



# A Little History.....

Since the 1800's sneakers have evolved, originally there wasn't even a left or right shoe. The first shoe to be considered a sneaker was introduced by a brand named Keds in 1917.



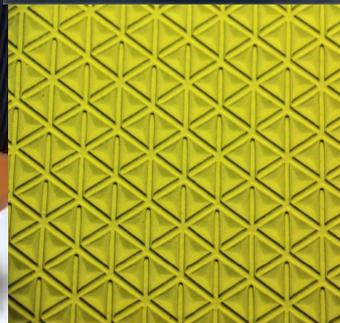
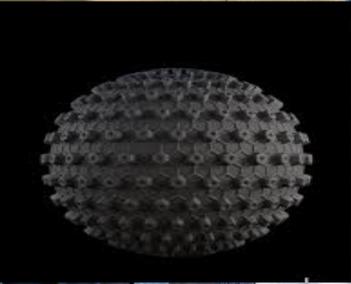
It wasn't until the 1950's that sneakers were worn outside of sports.

The rise of sneakers as a fashion statement resulted from the popularity of Michael Jordan's shoe *line Air Jordan* and the evolution of hip hop music.



The sneaker has become a staple in American culture and fashion worldwide. Many sneaker brands have collaborated with visual artists, musicians, athletes, ect.

Present day, Brands are becoming more innovative with materials, like 3D printing or focusing on being more sustainable with production. Who's to say where the evolution of sneakers is leading next...



# Why Choose Us?

What makes us different from other big brands? We are the first ever brand to have a all women CEO shoe line. We're working towards utilizing sustainable materials and maintaining transparency. All while providing a fair workplace for our employees.

A playful or more conservative, everyday shoe for the comfort of your foot. One that doesn't harm the ground you step on, but embraces it.

We bring you the new definition of versatility, with a sneaker can transform into a boot.



Model idea

# THE SNEAKER BOOT



# Our Inspiration

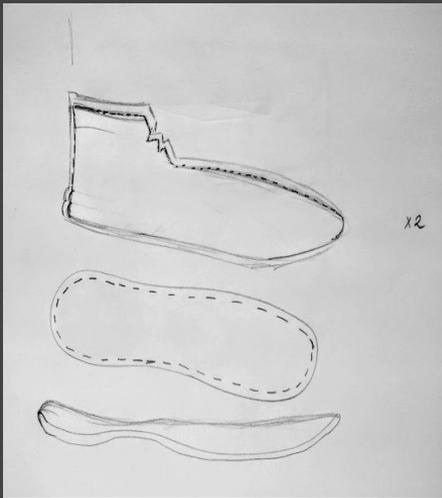
We decided that since we all wear sneakers for different reasons, we were going to design an everyday shoe. Which brought us to the idea of making an interchangeable sneaker.

Our inspiration is drawn from the functionality of the ACG hiking boots, the innovation of the self lacing Marty Mcfly sneakers, and even the sleekness of the Prada combat boots.

