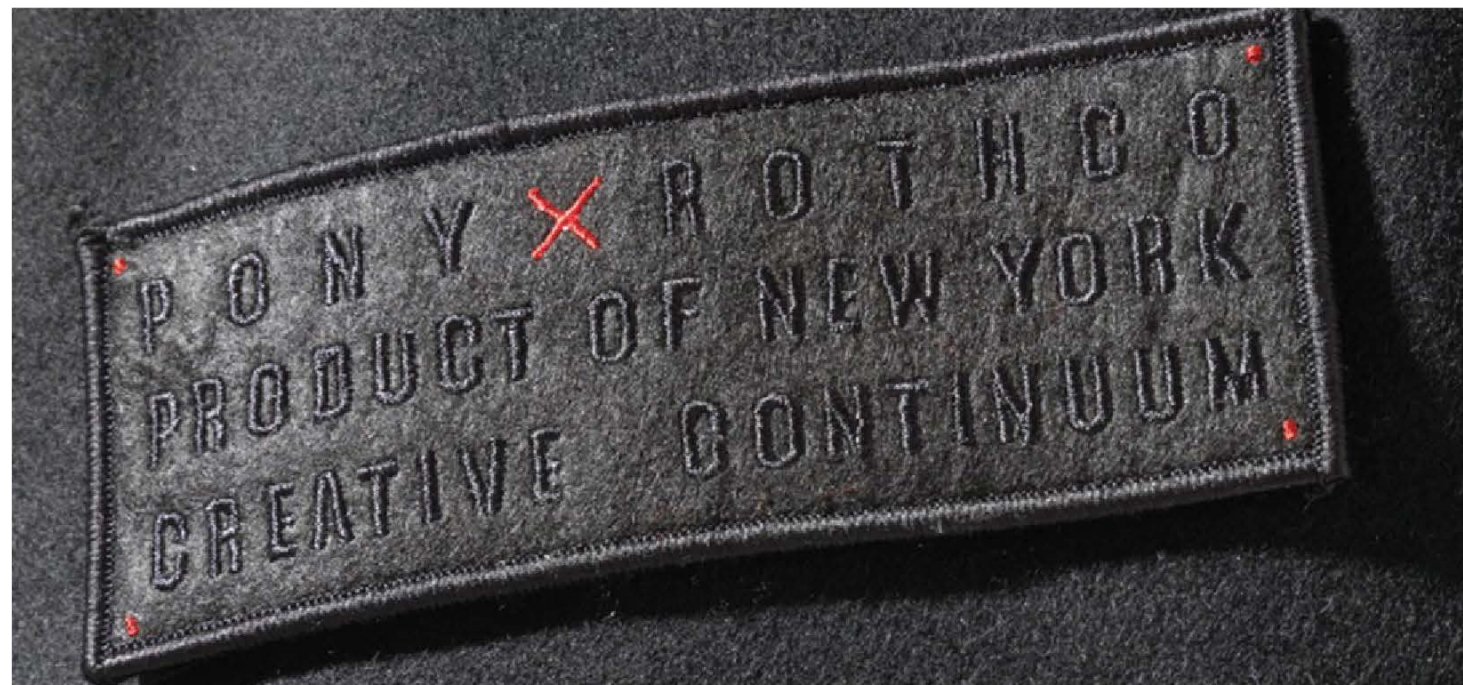
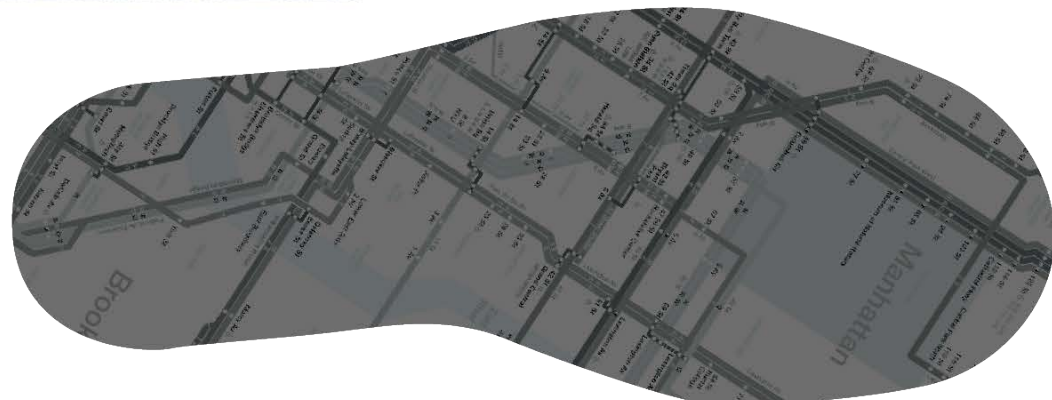
