

With Skate Shoe Brand Straye, BBC International Aims for Another Champion

By Kate Nishimura



CREDIT: Straye

Footwear firm [BBC International](#) is the proud owner of casual athletic footwear's comeback kid, and the company is hoping it might have another Champion on its hands. After leveraging the popularity of one of the '90s most popular apparel labels into a successful footwear program, the Boca Raton-based footwear firm is bringing its talents to...