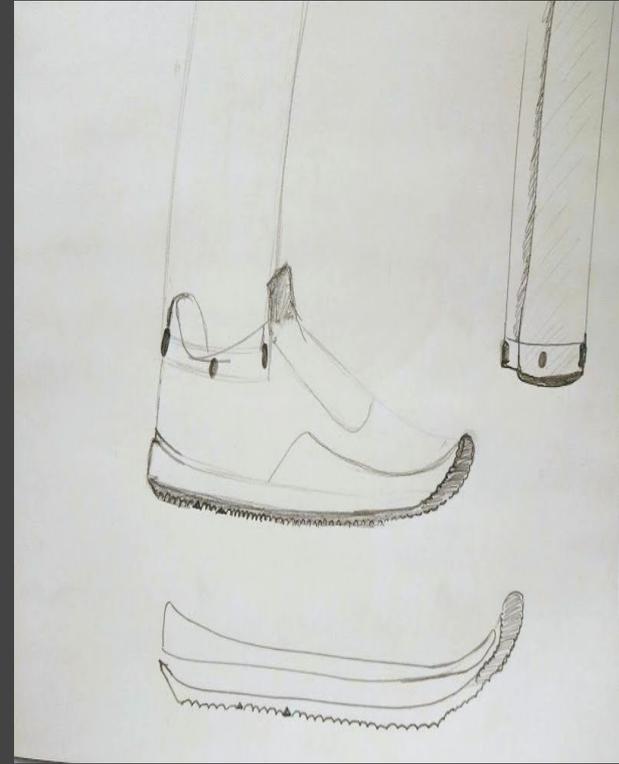
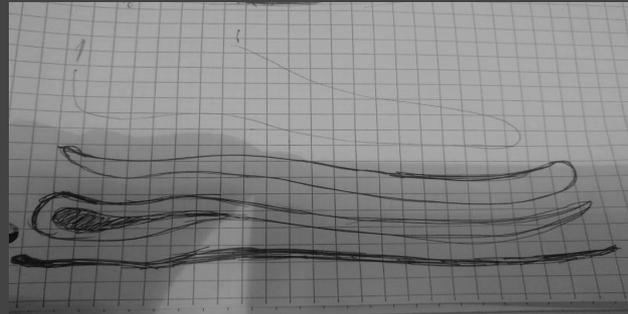
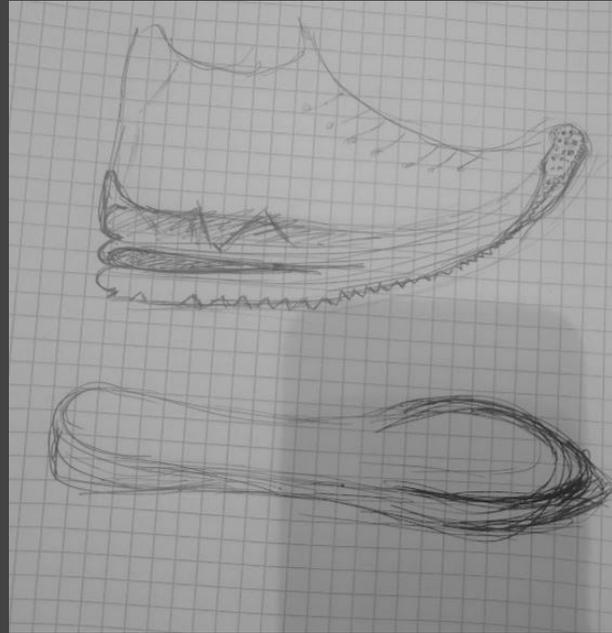
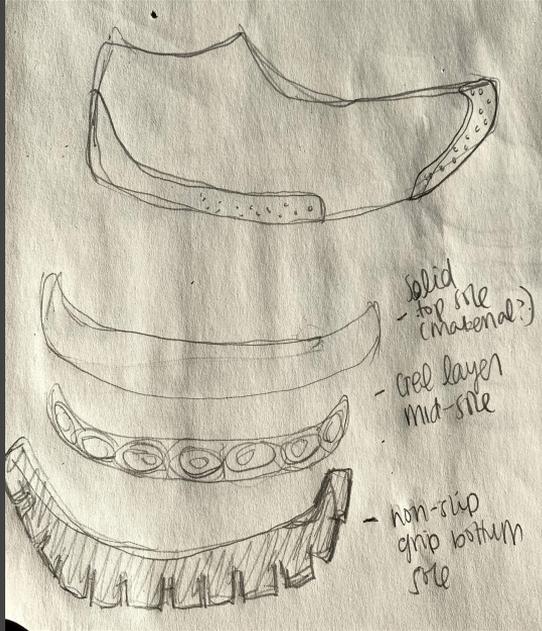
The idea of safety comes from the durability of tires that are also anti slip material and made with recycled materials.

We wanted to create a shoe, that could adapt like the changing seasons, water-proof, durable, and flexible. A shoe that can be used for a jog in the rain or for a full day of working on your feet. That's why we created the interchanging sneaker-boot, made of sustainable materials, with color wave options inspired by the nature of the changing weather. This sneaker boot is a 3-shoe-in-1 package, with two optional add on shell pieces that transform the sneaker into the boot.

