

CAMPER



Camper is a contemporary Spanish footwear brand dedicated to creating unique seasonal collections that push boundaries and connect decades of shoemaking heritage with the latest in design-driven innovation.

Each season Camper challenges the status quo by developing bold and daring products for a new generation of consumers while emphasizing diversity, sustainability, and collaboration in everything it does.



Camper's heritage stems back more than 140 years when the Fluxà family began making handcrafted shoes in Mallorca. Using the best materials and the latest manufacturing processes and machinery, the family helped establish the island as a region renowned throughout Europe for high-quality footwear production.

In 1975, Lorenzo Fluxà, the third generation of the Fluxà shoemaking dynasty, founded Camper with the idea of creating unconventional footwear that was easy-to-wear and hard to define.

Camper's first shoe, Camaleón, was a unisex design inspired by the shoes of local farmworkers. The distinctive style was an instant success and established Camper as a rising brand in the marketplace.

In 1981, Camper opened its very first store in Barcelona. Following interest across Europe, the company began expanding internationally in 1992 with openings in Paris and Milan. Additional stores across Europe, Asia, and America followed soon after.



Each season, a talented in-house team of young designers works together with skilled artisans from our Majorcan headquarters to develop collections that reflect the unique vision of the brand. These collections include both new concepts and Icons – popular styles which are reinterpreted every season. From the beginning, the brand has also invited designers from other disciplines to collaborate on different projects. These collaborations have resulted in unique, one-of-a-kind stores, products, and campaigns.

Formalized under the Camper Together banner in 2006, Camper has worked with over 100 prominent designers from the world of fashion, architecture, communication, and industrial and graphic design.

In 2005, the brand began diversification by launching the award-winning hotel concept Casa Camper, first in Barcelona and later in Berlin, as well as Dos Palillos, a Michelin-starred restaurant in Barcelona.

In 2014, Romain Kremer was appointed as Camper's first-ever creative director, leading the communication and design of the brand until 2019.

In 2015, CamperLab was launched, a new concept representing Camper's most progressive designs featuring a limited selection of new and iconic lines aimed at reinterpreting the brand's signature aesthetic.

In 2019, Achilles Ion Gabriel was named the creative director of CamperLab.

Today, Miguel Fluxà, who assumed the role of CEO in 2012, represents the fourth generation of the Fluxà family.





Shoes

Since the very beginning the term casual has meant something special to Camper. Its approach to footwear design is focused on unisex concepts that blur the boundaries between sporty and smart.

Hybrid models now feature prominently across the collection and are a key characteristic of Camper products today. These are shoes which combine familiar features with fresh elements to create innovative new styles infused with the spirit of evolution.



Camaleón

Camaleón, Camper's first shoe, was inspired by shoes worn over a century ago by local farmworkers in Mallorca. The unisex style was a sustainable model made of leather scraps, used tires, and strips of canvas.



TWINS

In 1988, Camper decided to challenge the idea that shoes must be identical. By exploring this concept, the story of TWINS began, developing shoes where the right foot was different than the left, breaking symmetry yet remaining cohesive. Reception for this playful concept was overwhelming and has resulted in collaborations with artists from all over the world, including Doshi Levien, Luis Gordillo, and Joan Miró.



Shoes



Pelotas

One of Camper's most influential and recognizable icons, this casual hybrid style became hugely popular in the mid '90s. Inspired by sport pioneers, each Pelotas has its own unique personality and features a characteristic 87-ball outsole. Reinterpreted dozens of times, from classic leather to the most advanced technical materials, Pelotas has sold over 12 million pairs to date and continues to be one of our most popular Camper styles.



Wabi

The name Wabi stems from the verb "wabiru," meaning "to ask for forgiveness" in Japanese. Created by Camper in 2000, the concept emphasizes the stark contrast between rural and urban, both inside and out. Wabi also represents production innovation by reducing the manufacturing process down to just four steps and using minimal components.



Runner

Born in 1982, Runner was Camper's first step into the sport world. Representing the latest in footwear design innovation, the easygoing urban sneaker is reimagined each season in all-new colors and materials that seamlessly connect past and present.



