



CROCS

If you don't know what Crocs shoes look like, you might want to re-examine where you've been living the past two years: Is it damp, dark and mossy?

The American shoe company launched it in 2002 in Colorado initially as a slip-resistant boating shoe.

By 2003, the rubbery clogs with as many holes as Swiss cheese had become a bona-fide phenomenon, after finding celebrity fans in actor Matt Damon and country singer Faith Hill.

Men, women and children have all been spotted on Singapore's streets with their feet clad in Crocs, which are made with a patented

resin designed to soften with body heat and mould to the wearer's feet.

The company has just opened its second Singapore store in VivoCity. Its first opened last December at Marina Square.

To take the cult trend one step further, the company has just organised the world's first Crocs shoe design competition with the theme "Nowhere close to normal".

We're not sure we needed a competition to realise that's what they are.

Style verdict: Keep them on the boat.

Where to buy: 03-134 Marina Square, 01-63 VivoCity and counters in Isetan.

Price range: \$47.20 to \$83.95.