

**THE MOST  
TECHNICALLY  
ADVANCED  
PRO MODEL  
EVER.**



STEP INSIDE

01



# THE PJS LX





# THE TECHNICIAN

**ORIGINALLY FROM BOSTON, PJ LADD HAS EARNED A REPUTATION AS BEING ONE OF THE MOST TECHNICALLY GIFTED SKATEBOARDERS OF ALL TIME.**

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PJ jumped onto the global skateboarding map in a big way thanks to his part in the 2002 Coliseum shop video, "PJ Ladd's Wonderful Horrible Life," a video that has reached legendary status.

PJ's career started with an iconic video part, and his fame has continued to rise. In 2004, PJ won the much-hyped "Eric Koston's Game of S.K.A.T.E." by beating Koston himself in the final match. PJ went on to release another lauded video part in Flip Skateboards' "Really Sorry"

and even became immortalized as a character in EA's wildly popular video game, "Skate."

While carving out his place on DC's team of elite skateboarders, PJ has been working for over a year to develop his first signature DC shoe. A perfect blend of PJ and DC, the PJ S LX is technically superior in execution, has an athletic heritage and is designed to lead while others follow.







# PJ LADD

"I DESIGNED THIS SHOE TO BE THE STANDARD THAT EVERY SKATEBOARDER TALKS ABOUT AS THE BEST PURE SKATE SHOE THERE IS."





# SUPERIOR SKATE-BOARDING EQUIPMENT

**KNOWN AS A PERFECTIONIST, PJ BUILT A SHOE THAT SETS A NEW BENCHMARK FOR PERFORMANCE.**

With influences ranging from his hometown of Boston, to professional basketball athletes, to luxury automobiles and the rich leathers inside them, PJ created the finest signature DC shoe to date.

Through countless samples, PJ and the DC design team created a signature shoe with a very unique design language. Using performance as a base for design, the PJ S LX features DC's standard skate features plus a high-density molded

foam collar for amazing heel hold, a lightweight midsole for support, and an ultra high quality full grain leather upper. It's also the first DC shoe to feature dual gel pods on the insole in addition to a 180 degree visible heel airbag, giving it an unparalleled level of comfort and protection. The PJ S LX is available in two colors, rust and black, and is available at select skate shops around the world and at [dcshoes.com](http://dcshoes.com).





# FLIP IN FLIP OUT

PREMIUM FULL-GRAIN LEATHER



Ultra premium full-grain leather with triple stitching holds an amazing shape, is incredibly durable and wraps your feet in comfort.





# SO SO FRESH SO SO CLEAN

HIDDEN LACE LOOPS



Hidden lace loops provide a streamlined, athletic look, and protect laces from blowing out after every session.







# LOCKED IN

MOLDED FOAM COLLAR



A molded high-density foam collar provides an incredibly comfortable fit and prevents feet from slipping in the shoe.





A close-up, low-angle shot of the rear of a black sneaker. The focus is on the heel area, which features a white, textured foam insert. A silver-colored metal clip stabilizer is attached to the heel, with the DC logo embossed on its side. The background is a dark, textured surface with a grid of small white dots.

# WELL- BALANCED

HEEL CLIP STABILIZER

An external heel clip stabilizer promotes heel hold and balance, key to landing technical tricks.