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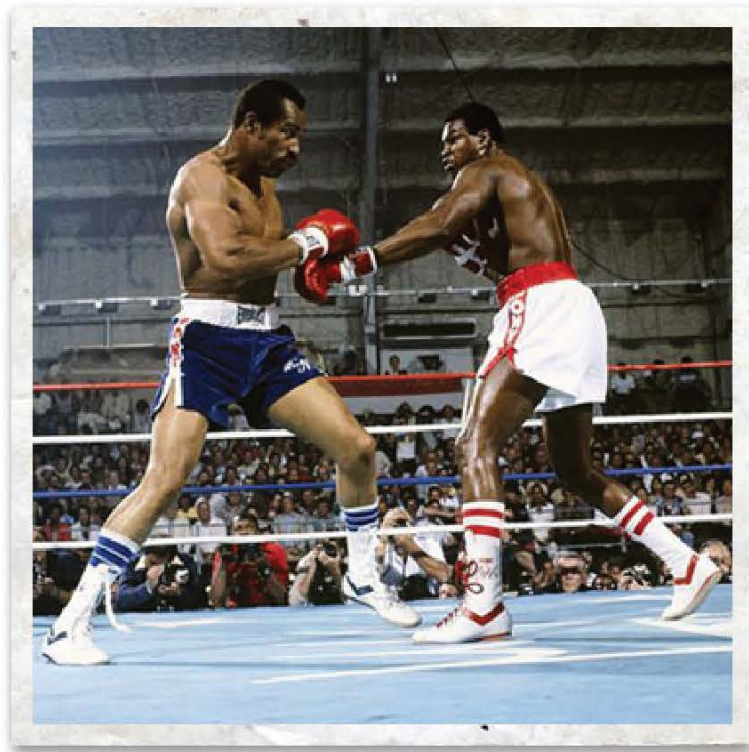


