

Of the hundreds of thousands of companies and brands that have been created in the last 100 years, only a small percentage still exist today in any industry or service. These brands have endured 20 recessions, one depression, two world wars and now, one global pandemic...among many other cultural, political and financial obstacles.

Even fewer have, not just endured and participated, but have led the way.

That brand in golf, is FootJoy.

While they are the longest running golf brand, FJ has not just endured and participated. FootJoy has been the leader in golf footwear for 75 years.

Since the first golf shoe count was taken on the PGA Tour in 1945, FJ has been the #1 shoe at every tournament (and it's usually not even close).

75 years straight.

6500 wins worldwide.

Thousands of players – in fact, all of the ones you know by first name – have worn FJ at one time or another. You know who we mean....

This brand has an incredibly rich history that began in Brockton, MA (at the time, the shoemaking capital of the world) in 1857 when a young and talented young man named Fredrick Packard decided to break away from his father's boot workshop to chase his own dreams and create his own shoe company.

Packard had a true entrepreneurial spirit and a passion for innovation. In fact, he was one of the first factories to deploy new automated stitching machines, called the McCay (precursor to the Goodyear Welting machine), that allowed for mass production of shoes and was one of the first factories to manufacture "Left" and "Right" shoes, which were sold to General Grant and the Union Army to improve their performance in the Civil War. The business took off immediately as they became known for the highest quality, performance shoes around.

A major turning point for the company came around 1910 when a young, Harvard graduate with a passion for golf joined Packard. Perley Flint had a real passion for golf and loved to tinker with new designs – making shoes lighter weight, working with spikes, and redefining shapes specific for golf.

By the early 1920's the company launched what they thought was the best shoe on the market, using the brand Foot-Joy for the first time in 1923. Their tagline "A shoe that's different".

In 1927, a young Walter Hagen, captain of the very first Ryder Cup team was convinced by a local FJ sales rep that Foot Joy was the best choice for the US team.

They went on to win that very first match by 7 points, and the performance reputation for FJ began to grow.

One player on the team, Johnny Farrell, liked the shoes so much that he wore them in the 1928 US Open at Olympia Fields, where he defeated Bobby Jones in a 36 hole playoff. Little did anyone know at the time, that would be the first of over 6,500 professional victories in FootJoy shoes to date.

FJ created and has owned the “classic” golf shoe silhouette, as well as the many iterations of it. From the traditional white/brown or all white saddle shoe that is still preferred by discerning players at all levels, to the iconic red, white and blue shield tip or the classically styled Contour Series franchise, the best-selling golf shoe of all time (at one time, accounted for nearly 15% of the golf shoe market in the US).

While FJ Classics dominated the professional landscape early on – often with more than three quarters of every tournament field during the 20th century wearing Classics – FJ changed the game for the amateur golfer with the introduction of the all-weather DryJoys golf shoe franchise in 1989. The DryJoys category, and brand, has been one of the most successful product franchises in golf for more than 30 years.

From the time Fredrick Packard brought in Perley Flint in 1910, FJ has maintained a singular focus on the game of golf. It’s a brand dedicated to the game, comprised of associates who know the game.

This unwavering commitment to the game has resulted in consistent quality, performance, innovation and widespread adoption across multiple categories.

FJ launched a glove business in 1979...and it still the #1 glove in golf.

FJ launched outerwear in 1997...and is still the #1 outerwear in golf.

FJ launched full line golf apparel in 2012...and is still the #1 golf apparel brand in golf.

It is a brand with resolve, focus and success, but also elasticity.

FJ faced a pivotal moment in the early/mid 2000’s when the footwear design team noticed a shift in style preferences developing for some golfers who preferred an athletic looking golf shoe.

FJ demonstrated a elasticity that isn’t present with any other golf shoe brand by continuing to offer the classic styles with a history of adoption and success, while also pivoting to meet the growing consumer demand for something more contemporary and athletic.

They changed the game with the introduction of D.N.A. (DryJoys Next Advancement), a lightweight, athletically-inspired category that became a massive success.

They were also the first brand to introduce soft spikes to golf footwear. And then the brand that introduced performance spikeless with ProSL.

They were the first brand to introduce a shoe lace alternative by introducing the BOA® Fit System to golf and revolutionizing custom, secure, precision fit.

They were the first brand to introduce golf shoe customization with MyJoys.

And they are preparing to do it again with a new footwear line coming in Q1 2021 that will pay homage to the founders of the brand by giving an old shoe a new sole by blending timeless style with cutting edge innovation.

75 straight years of leadership success in a crowded category that features deep-pocketed, global athletic brands. From a small brand with deep roots in Massachusetts.

We believe this is a story worth telling. And hope you do, too!