



LAKAI 

Q 3 2 0 2 0



It's kinda of hard to believe that I've worked at Lakai for 20 years already. From having to take Rick to the hospital on my first day at Lakai in 99 during a photoshoot, to all the trips, design sessions, company parties, art shows, video meetings, basketball league teams and softball games... I just wanted to thank Rick and Mike for starting this journey and inviting me along for the trip of a lifetime... but most of all, for showing us how to always put fun at the forefront of everything.

- Andy Mueller, Lakai Art Director



Q3 2020

ICON GUIDE:



Advanced dual density rubber outsole engineered to absorb impact, reduce fatigue and provide maximum grip.



Premium foam footbed with a deep contoured heel and arch for superior comfort.



Precision molded rubber cupssole with drop-in soft EVA midsole.



Performance outsole that provides durability and that broken-in feeling out of the box.



Animal-friendly materials used on these styles.



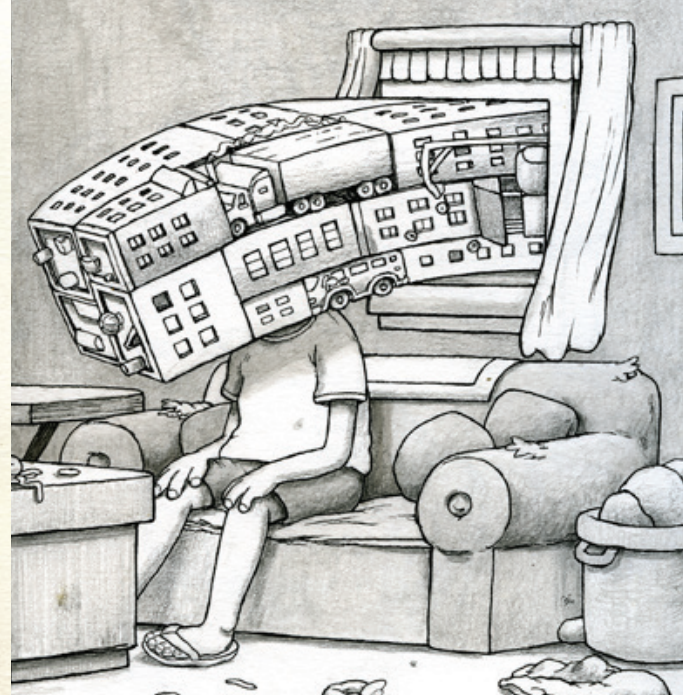
Reinforced rubber layer in toe and ollie areas.



Styles built with materials to endure cold, wet climates.



You'll see these models advertised in the magazines and across social media.



TRAVIS MILLARD

ARTIST COLLECTION

Travis Millard is a Los Angeles based artist, musician and founder of Fudge Factory Comics. His work spans over twenty years of self-published zines, comics, gallery exhibitions and notable commercial projects. His illustrations have appeared in Playboy, Hollywood Reporter, Mad Magazine, Wired, Thrasher and many more. Other clients include Nickelodeon, Titmouse and Bento Box. He's collaborated on record designs for numerous bands including: Dinosaur Jr, Kurt Vile, El-P, The Uncluded, The Get Up Kids, and Paul Thomas Anderson's "Inherent Vice" soundtrack. Travis also produced & art directed the indie video game "Freedom Finger" ~ a bat\$#! crazy space shooter ~ just released on Nintendo Switch and Steam.



Find out more about Travis on IG at [@theotherfudge](#)



TRAVIS MILLARD ARTIST COLLECTION



OWEN VLK
MINT SUEDE




EVO
BLACK SUEDE PRINT



OXFORD
WHITE CANVAS PRINT



NEWPORT HI
BLACK / MINT SUEDE
PARA-MOUNT
ADVANCED DUAL DENSITY CUSHION
deluxe lite



TRAVIS



PROTO^{VULC}

TONY HAWK PRO MODEL

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
deluxlite



FEATURES:

- Seamless toecap
- Durable suede upper and breathable mesh tongue
- Classic bold branding
- DELUX-LITE™ premium foam sockliner
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