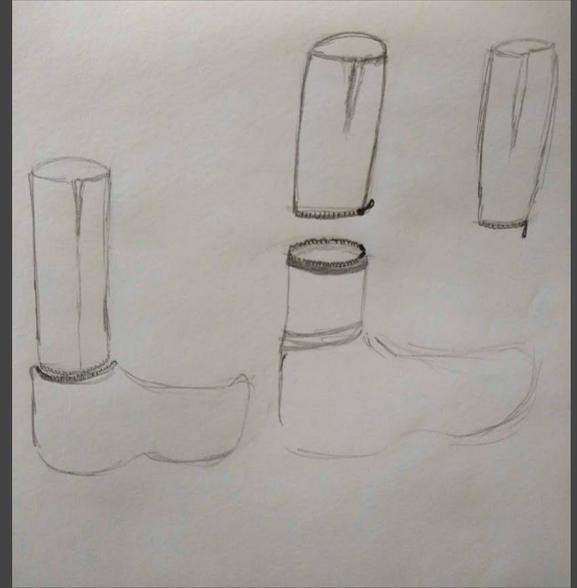
# Concept sketches:



# Sketches - Sole



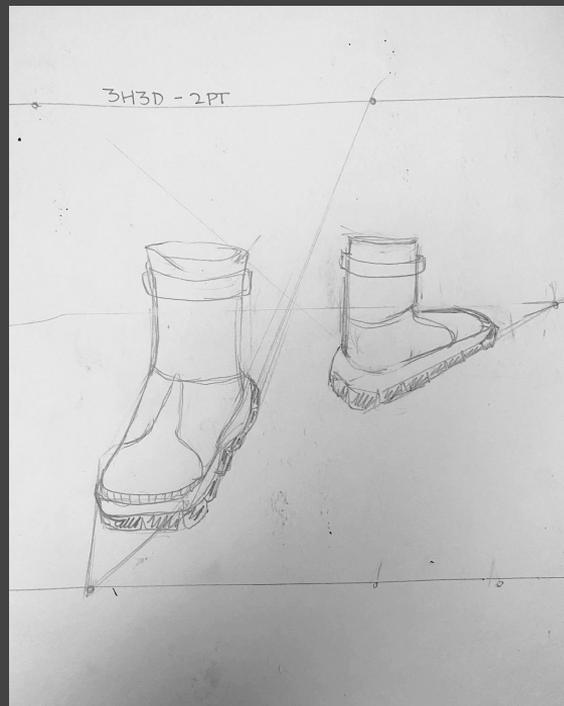
# Add-on part Sketches



# Our Growing Product



# Product Research - Sketches & Innovation

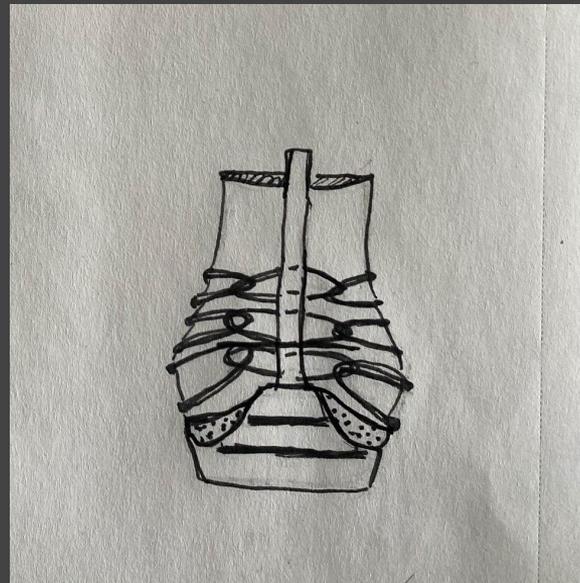
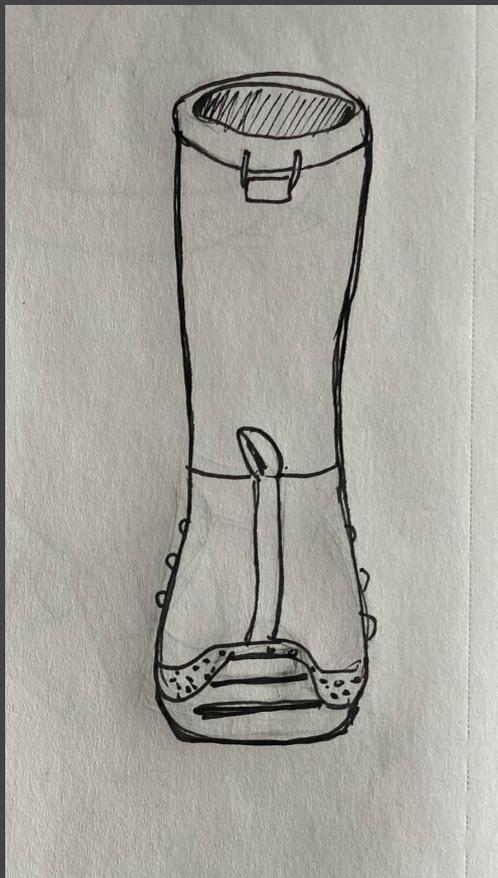