A short history of shoes



Camaleon
1975



Bachelor
1981



Seminarista
1982



Runner
1982



Palmera
1985



Twins
1988



Brothers
1992



Pelotas
1995



Mix
1995



Teix
1997



ACS
1998



Cornucopia
1999



Wabi
2000



Gem
2001



Sofia
2003



Peu
2004



Locus
2004



Divan
2005



Right
2005



Imar
2006



Kids
2006



Peu Senda
2007



Together
2008



Med Sneakers
2009



Himalayan
2009



Beetle
2010



Seamar
2011



Pelotas Kvadrat
2012



Portol
2013



Pelotas Capsule
2014



Fiss
2015



Dub
2016



Drift
2017



Pix
2018



Embracing the progressive DNA and attitude of the brand, iconic styles and new footwear concepts are presented in seasonal collections that reflect Camper's innovative approach to shoemaking. This new generation of footwear draws fresh inspiration from the worlds of art, design, fashion, and music while also maintaining a fun and unconventional approach to design-driven footwear.

Men



Women





Graphic History

Communication has always been one of the fundamental pillars at Camper. From its name, logo, stores and advertising, Camper's visual identity represents its journey and expansion as a business. Campaigns highlight the brand's ironic humor, love of the unconventional, and cultural authenticity.

The Name

In the early days the company name was heavily debated among Lorenzo and his peers, finally choosing the name "Camper", a word meaning "peasant" in Catalan, to reflect the brand's humble beginnings.

The Logo

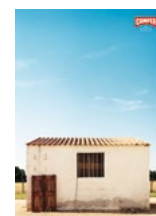
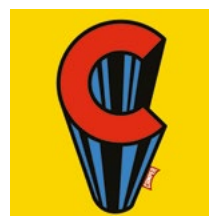
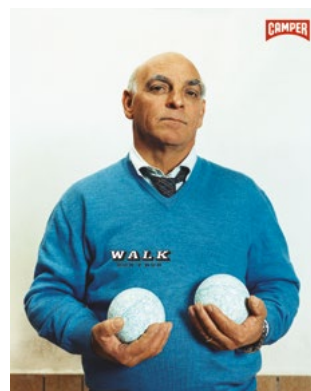
Originally in black, the Camper logo was revised with the opening of the first store in Barcelona in 1981. Modified specifically for the store façade, the logo was changed to red and the lettering to white to make it more appealing and improve its visibility. Since then, it has remained the same with just a few minor adjustments.

Stores

Stores were a fundamental component to the graphic history of the brand. The opening of Camper's first shop in Barcelona, led to the development of all kinds of graphic material specifically made to support the new space and enhance the brand message.

The very first store concept was "self-service" and included a cohesive display of bags, boxes, windows, and catalogues, combined with a bold interior to communicate the brand story. Advertising posters were primarily designed for in-store promotions and window displays were built like a theatre stage where the shoes were the protagonists.

Later, the interior of the store became the central focus with the development of the Together project, leading to the creation of strong design interiors that showcase Camper's unique DNA.





Campaigns

The first Camper posters developed in the late '70s used a combination of text, illustration, and photography. The use of irony reflected the change that was taking place in Spain at that time.

As the brand began its international expansion in the '80s and '90s, its advertising evoked the spirit of its bold and entrepreneurial vision. The communication highlighted that Camper was not just a shoe, but a way of life. In 1998, Camper was awarded the prestigious Spanish National Design Award for its contribution to design.

Today, the communication has evolved with the arrival of a fresh new approach in line with the company's new creative direction.





