

Pride 2023 Blog Post

## **Pride 2023: Celebrating PFLAG National and 50 Years of Leading with Love**

June is right around the corner, and we have so much to celebrate heading into Pride month! As we enter our third year in partnership with PFLAG National, PFLAG is celebrating its 50<sup>th</sup> anniversary.

In honor of this huge milestone, we've designed this year's Pride Collection in collaboration with PFLAG to celebrate 50 years of leading with love. Packed with retro-inspired fashion and lots of denim, each shoe in the collection features elements from Pride flags throughout the last five decades.

This colorful collection is made for stepping out with Pride and designed to let your colors fly. Read on to learn more about the six different Pride shoes in our collection, our partnership with PFLAG National, and our continued efforts to support the LGBTQ+ community.

### **Meet the 2023 Pride Collection**

We're proud to champion love through the decades in the Pride Collection and celebrate PFLAG National's 50 years of leading with love. As our partner, PFLAG National helped us develop this collection so that everyone can stand out with Pride.

"The Sperry x PFLAG gender-inclusive collection intentionally uplifts the history and diversity of our community, which allows ALL of us to feel seen, heard, and valued," says David Kinstley (he/him), PFLAG National Corporate Philanthropy Manager.

As you read about the styles below, check out what PFLAG National members had to say about each of these shoes.

#### *Pride Cloud CVO [\[link\]](#)*

Sperry's classic sneaker, Pride edition. Vintage denim meets 1970s-inspired peace and love patchwork details in the Pride Cloud CVO. Outfitted in the Traditional Pride Flag colors that first appeared in 1979, this style is covered in rainbows, from the eyelets to the inner liner. These sneakers are perfect for letting your colors fly all year long.

"I love that this shoe represents where everything started -- the original Pride flag that paved the way for so much more representation and visibility for my community," says Jean-Marie Navetta (she/ella), PFLAG National Director of Learning & Inclusion.

#### *Pride Authentic Original™ Boat Shoe [\[link\]](#)*

Celebrate Pride in iconic fashion. Our classic Authentic Original™ boat shoe gets a 1980s-style remix with denim uppers and rainbow paint splatters inspired by the Traditional Pride Flag colors. Featuring an OrthoLite® insole for added comfort, you can wear these Pride shoes all day while you celebrate at your local parade.

“Besides being an amazing color, this Sperry shoe will help me show my pride all year long,” says Brooke Smith (she/her), PFLAG National Chief Information Senior Manager.

#### *Pride Striper II Slip-On [link]*

Our staple slip-on, Pride edition. The Pride Striper II Slip-On gives this classic silhouette a 1990s grunge-inspired makeover. The denim uppers and distressed heel details make this the perfect 90s throwback classic, while the baby blue and pink uppers are inspired by the colors of the Transgender Pride Flag that first debuted in 1999.

“This would’ve never been a thing when I came out as trans 20 years ago. To see this kind of visibility and representation is incredible,” says Jackson Alder (they/them), PFLAG National Senior Online Community Coordinator.

#### *Pride Crest Twin Gore [link]*

Our essential sneaker is re-envisioned for Pride and decked out in 2000s nostalgia. The Pride Crest Twin Gore sneaker has Y2K white denim uppers that feature the Lesbian Pride Flag colors, and details inspired by early aughts pop culture. And, with a "Leading with Love" message on the outsole, you can put your best foot forward with Pride.

*“As a lesbian Latina, it’s important to show my pride in tangible ways, and this shoe highlights everything that makes this community so special,”* says Laura Galeano (she/ella), PFLAG National PFLAG Connects Manager.

#### *Pride Striper II CVO [link]*

This take on our minimalist classic is straight out of the 2010s. Sporting colors from the Bisexual Pride Flag and, you guessed it, dark wash denim uppers, the Pride Striper II CVO is a true Pride shoe that you can wear all year round. Let your colors fly with the embroidered flag on the heel, and the heart printed liner.

“This shoe is fantastic because it is a great way to show my bi+ pride in a way I haven’t seen before. I also love the denim look,” says Mackenzie Harte (they/them) National Learning & Inclusion Coordinator.

#### *Pride Float Slide [link]*

Our essential slide sandal, ready for summer and reimagined for Pride. Inspired by the 2020s and the modern Pride movement, the Pride Float Slide is splattered in the Progress Pride Flag colors. Meant to celebrate the progress of the last 50 years, the slide features the rainbow colors from the Traditional Pride Flag, as well as black and brown to represent marginalized LGBTQ+ people of color, baby blue, pink and white represent the Transgender Pride Flag.

“As a straight and cisgender ally the Pride Float Slide, with the colors of multiple pride flags represented, felt like the best way for me to stand in solidarity with the LGBTQ+ community this year,” says Jamie Henkel (she/her), PFLAG National Learning & Inclusion Manager.

Throughout the month of June, you can donate \$1 or \$5 at checkout to PFLAG National to support the LGBTQ+ community.

### **About the Partnership**

We're proud to be in our third year of partnership with PFLAG National, and as a gold-level partner, our commitment to supporting the LGBTQ+ community includes employee education sessions and putting in the work to become a more inclusive brand.

"The Sperry x PFLAG gender-inclusive collection celebrates 50 years of the great work that our partners at PFLAG have accomplished," says Katherine Cousins, Sperry Global Brand President. "With their help we are working to become a more inclusive brand, with year-round initiatives focused on diversity and inclusion."

At Sperry, we respect and support everyone for who they are, where they come from, and who they love. And while we acknowledge June is a celebratory month, Pride is a year-round initiative. In addition to the Pride Collection, PFLAG National helped us launch our [Gender Inclusive page](#) last year, because classic style transcends gender binaries.

This partnership is our investment for inclusion everywhere and our commitment to achieving equality for all. We love, support, and affirm members of the LGBTQ+ community, and we believe that everyone has the right to raise their sails and live life fully. We recognize the power in diversity, and we will continue to stand with the LGBTQ+ community.

### **About PFLAG National**

PFLAG is an organization of LGBTQ+ people, parents, families, and allies who work together to create an equitable and inclusive world. We are hundreds of thousands of people and hundreds of chapters from coast to coast who are leading with love to support families, educate allies, and advocate for just, equitable, and inclusive legislation and policies. Since our founding in 1973, PFLAG works every day to ensure LGBTQ+ people everywhere are safe, celebrated, empowered and loved. Learn more, find support, donate, and take action at PFLAG.org. You can find a local chapter to get involved [here](#).