# Concept And Development of Product



- Stretchy material and ergonomic design
- Material for add-on shell piece (must be waterproof, not as flexible as base of shoe)
- Colors/theme for final product
- Decide which type of closure for add on piece
- Zipper closure
- Waterproof & Eco-friendly Materials
- Non-slip and Sustainable Rubber outsole
- Research ergonomics, maintain comfort and functionality
- Manufacturing information

# Product - Bottom sole, Back, & Front



# 3D Model Sketches



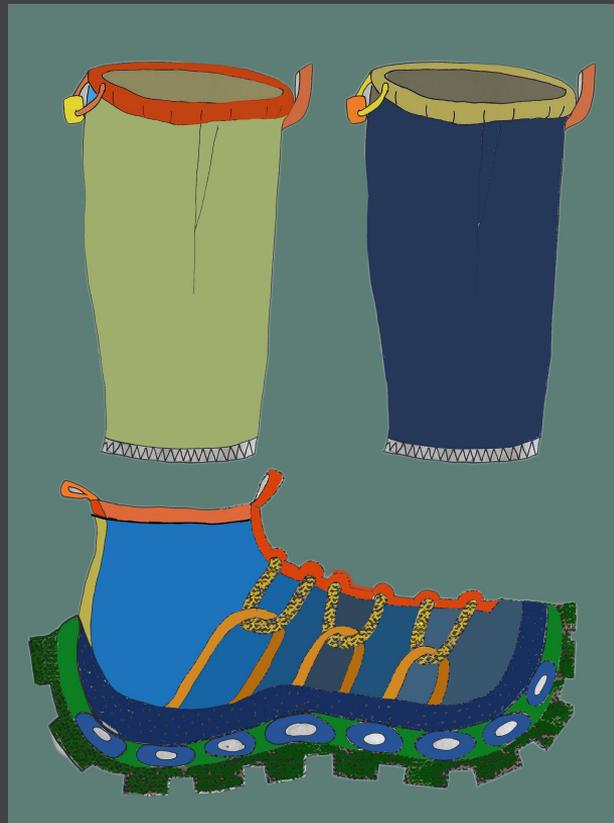
# Chromatic Reds



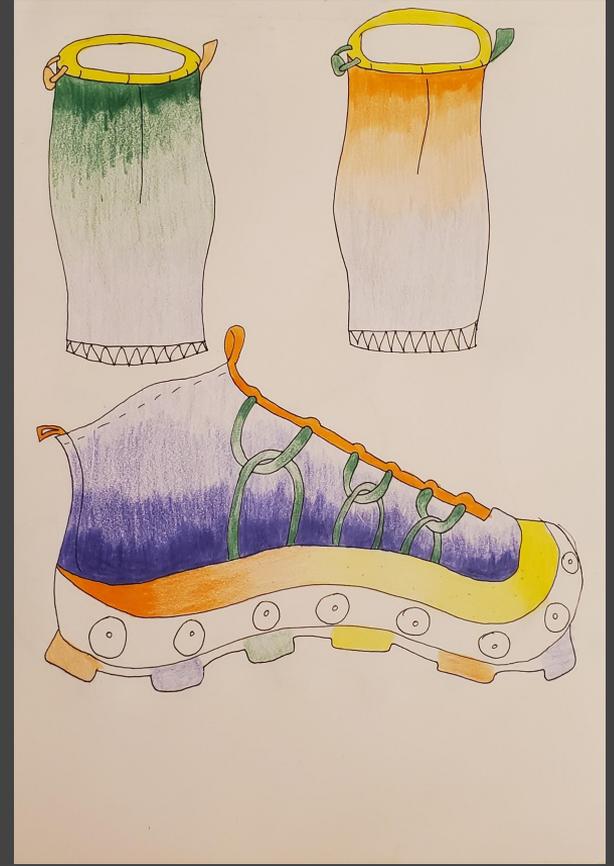
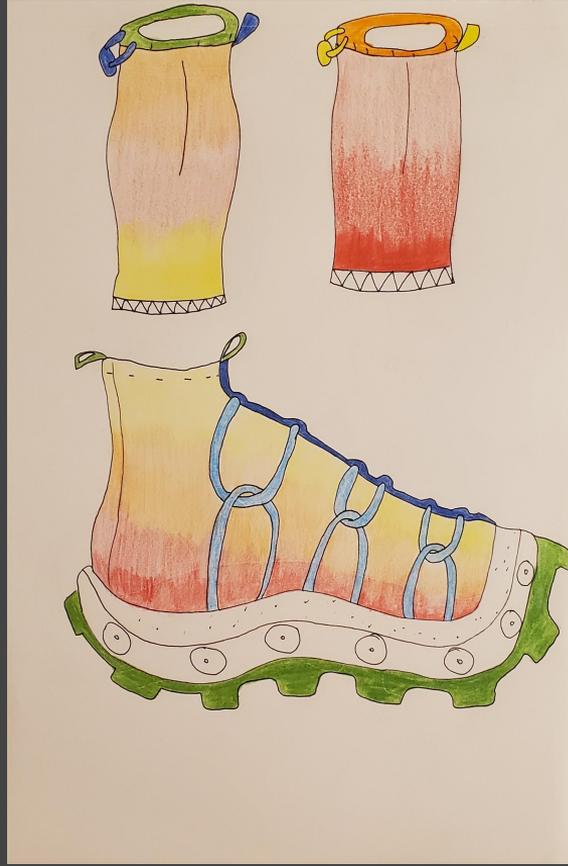
# Color Studies