Stores

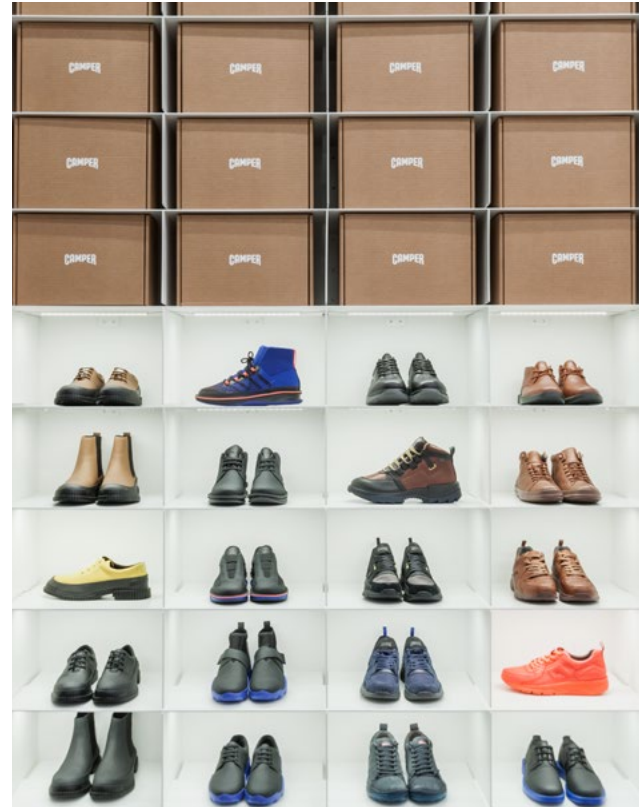


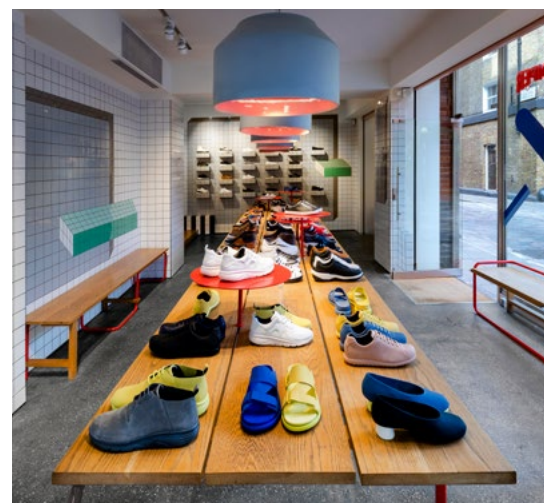
Camper's personality and love of diversity is apparent in its retail offering. The brand's strategy is that different stores should have different designs based on their unique location, taking new creative ideas and infusing them with Camper's DNA. The result is a portfolio of store interiors which have a distinct look and feel depending on where you are.

The First Store

After several years of marketing its products through Spanish multi-brand stores in the late '70s, Camper created a special setting that allowed customers to interact with the brand. The first store opened in 1981 in Barcelona and emphasized the importance of communication. The space became a showcase for a new brand experience with every detail, including posters, boxes, and bags, transmitting a specific message.

Created in collaboration with leading Barcelona designers Olé Armengol and Fernando Amat, the store offered a "self-service" style with conceptual window displays. Each window was designed as a theatre stage where shoes were the protagonists. Revolutionary for its time, the store gained attention and began to attract customers from the world of design, fashion, and the creative arts.





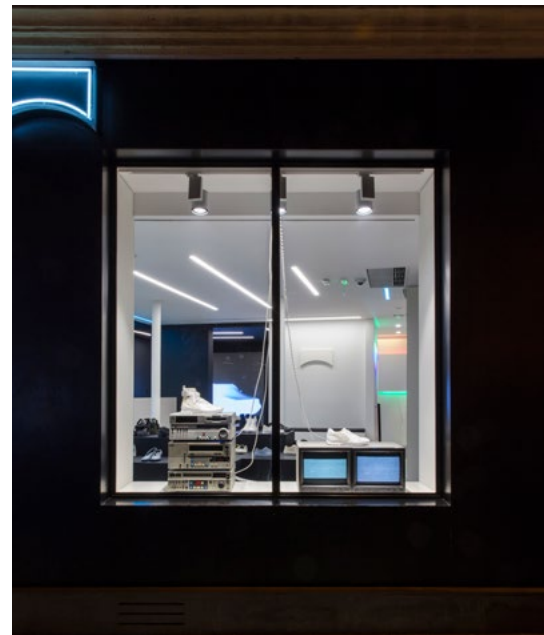
Expansion and Diversity

International expansion began in the early '90s when the company opened its doors in Paris, Milan, London, and beyond. Situated in some of the best retail locations in the world, store openings on Cherche-Midi in Paris, Serrano in Madrid, Montenapoleone in Milan, Old Bond Street in London, and Omotesando in Tokyo all offered diverse experiences. Rather than imposing the brand's identity into each location, the idea was to play with different elements of the local character and culture to create something fresh that reflected the Camper spirit in a new way.

New Ideas

Playing with culture and imagination led Camper to seek out prominent partners from different walks of life. Enriched by the contributions of designers, architects, and artists, Camper Together began as a collaboration project to create singular stores that reflect the unique location of each space.

The first store developed under this concept was on Carnaby Street in London with Spanish designer Jaime Hayón. Since its inception, Camper has worked with leading international designers like the Campana Brothers, Alfredo Häberli, Tomás Alonso, Nendo, and Kengo Kuma.

