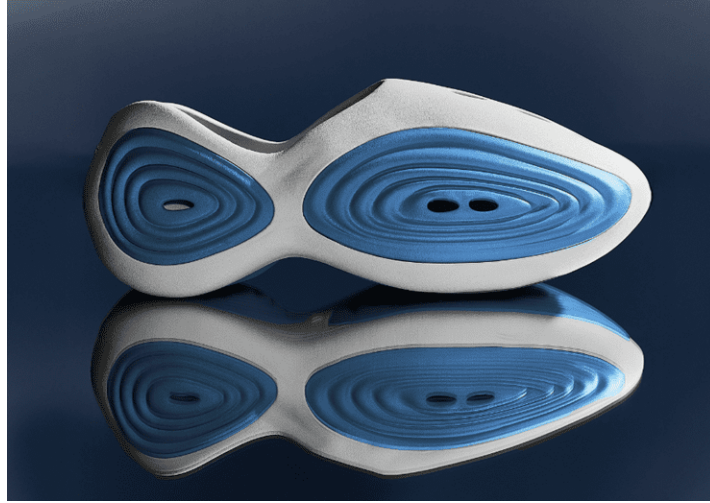


Crocs Gets Stranger With ‘Ripple’ Clogs

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Just when you thought **Crocs** had pushed the limits of quirky footwear, the brand’s latest chapter is proving that it still has room to grow. In a profile originally published by *The New York Times* and featured by *The Indian Express*, footwear veteran **Steven Smith** — a designer known for shaping iconic sneakers including the *Yeezy Boost 700* — has taken on a new role at Crocs to inject avant-garde creativity into the comfort-clog maker’s product line.

Smith, who was named **head of creative innovation** at Crocs in late 2024, brings four decades of design experience from major brands such as New Balance, Adidas, Reebok and Yeezy to the distinctive foam footwear company. His mandate is simple yet ambitious: *push the creative envelope* and explore what a Crocs shoe could look like when conventional design rules are discarded.

The result? The **Crocs Ripple clog** — a silhouette described as resembling a **kidney-shaped pool filled with wind-swept, chlorine-blue water**. With its swirling, Space Age aesthetic and unusual form, the Ripple has already turned heads at streetwear events such as ComplexCon in Las Vegas and Art Basel in Miami. It’s set for a wider release next year with a retail price around **\$90**.

Anne Mehlman, Crocs’ brand president, told reporters that Smith isn’t bound to traditional design quotas. Instead, he’s encouraged to *play* — experimenting with shape, texture and new ways to reimagine what the brand’s molded footwear can become. This experimental approach reflects Crocs’ larger strategy to stay relevant in global fashion discussions, where comfort meets creativity.

The Ripple clog — with its unconventional silhouette and futuristic look — underscores how the once utilitarian brand continues to *surprise consumers and fashion fans alike*, evolving from garden-friendly clogs to objects of avant-garde design intrigue.

As Crocs rides the wave of comfort footwear popularity — including moves like making shoes available on quick-delivery platforms in India — the brand’s willingness to embrace bold creative risks suggests that it’s far from done getting weirder

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