



CRUYFF CLASSICS

HISTORY

BARCELONA, SPAIN. END OF THE SEVENTIES. Cruyff, Johan, decided to develop his own functional and stylish sports brand. Elegant sportswear only for the technical player. His philosophy was to create not only a functional but also a stylish brand. After having explained his specific wishes to one famous sports brand for years on end, the football legend decides to take everything into his own hands. Emidio Lazzarini - who was a good friend of Johan and who was a well-known designer - was closely involved in the development of Johan's own sportbrand. These days we are very inspired by his feelings about developing the best Italian sport shoe ever made, according to us. Just look at the special lines around the outsole and various other simple but secret elements. During the eighties the Cruyff sports brand is to be seen on all sport pitches. Furthermore, the brand also makes sportswear for indoor sports, hockey and leisure. The Dutch Olympic team proudly wore Cruyff sportswear during the 1988 Olympic games in Seoul. With this collection Cruyff accomplishes a big market share of the Dutch market. Examples of the Cruyff philosophy are Van Basten, who was once compared to a ballerina, and Bergkamp, supernatural when playing football. Other football stars like Vanenburg, Petterson, Jordi, Winter and Bosman have played their best games on shoes with the Cruyff signature and the C-flash.

URBAN SUPERIOR

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