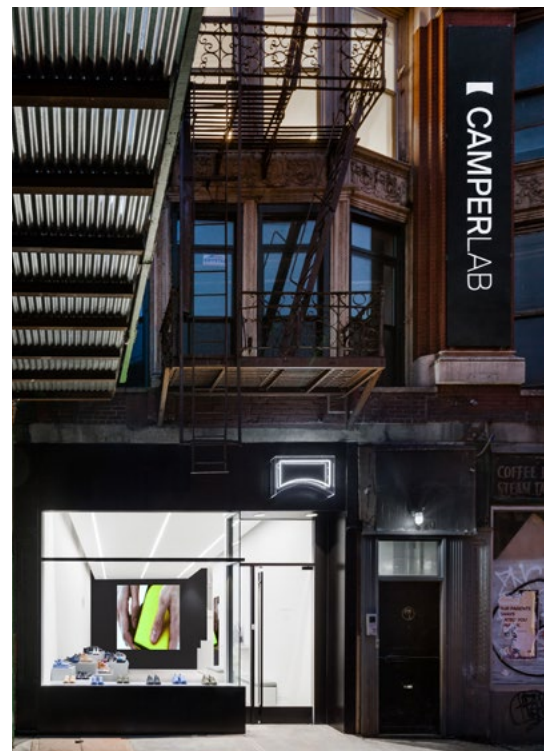


Store Models

One of the most iconic ideas was the “Walk in Progress” concept designed by Martí Guixé. The proposal was to create a temporary design allowing the store to open for business before the definitive interior and decoration had been completed. The idea was simple, fast, and inexpensive. A table in the center of the store was made from shoe boxes, furniture was made from recycled materials and white walls invited customers to jot down their messages and ideas, incorporating themselves into the space.

Juxtaposing this controlled chaos is the clean uniformity of Nendo’s Camper store in Madrid which opened in 2013. In this store design, over a thousand white Pelotas protrude from the walls, giving the impression that they are walking on air.

In 2015, Camper launched CamperLab, an experimental concept that reimagined the retail experience. Establishing a distinct tone and style, these stores host the brand’s CamperLab Exclusives, a collection of select seasonal styles and collaborations with limited distribution.

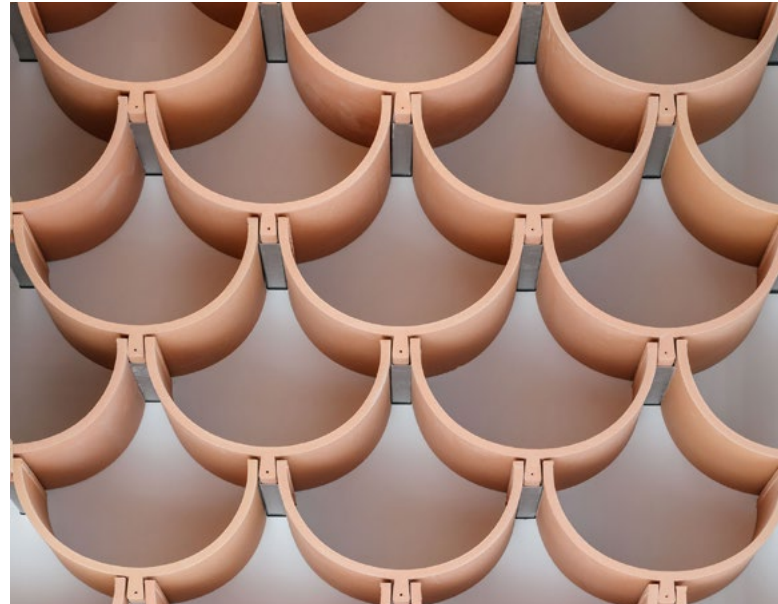


In Figures

Today, Camper has more than 400 Camper stores and 2.500 points of sale in more than 40 countries. In addition to its physical offering, Camper sells its products online in Europe, America, Asia, and Africa.