CHARCOAL SUEDE



BURNT ORANGE SUEDE



BLACK SUEDE

PROTO VULC

MANCHESTER

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
deluxlite



FEATURES:

- Legacy style
- Durable suede upper and breathable mesh tongue
- Seamless toecap
- Classic bold branding
- DELUX-LITE™ premium foam sockliner
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



YELLOW / BLACK SUEDE



CHARCOAL FLAME SUEDE



BLACK SUEDE



WHITE LEATHER



MANCHESTER XLK



FEATURES:

- Original legacy style
- Upgraded fit
- Seamless toecap
- Durable suede upper and breathable mesh tongue
- Classic bold branding
- Mini Pod Tread for improved grip
- Advanced lightweight XLK™ cupsole
- Sculpted sidewalls to reduce weight
- Available in sizes 5-12, 13, 14



NAVY / GUM SUEDE



BLACK SUEDE

STEVIE + 50 50 / PHOTO: PETERS

FLACO II MID



FLACO II MID

STEVIE PEREZ PRO MODEL

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
deluxlite



FEATURES:

- Stevie Perez pro model
- Mid Cut for add support
- Durable suede upper
- CO-BOUND™ in high-wear areas
- DELUX-LITE™ premium foam sockliner
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



TAN SUEDE



OLIVE / YELLOW SUEDE



BLACK SUEDE

CARROLL

MIKE CARROLL PRO MODEL



CARROLL



FEATURES:

- Mike Carroll pro model
- Legacy style with a modern shape
- Durable suede upper
- Two color logo embroidery
- TPU molded details on quarter and collar
- Breathable mesh underlay panels
- Reflective highlights
- Advanced lightweight XLK™ cupsole
- Mini cylinder tread provides maximum board feel
- Available in sizes 5-12, 13, 14



BLACK / WHITE SUEDE



LIGHT BLUE SUEDE



WHITE / BLACK SUEDE

CAMBRIDGE

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
deluxlite



FEATURES:

- Seamless toecap
- Durable suede upper and breathable mesh tongue
- Classic bold branding
- DELUX-LITE™ premium foam sockliner
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



NAVY / GOLD SUEDE



WHITE / RED SUEDE



BURGUNDY SUEDE



BLACK / GUM SUEDE

BRISTOL

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
deluxlite



FEATURES:

- Seamless suede in high-wear areas
- Contoured tongue with wide gauge perforation
- Bold branding
- DELUX-LITE™ premium foam sockliner
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



RED / WHITE SUEDE



BLACK / GREY SUEDE



WHITE / GUM SUEDE



ATLANTIC

VINCENT ALVAREZ PRO MODEL



FEATURES :

- Vincent Alvarez pro model
- Seamless toecap
- Durable suede and breathable mesh upper
- Inset eyelet lace protection
- DELUX-LITE™ premium foam sockliner
- Advanced lightweight XLK™ cupsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



JADE / BLACK SUEDE



BURGUNDY SUEDE



BLACK / LIGHT GREY SUEDE

RILEY - BS NOSEBLUNT SLIDE / PHOTO: DAN Z.

RILEY HAWK II



RILEY HAWK II

VELCRO
STRAP

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
deluxlite

PRO MODEL



FEATURES:

- Riley Hawk pro model
- Slip-on with removable strap for a secure fit
- Durable suede upper
- Seamless toe
- DELUX-LITE™ premium foam sockliner
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



PURPLE SUEDE



BLACK LEATHER



BLACK SUEDE



THE PROTO

TONY HAWK PRO MODEL



FEATURES:

- Tony Hawk pro model
- Internal sock provides a snug fit
- Tongue and heel loops for easy adjustment
- Optional lace protection
- DELUX-LITE™ premium foam sockliner
- Advanced lightweight XLK™ cupsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



TOBACCO SUEDE



WHITE / GOLD SUEDE



BLACK / GUM SUEDE



TONY - FAKIE TUCK KNEE / PHOTO: DAN Z.