CITY WINGS

The popularity of the City Wings skyrocketed when pocket dynamite, Spud Webb, wore the low-cut version of the sneakers en route to winning the 1986 NBA Slam Dunk Competition. Featuring 'City Wings' stamped on the tongue and sides, it is one of the most recognizable basketball sneakers. A true collectible with a genuine backstory!

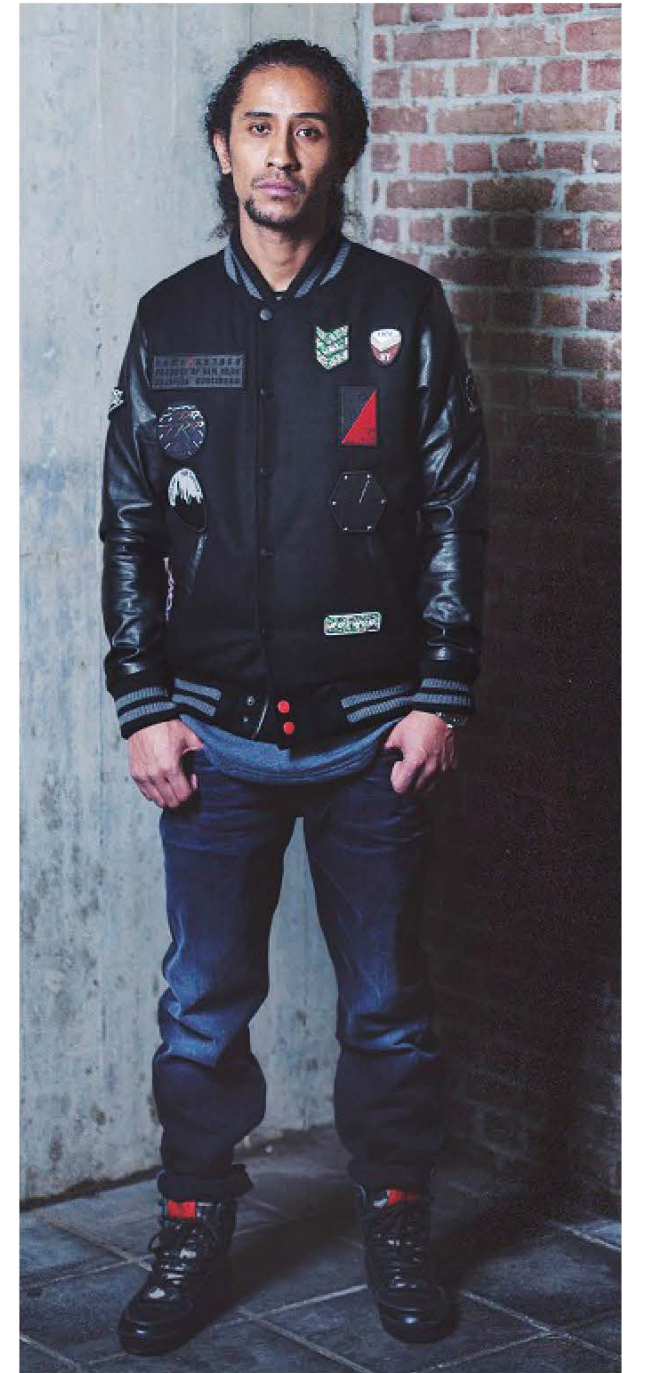






Imaged by Heritage Auctions, HA.com







Project: **PONY**
Model: CITY WINGS
Last: FML-398

Designer: Bill Cass
Email: billcass32@gmail.com
Phone: (616) 302-2356

Client: **GENESCO**
Date Sent: 01/20/22
Page:

Andrew Gilbert
agilbert@genesco.com
Genesco
6152930789



page

01



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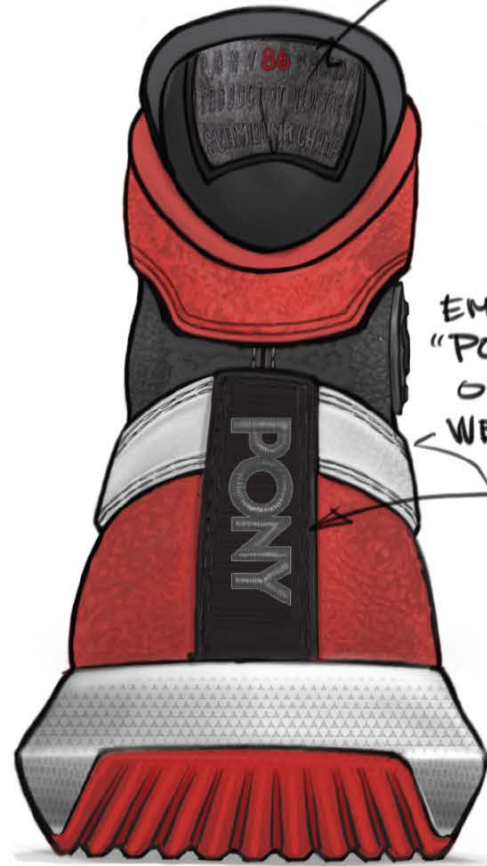
01