Collaborations



Camper Together

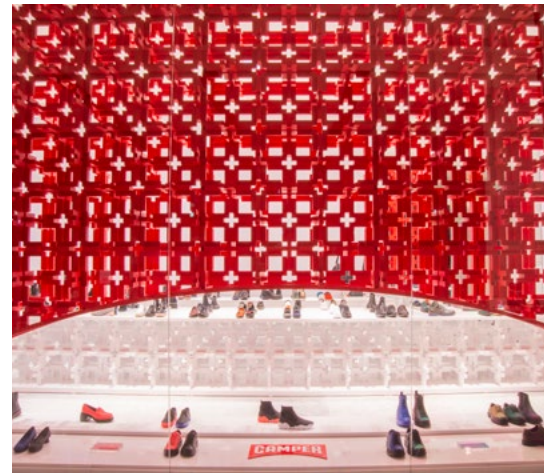
Camper Together is a model of collaboration in which Camper partners with leading international designers and brands from the worlds of art, fashion, industrial design, and architecture to create singular products and stores. Since its inception in 2006, Camper Together has worked to develop original concepts that fuse an artist's signature style with Camper's unique DNA, allowing each collaboration to acquire its own creative identity.

Retail Collaborations

Tomás Alonso, Fernando Amat, Bouroullec Brothers, Marko Brajovic, Curro Claret, Campana Brothers, Shigeru Ban, Konstantin Grcic, Martí Guixé, Alfredo Häberli, Jaime Hayón, Diébédo Francis Kéré, Kengo Kuma, Isabel Lopez, Doshi Levien, Memphis group, Shiro Miura, Nendo, Neri& Hu, Gaetano Pesce, Benedetta Tagliabue, Tokujin Yoshioka, Jo Nagasaka, Jonathan Olivera, Muller Van Severen, Fabrik, Asketic Studio, and Frances Rifé.

Product Collaborations

Maria Blaisse, Veronique Branquinho, Capara, Rachel Comey, Alfredo Haberli, Jaime Hayón, Hella Jongerius, Romain Kremer, Kvadrat, Jasper Morrison, Nendo, Gosha Rubchinskiy, Bernhard Willhelm, 99%IS-, Eckhaus Latta, and Kiko Kostadinov.





TWINS Artists

TWINS Artists is a project that began in 1992 and highlights Camper's relationship with the worlds of art, design, and fashion. Each creative collaboration offers an added dimension to the opposite-yet-complementary concept by developing unconventional designs that fuse an artist's signature look with an unmistakable Camper style.

TWINS Artists Collaborations

Joan Miró, Luis Gordillo, Coco Capitán, Cristian Zuzunaga, MINT Designs, Doshi Levien, Isamaya Ffrench, C.neon, Flat Apartment, P.A.M., Swash, Juan Gatti, Anton Beeke, Tatiana Sarasa, Susana Muñoz, Jose Rosselló, Xim Izquierdo, Nacho Frisuelos, Pep Girbent, Toni Socias, and Pep Guerrero.





Brand Diversification

Casa Camper

Casa Camper was born with the intention to bring the Camper spirit and values to the hotel world. A genuine 100% Camper product, its approachable luxury lies in its simplicity, functionality, and authenticity.

Barcelona

First opened in the Raval district of Barcelona in 2005, the 19th century gothic building was carefully developed by architect Jordi Tió and Fernando Amat.

Each of the 40 rooms has been designed with practicality in mind. Opening onto a vertical garden, every room has its own living room equipped with a hammock to take a siesta. The hotel includes eco-friendly features such as its water management system and use of solar energy.

In 2015, the hotel was expanded and refurbished using the same concepts that were used in the initial design. New features include a rooftop terrace and the Dos Billares lounge with its classic billiard tables and retro decor.

In 2019, Casa Camper Barcelona was named the #1 Spanish hotel in the TripAdvisor Travelers' Choice Awards.

Berlin

In 2009, a second Casa Camper opened in the vibrant Mitte district in Berlin. Like its sister establishment, the space also includes sustainable facilities and features Tentempié, a complimentary snack area open 24 hours a day.

In 2014, the Berlin hotel was voted "Best Service Hotel" by TripAdvisor's 2014 Travelers' Choice.

Dos Palillos

In 2008, Camper and Albert Raurich, Chef de Cuisine of Ferran Adrià's famed el Bulli restaurant, embarked on a new venture with the opening of Dos Palillos restaurant next door to Casa Camper Barcelona. It was awarded its first Michelin Star in 2012.

The name, meaning "two sticks" in Spanish, symbolizes the journey from the plate to the mouth. The concept is Asian food fused with Spanish tapas. Prepared in an open kitchen for a relaxed feeling, the result is cuisine which preserves the idea of sharing rather than consuming individual dishes.





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