THE PROTO



FEATURES:

- Seamless toecap
- Suede upper
- Classic bold branding
- Traditional vulcanized construction
- Available in sizes 5-12, 13, 14



BURGUNDY SUEDE



JADE SUEDE



BLACK SUEDE



FEATURES:

- CO-BOUND in high-wear areas
- Simple, clean silhouette
- Perfect uni-sex style
- Traditional vulcanized construction
- Classic bold branding
- Available in sizes 5-12, 13, 14



BLUE / ORANGE CHECKERED TEXTILE



NAVY TEXTILE



CHARCOAL CANVAS

REFLECTIVE
BEEFECTIVE
ALL OVER PRINT



BLACK CANVAS

NEWPORT

PARA-MOUNT
ADVANCED DUAL DENSITY OUTSOLE
*delux*lite



FEATURES:

- Durable suede upper
- Embroidered micro Flare branding
- PARA-MOUNT™ dual density rubber outsole
- Hex-tread provides maximum board feel
- Available in sizes 5-12, 13, 14



LIGHT GREY SUEDE



BLACK / BLACK SUEDE

OXFORD



FEATURES:

- CO-BOUND in high-wear areas
- Simple, clean silhouette
- Perfect uni-sex style
- Traditional vulcanized construction
- Classic bold branding
- Available in sizes 5-12, 13, 14



BLACK / BLACK CANVAS



WHITE CANVAS PRINT



WHITE CANVAS



BLACK CANVAS

LAKAI KIDS

Inspired by the next generation of young skaters, we offer a few of our popular silhouettes in kid sizes 11-6.

LOGAN FRANK - BS SMITH / PHOTO: DRUCKREY



OXFORD KIDS



YELLOW CANVAS



NAVY CANVAS



BLACK CANVAS

PROTO KIDS

TONY HAWK PRO MODEL



NAVY SUEDE



BLACK SUEDE

OWEN KIDS



JADE SUEDE



BLACK / RED SUEDE

GRIFFIN KIDS



PURPLE SUEDE



BLACK / WHITE SUEDE

APPAREL & ACCESSORIES



NEW STYLE

EXPO ANORAK

BLACK

100% nylon shell with PU waterproofcoating on interior, 1/2 zip front, 3 panel hood and reflective print on pouch pocket



NEW STYLE

LAKAI OR DIE JERSEY

BLACK

100% polyester mesh fabric with button down front, ribbing, applique patch and external woven label





NEW FIT



TRANSPORT P/O HOOD

BLACK

UNBLEACHED

330gm 80/20 cotton poly fleece with
high quality front embroidery



NEW FIT



SIMPLE P/O HOOD

ELECTRIC ORANGE

BIO LIME

FRENCH NAVY

330gm 80/20 cotton poly with
high quality front embroidery



BUNNY P/O HOOD
BLACK
LILAC
290gm fleece with
screen print



FEVER DREAM
MINT
NATURAL
All over print



LAKAI GUY
BLACK
WHITE



SQUASH HAT
OYSTER WHITE
SILVER
High quality smooth cotton
fabric with bendable foam bill,
all over print, woven label
and clasp back.
Made in the USA



**TRAVIS
STICKER PACK**
ASSORTED
Each pack contains
5 di-cut full color
stickers by
Travis Millard

Hats have bendable foam bill



BASIC L/S
SLATE
WHITE



EVOLVE
BLACK
GOLD
Front and
sleeve prints

Sleeve print detail:



TRANSPORT
BLACK
WHITE
Front and back print



INSPIRED BY
ROYAL
BLACK
Front and back print



ORBIT
WHITE
SLATE



TELL EVERYONE
BURGUNDY
BLACK
Front and back print

Front print: **Tell Everyone
Not To Tell
Anyone**

Back print under the Flare logo:
Skateboarding's Best Kept Secret



TORNADO
PACIFIC BLUE
ASH
Front and back print



LOOSE SHIP
WHITE
BANANA



3 PACK

WHITE
BLACK

6.25oz premium blank
tees with small print
in lower corner.
Sticker included



Packaging:



Print detail:



Print detail:



NEW FIT

SIMPLE SWEATPANT

UNBLEACHED

BLACK

330gm 80/20 cotton poly fleece
with draw cord, elastic cuffs
and screen print





**TRANSPORT
BEANIE**
ORANGE
NAVY
BLACK
Knit beanie
with embroidery



Leather back strap



SIGN POLO HAT
CREAM / GREEN
NAVY / MAROON
BLACK
6-Panel with flat bill,
leather strap back and
embroidery

APPAREL & ACCESSORIES



**WATCH
BEANIE**
PALE GREEN
BLACK
Knit beanie
with woven
clip label



**TELL EVERYONE
SNAPBACK**
BLACK / BLACK
Unstructured snapback with
tonal shiny front and back
prints

Front print detail:



Back print detail:





Bottom jacquard detail:

SKELETON CREW SOCK
RED
WHITE
BLACK
Jacquard



8-BIT CREW SOCK
WHITE / YELLOW / BLACK
Jacquard



LAKAI OR DIE CREW SOCK
PINK
BLACK
Jacquard



SIMPLE CREW SOCK
SLATE
BLACK
WHITE
Jacquard



HIDDEN SOCK
CYAN
WHITE
Jacquard



LACE PACK
WHITE / CYAN
LA120902

Pack includes:

- Prepacked case that is easy to display at checkout
- 20 individual mini lace boxes
- 3 laces per box (2 white, 1 cyan)
- Mini Lakai sticker in each lace box



SHOE CLEANING KIT
CYAN
LA120900

Kit includes:

- Before skate protector
- After skate mid sole cleaner
- 3 disposable shoe cleaning wipes
- Suede brush
- Lakai sticker
- Compact packaging for easy travel





CORPO LOGO STICKERS

ASSORTED
Colors subject to change
LD118



MINI STICKER PACKS

ASSORTED
Colors subject to change
LD125



TRANSIT BAG

BLACK
High quality nylon
with outside mesh pocket
and zipper, inside pockets
and key ring.
Adjustable shoulder strap