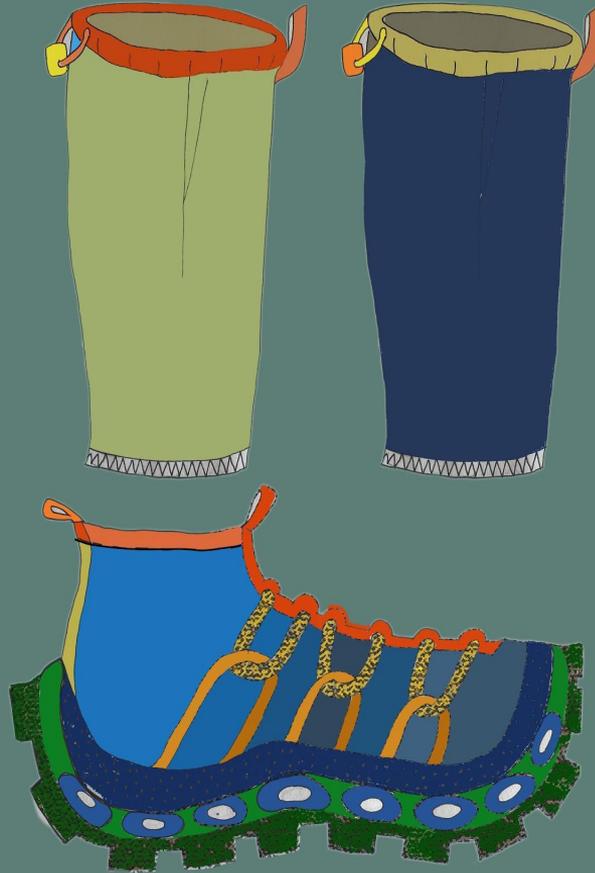
# Color Studies



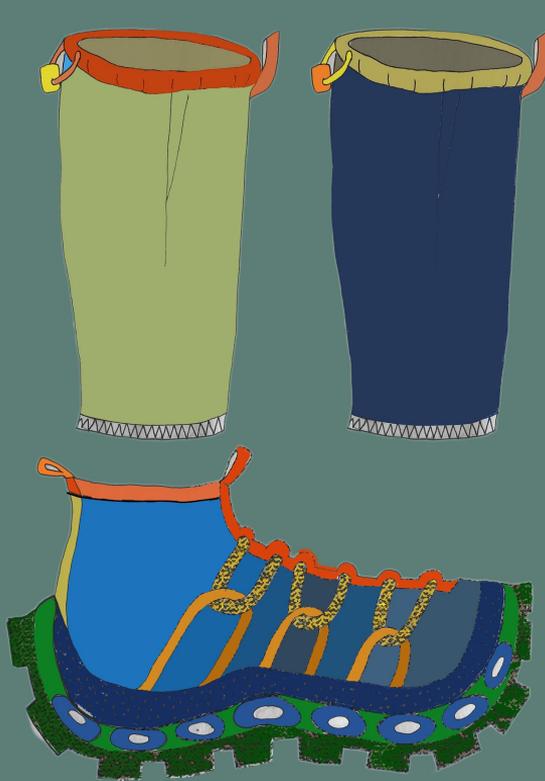
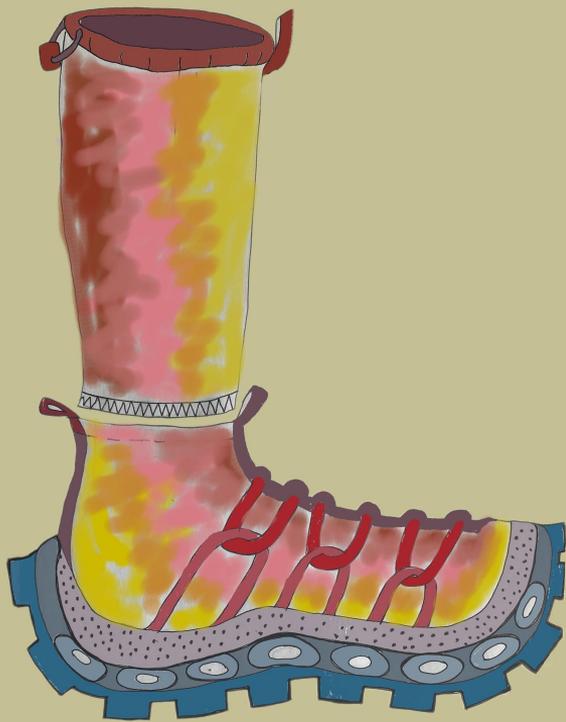
# Color Studies



# Color Rendering Studies



# Color Rendering and Inspiration



Logo: simple, easy to read, unique



Logo:



# Prices Comparison

From performance sneakers made by popular brands like Nike and Adidas to fashion-forward trainers from startups like Everlane and Allbirds, you'll find plenty of brands new and old working to set new standards.

- **Converse Renew collection here, \$75-\$80**
- **Reebok NPC UK Cotton + Corn unisex sneaker, \$90**
- **Allbirds sneakers for men and women here, \$95-\$115**
- **Nike Flyknit sneakers here, \$65-\$210**
- **Adidas x Parley for the Oceans sneakers and apparel here, \$30-\$250**

Based on our research from the pricing of our sustainable competitors- the price of the sneaker-boot will cost the consumer \$150.00 including the add-on. Additional cost for extra add-on for the price of \$50.00.