1986
"SPUD" WEBB
SLAM DUNK CHAMPION
PONY CITY WINGS
PRODUCT OF NEW YORK

1986 SPUD WEBB
"CITY WINGS" LABEL

TPU 2 COLOR TONGUE LABEL



EMBROIDERED
"PONY"
ON
WEBBING

STITCHED ON
2 OR 3 COLOR
"CITY WINGS"
FINE MOLD



3M REFLECTIVE
PONY CHEVRON

FOAM BACKED
DECO STITCH

AIR MESH



3M UNDERLAY



ENGINEERED
PERF

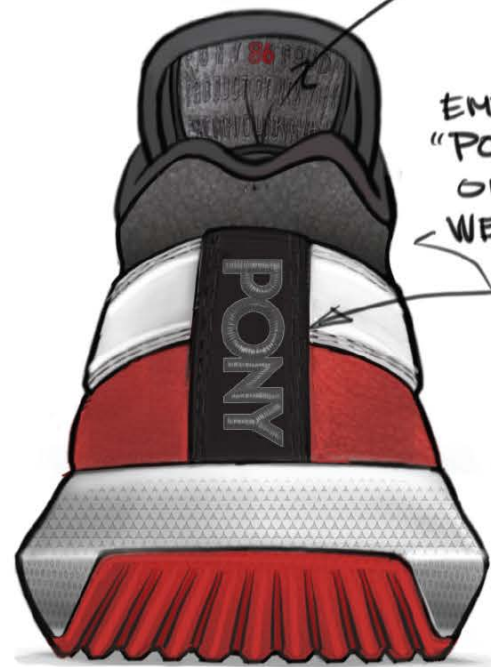
VINTAGE
PONY PRINT FROM
ORIGINAL "CITY WINGS"





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 "SPUD" WEBB
 SLAM DUNK CHAMPION
 PONY CITY WINGS
 PRODUCT OF NEW YORK

1986 SPUD WEBB
 "CITY WINGS" LABEL



EMBROIDERED
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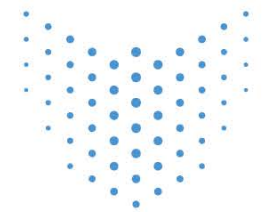
AIR MESH

3M UNDERLAY



ENGINEERED
 PERF

VINTAGE
 PONY PRINT FROM
 ORIGINAL "CITY WINGS"





Lateral Right Shoe Heel Patch



Lateral Left Shoe Heel Patch



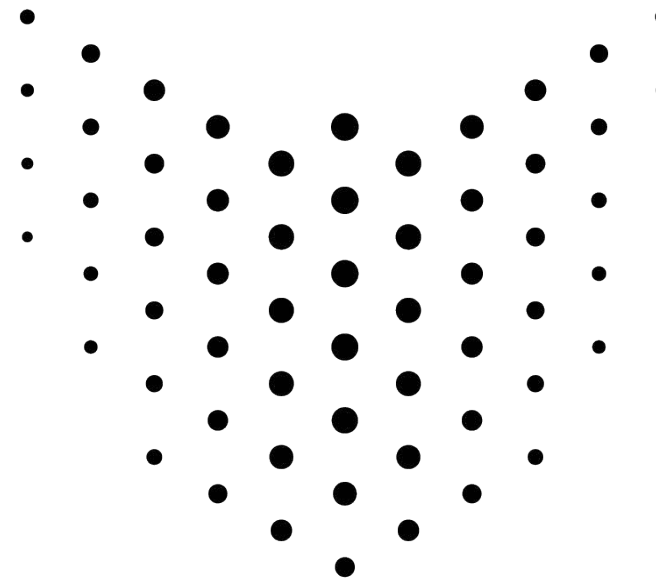
Woven Label



Heel Webbing With Embroidery



Molded TPU Tongue Patch



Engineered Vamp Perf



Retro Inspired Sockliner