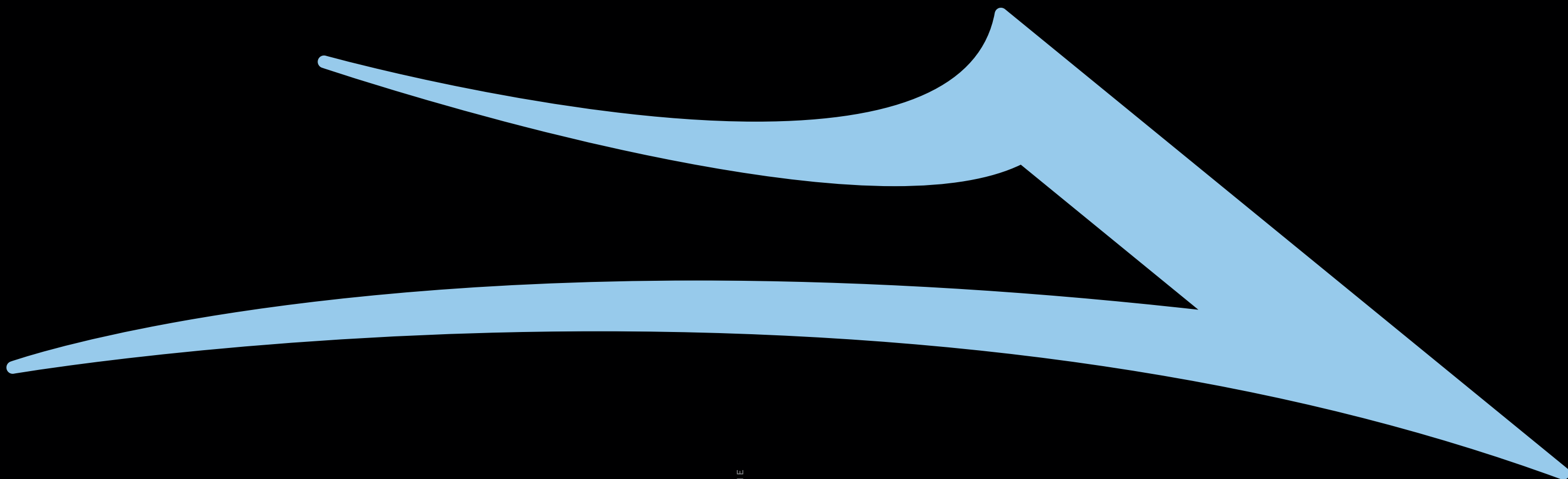
LAKAI CIRCLE STICKERS

ASSORTED
Color and artwork
subject to change
LD122



FLARE STICKERS

ASSORTED
Colors subject to change
LD123



LAKAI LIMITED FOOTWEAR

TELL EVERYONE NOT TO TELL ANYONE

SKATEBOARDING'S BEST KEPT SECRET

7/1 DELIVERY OVERVIEW

CARROLL
MIKE CARROLL
PRO MODEL

LIGHT BLUE SUEDE
MS320-0117-B00 / LIBLS

PROTO
TONY HAWK
PRO MODEL

TOBACCO SUEDE
M320-0120-B00 / TOBAS

CAMBRIDGE
deluxlife
PARA-MOUNT

WHITE/RED SUEDE
MS320-0252-A00 / WHRDS

MANCHESTER
deluxlife
PARA-MOUNT

YELLOW/BLACK SUEDE
MS320-0200-A00 / YLBKS

GRIFFIN
TEXTILE
COBOUND
Vegan

BLUE/ORANGE CHECK TEXTILE
MS320-0227-A00 / BLOCT

OXFORD
Vegan

BLACK/BLACK CANVAS
MS320-0255-A00 / BKBKC

TRAVIS
MILLARD
ARTIST
COLLECTION
TRAVIS
MILLARD

OWEN VLK
MINT SUEDE
MS320-0232-A00 / MNTSD

WHITE CANVAS PRINT
MS320-0255-A00 / WHCVP

BLACK CANVAS
MS120-0255-A00 / BKCNV

WHITE CANVAS
MS120-0255-A00 / WHTEC

NEWPORT HI
BLACK/MINT SUEDE
MS320-0253-A00 / BKMNS
deluxlife
PARA-MOUNT

EVO
BLACK SUEDE PRINT
MS320-0250-B00 / BKSDP

OXFORD
WHITE CANVAS PRINT
MS320-0255-A00 / WHCVP
Vegan

7/1 DELIVERY OVERVIEW

NEW FIT

SIMPLE P/O HOOD
ELECTRIC ORANGE / FRENCH NAVY / BIO GREEN
LSW320111

NEW STYLE

LAKAI OR DIE JERSEY
BLACK
LTS320304

BASIC L/S
SLATE / WHITE
LTS320210

SIMPLE CREW SOCK
SLATE LA320102
WHITE LA418102
BLACK LA418102

WATCH BEANIE
PALE GREEN LH320401
BLACK LH418401

INSPIRED BY
ROYAL LTS320006
BLACK LTS219006

LOOSE SHIP
WHITE / BANANA
LTS320117

TRAVIS MILLARD ARTIST COLLECTION:

BUNNY P/O HOOD
BLACK / LILAC
LSW320115

FEVER DREAM
NATURAL / MINT
LTS320120

LAKAI GUY
BLACK / WHITE
LTS320121

SQUASH HAT
SILVER / OYSTER WHITE
LH320612

TRAVIS STICKER PACK
ASSORTED
LD320001

SKELETON CREW SOCK
RED / WHITE / BLACK
LA320110

8/1 DELIVERY OVERVIEW

PROTO VULC
TONY HAWK
PRO MODEL
deluxlife
PARA-MOUNT



BURNT ORANGE SUEDE
MS320-0120-A00 / BTORS



CHARCOAL SUEDE
MS320-0120-A00 / CHSD



BLACK SUEDE
MS220-0120-A00 / BLKSD

RILEY HAWK VS
RILEY HAWK
PRO MODEL
deluxlife
PARA-MOUNT



PURPLE SUEDE
MS320-0092-A00 / PRPSD



BLACK LEATHER
MS320-0092-A00 / BLKTR



BLACK SUEDE
MS220-0092-A00 / BLKSD

ATLANTIC
VINCENT ALVAREZ
PRO MODEL
deluxlife



JADE/BLACK SUEDE
MS320-0082-B00 / JABKS



BURGUNDY SUEDE
MS320-0082-B00 / BURS



BLACK/LIGHT GREY SUEDE
MS320-0082-B00 / BKLGS

FLACO II MID
STEVIE PEREZ
PRO MODEL
deluxlife
PARA-MOUNT
COBOUND



TAN SUEDE
MS320-0113-A00 / TANS



OLIVE/YELLOW SUEDE
MS320-0113-A00 / OLYLS



BLACK SUEDE
MS120-0113-A00 / BLKSD

GRIFFIN



BURGUNDY SUEDE
MS320-0227-A00 / BURS



JADE SUEDE
MS320-0227-A00 / JADES



BLACK SUEDE
MS120-0227-A00 / BLKSD

MANCHESTER XLK



NAVY/GUM SUEDE
MS320-0200-B00 / BLKGS



BLACK SUEDE
MS320-0200-B00 / BLKSD

BRISTOL
deluxlife
PARA-MOUNT



RED/WHITE SUEDE
MS320-0249-A00 / RDWHS



BLACK/GREY SUEDE
MS320-0249-A00 / BKGRS



WHITE/GUM SUEDE
MS320-0249-A00 / WHTGS

NEWPORT
deluxlife
PARA-MOUNT



LIGHT GREY SUEDE
MS320-0251-A00 / LGRYS



BLACK/BLACK SUEDE
MS320-0251-A00 / BKBKS

OWEN
KIDS



JADE SUEDE
KS320-0232-A00 / JADES



BLACK/RED SUEDE
KS419-0232-A00 / BKRES

GRIFFIN
KIDS



PURPLE SUEDE
KS320-0227-A00 / PRPSD



BLACK/WHITE SUEDE
KS219-0227-A00 / BKWTS

8/1 DELIVERY OVERVIEW



EXPO ANORAK
BLACK
LJ320612



TRANSPORT P/O HOOD
BLACK / NATURAL
LSW320114



EVOLVE L/S
BLACK / GOLD
LTS320211



ORBIT
WHITE / SLATE
LTS320116



TORNADO
PACIFIC BLUE / ASH
LTS320118



TRANSPORT
BLACK / WHITE
LTS320115



TELL EVERYONE
BURGUNDY / BLACK
LTS320119



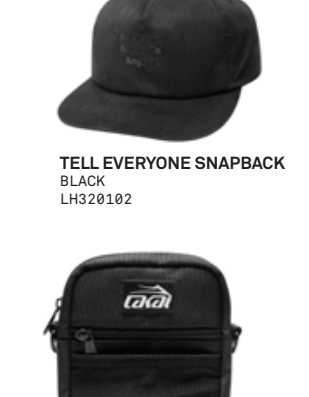
NEW FIT **SIMPLE SWEATPANT**
BLACK / UNBLEACHED
LP320301



TRANSPORT BEANIE
NAVY / ORANGE / BLACK
LH320405



SIGN POLO HAT
BLACK LH220904
NAVY/MAROON LH220904
CREAM/GREEN LH320904



TELL EVERYONE SNAPBACK
BLACK
LH320102



3 PACK
BLACK / WHITE
LTS120014



8-BIT CREW SOCK
WHITE / YELLOW / BLACK
LA320109



LAKAI OR DIE CREW SOCK
PINK / BLACK
LA320100



HIDDEN SOCK
WHITE / CYAN
LA320113



TRANSIT BAG
BLACK
LA418300



Q3 2020

LAKAI LIMITED FOOTWEAR

420 BOYD STREET, SUITE #400, LOS ANGELES, CA. 90013 / P 323-264-8656

INSTA: @LAKAILTD / FB: LAKAILTD / WEB: LAKAI.COM / COVER PHOTO: DAN Z.

INSPIRED BY: CARROLL / HOWARD / MCCRANK / R.HAWK / T.HAWK / PEREZ / ALVAREZ / YONNIE / PACHECO / CHAPMAN / BANNEROT / CAPPS / NICO / GASS / WILKINS