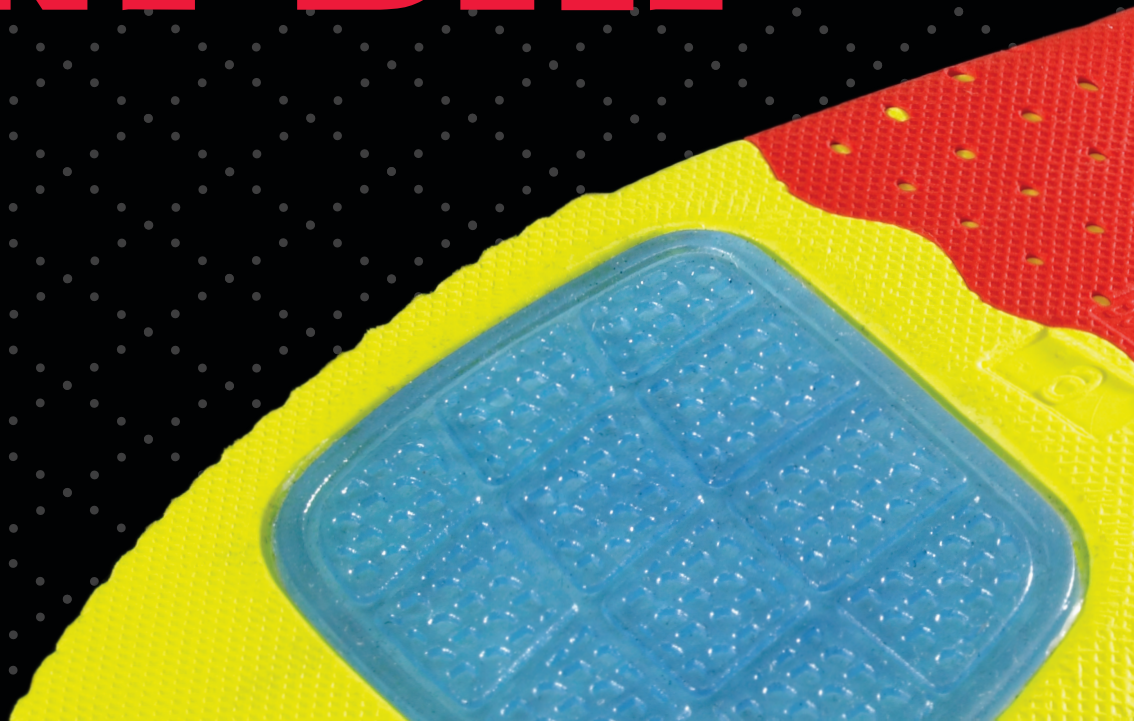


# ALL DAY EVERY DAY

MULTI-DENSITY INSOLE



A multi-density  
foam insole with  
dual gel pods add  
comfort and  
impact protection.





# BRUISE FREE

PERFORMALITE™ MIDSOLE



DC's Lightweight Permalite™  
Midsole provides an enhanced  
level of cushioning that refuses  
to lose shape or performance  
over time.







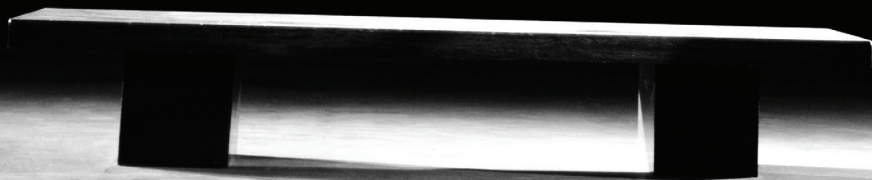
# HOLD THE SHAPE

MEDIAL WALL SUPPORT



A thin, non-woven material has been added to the lining on the medial side of the PJ S LX for structure and support. The shoe simply will not blow out and collapse.





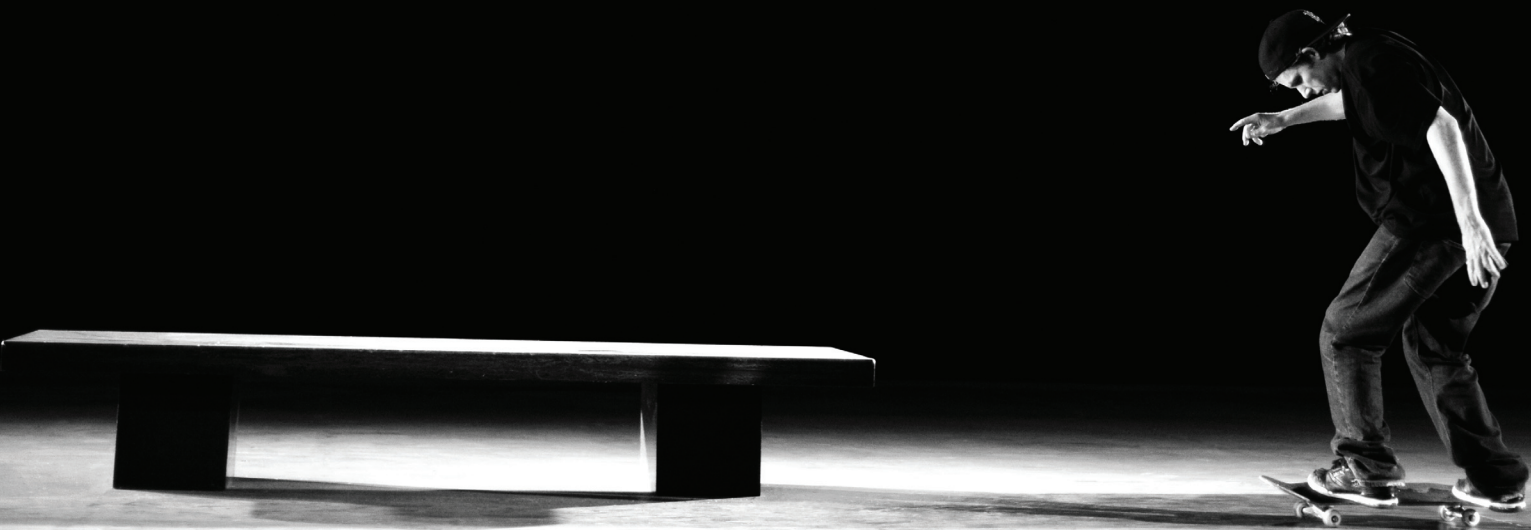
# SOFT LANDING

A close-up, angled view of a shoe's midsole. The midsole is white with a textured, pebbled surface. A series of five circular airbags are visible, arranged in a line along the length of the shoe. The airbags are illuminated from below, creating a bright glow. The shoe's upper is black with a textured, leather-like finish. The background is black with a pattern of small white dots.

180 DEGREE AIR BAG



A full 180-degree visible airbag provides significant impact protection. Airbag technology combined with the dual gel insole and Performalite™ midsole means the PJ S LX is built to ease the effects of repeated landings.





[DCSHOES.COM](http://DCSHOES.COM)

