



Project:
Dansko Retail Concept Store

Location:
Portland, Oregon

Armstrong Flooring®:
Timbertones™ Densified
Hardwood Flooring

Featured skus:
EK7CP473W
White Oak Dewdrop

Dansko

Dansko Steps into a New Retail Concept Store Rooted in Heritage, Design, and Community

This summer, Dansko, the renowned comfort footwear brand, unveiled its first branded retail concept outside of its Pennsylvania headquarters—partnering with Footwise to launch Dansko, a Footwise Concept in the Sellwood neighborhood of Portland, Oregon. The 1,500-square-foot space is more than a retail store—it's a carefully curated expression of Dansko's equestrian heritage, a nod to its Pennsylvania roots, and a modern "third space" built for community connection. At the heart of that transformation? A thoughtfully selected hardwood floor that does far more than just support foot traffic.

A Space that Tells a Story

As Christina Sewell, Director of Marketing at Dansko, explained, "We knew we wanted to create a space that felt distinctly Dansko—the minute someone walked through the door, they needed to feel the warmth, comfort, and authenticity that defines our brand." The Portland location was a natural fit. With its walkable streets, small-business spirit, and community-focused vibe, the Sellwood neighborhood reminded Sewell of the charming Pennsylvania towns where Dansko has its roots.



But the store is also a fresh venture: it's the brand's first full-line concept shop with a retail partner, designed to showcase the breadth of over 200 Dansko products, which are far more than typical retailers carry. The partner, Footwise, manages day-to-day operations, while Dansko owns the customer experience and visual identity.

To bring that brand vision to life, Dansko took on a full renovation of the existing retail space, formerly a well-loved local shoe store. The goal was to reimagine it with a design that seamlessly fused heritage and modernity.

Grounding the Vision: The Flooring Choice

From the start, the flooring was central to the aesthetic and functional vision for the store. The design team wanted to echo the warmth of a Pennsylvania horse barn—where the company was founded over 30 years ago on an actual farm. "Our origin story is deeply rooted in that equestrian feel—leather, wood, craftsmanship—so it was essential the materials reflected that," Sewell said.

But it also had to be practical. Portland's rainy climate demands durable flooring that can stand up to daily wear and moisture. Initially, the retailer had considered carpet, but the team ultimately selected Armstrong Flooring® Timbertones™ White Oak Dew Drop, a wide-plank, waterproof, and scratch-resistant natural hardwood that checked every box: visual warmth, resilience, and a story of innovation.

Sewell appreciated the parallel between the product and Dansko's own identity. "The floor had both innovation and authenticity baked in, just like

our iconic clog," she noted. "It's made from real wood, but densified and compressed to be waterproof. That really resonated with us." The wide 7.5" planks helped elongate the narrow space, giving it a spacious, inviting feel. Matching trims and moldings completed the seamless look.

From Flooring to Furniture: Designing a "Third Space"

Beyond the floors, the design carried the barn-to-modern blend throughout the space. Sewell, drawing on her background in interior materials, handled the design herself. She paired the white oak floors with custom shelving in a complementary tone, metal accents that nodded to the Pacific Northwest's mid-century influence, and real leather furniture that echoed the tack rooms of equestrian barns.

The aesthetic was intentionally resi-mercial—a cross between residential warmth and commercial functionality. Plush sofas, a hand-selected area rug, and soft lighting created a welcoming environment that invites customers to linger. "We didn't want a sterile retail box," Sewell said. "We wanted something that felt like a neighborhood living room."

That's because the store isn't just a place to shop, it's also a place to gather. From day one, the concept was imagined as a "third space": a community hub that could host events like book clubs, teacher appreciation nights, or sip-and-shop gatherings. Since its June grand opening, the store has already hosted several local events, with more planned, including a celebration this October for Dansko's 35th anniversary.

Local Roots, National Vision

The partnership between Dansko and its flooring supplier also reflects a deeper alignment. Both are Pennsylvania-based brands committed to U.S. manufacturing and sustainability. “It was important to us to work with another company from our backyard,” Sewell said. “There’s a shared ethos in doing things the right way—with care, with quality, and with purpose.”

That shared ethos has paid off. The retailer has expressed overwhelming satisfaction with both the look and performance of the flooring, and customer feedback has been equally positive. The space feels intentional, cohesive, and deeply connected to the community it serves.

A Model for the Future

As Footwise explores expanding the concept to other locations, the Portland store now serves as a prototype for how Dansko’s brand story can be told through space. Every detail—from the planks beneath your feet to the shelves above—reflects a commitment to authenticity, comfort, and community.

In Sewell’s words: “We didn’t just open a store. We created a space that brings our brand to life—and invites others to be part of the story.”

Founded in 1990 in Pennsylvania, Dansko is a women-founded, employee-owned brand known for its iconic clogs and commitment to comfort. Trusted by professionals in healthcare, education and hospitality, its APMA Seal of Acceptance styles prioritize foot health. Dansko’s collection is available in select U.S. and Canadian retailers and online.

Product Spotlight: Armstrong Flooring® Timbertones™

White Oak Dew Drop

Product Name: Timbertones™ Densified Wood Flooring

Colorway: White Oak Dew Drop

Plank Size: 7.5" wide x random lengths up to 60"

Coverage: 1,500 sq. ft. installed at Dansko, a Footwise Concept in Portland, OR

Construction: Real hardwood, densified for durability

Core Technology: Waterproof, scratch-resistant, and dent-resistant—ideal for high-traffic commercial spaces

Surface Texture: Wire-brushed finish enhances the natural grain of the wood

Installation: Floating or glue-down installation over most subfloors

Trim & Moldings: Coordinated trims and moldings used throughout the space for a seamless look

Sustainability: Made in the USA using responsibly sourced wood and sustainable manufacturing processes

Ideal For: Retail environments, residential homes, hospitality spaces, and commercial interiors that demand both aesthetic appeal and high performance

