

# DESIGN AND BRANDING: THE SYNERGY THAT BOOSTS BUSINESS VALUE

DECEMBER 2024



# The Story



- Created in **Brazil in 1962**, inspired by the Zori sandal; a traditional Japanese sandal.
- This is why the soles of Havaianas feature a **rice grain pattern**.
- “**Havaianas**”, in Portuguese, translates to “Hawaiians” and it was chosen to honor the tropical and glamorous vacay destination with endless summer vibes.
- 1966**: first **patent** for a rubber flip flop
- 1969**: more colors due to production error;
- 1990**: one solid color created by surfers
- 1999**: transcends the world of fashion at Jean Paul Gaultier’s runway show

# The Sandal

- 252 million pairs sold per year
- 100+ countries
- Main distinctive elements since 1962:
  - HAVAIANAS
  - GREEK LOGO
  - RICE LOGO
  - ELLIPSE



# Brand Strategy

HAVAIANAS

**havaianas**



# Brand Extension



# Design Protection Strategy

▶▶▶▶ Prior art search

▶▶▶▶ No budget for unlimited filings

▶▶▶▶ Top priorities:

- Distinctive shapes
- Models that are intended to last more than one season
- Main markets



# Usual challenges of a global brand

## »»» Different local requirements demand open mind, flexibility and creative strategies

- Inherent distinctiveness may be a problem in some jurisdictions
- Specific types of marks may be a solution
- Close interaction with commercial team may provide a way out

## »»» Language barriers

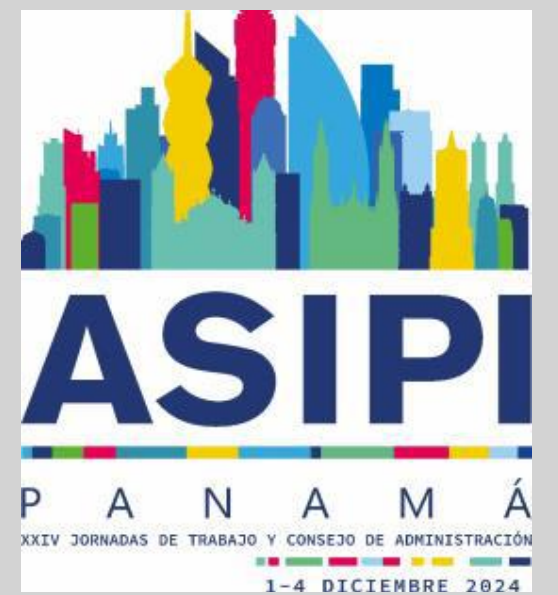
- Havaianas is not of easy pronunciation
- Alpargatas is a type of shoe
- Different alphabets

## »»» Budget constraints

- Prioritize
- Cost effective measures



Thank you.



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