# Research on Materials:

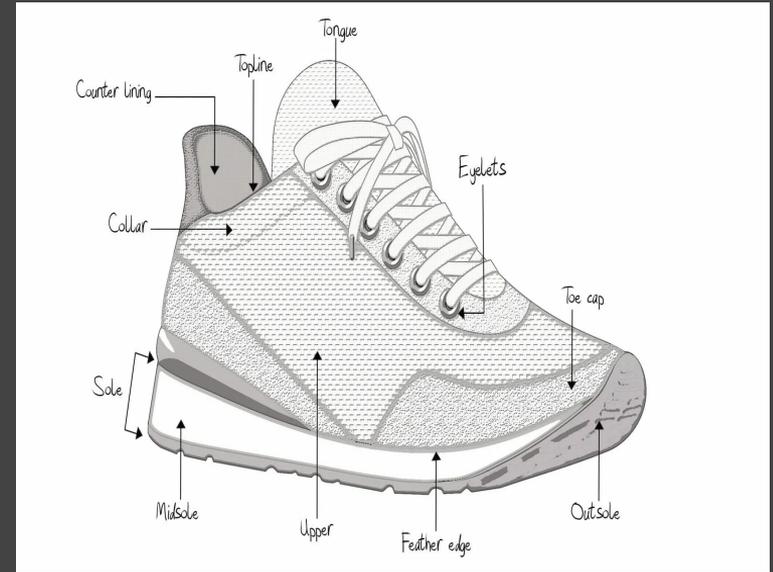
- The sneaker industry is bigger than ever, and its growth shows no signs of slowing.
- More than 23 billion pairs of sneakers are produced every year, but behind the great demand for footwear is an industry so wasteful it's almost beyond measure. Most of these new pairs use virgin plastic, rubber, and petroleum, producing alarming amounts of carbon dioxide.
- According to sneaker startup Nothing New, about 300 million pairs of shoes are thrown out every year and, on average, it takes 30-40 years for a pair to fully decompose in a landfill.
- Process on breaking down plastics : ground up into flakes, melted & rolled into bales, then spun into yarn finally weaved into canvas.

## Our brand - Eco-Friendly Product.

Learning that the fashion industry is a leading pollutant due to high waste and brands utilizing illegal or harmful materials that are toxic to our environment- We drew inspiration from those brands that are working towards decreasing their carbon footprint like Nike who uses mostly recycled polyester or Adidas who's ocean launch uses plastic straight from the ocean.

### Our sneaker-boot is made of:

- **Add-On:** 100% Recycled Plastic Canvas or Vegan Leather
- **Laces:** A fusion of the TPU and cotton
- **Base shoe:** 100% Cotton & Corn + Recycled Plastic Canvas + Gore tex Material
- **Insole:** Recycled Foam
- **Outsole:** Carbon free, Corn, Non-Toxic Adhesives and TPU (Thermoplastic Polyurethane, considered elastic properties, transparent and resistant to oil and grease).
- **Heal Counter:** Natural Rubber (eco-friendly, 99% of the natural rubber we use is extracted from a tree called Hevea brasiliensis).



Corn Sole and  
Canvas

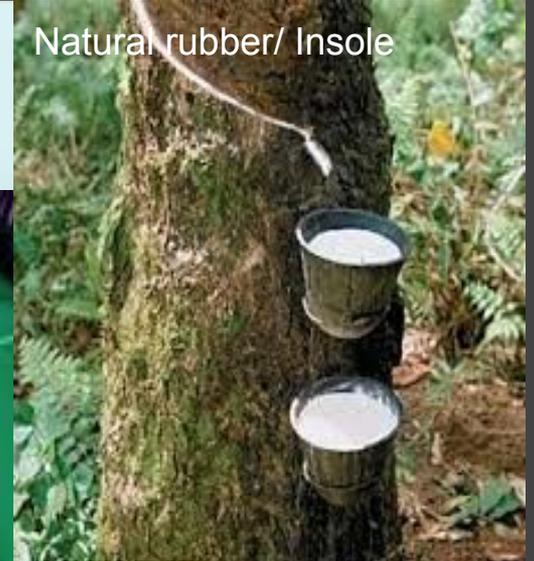
Cotton

# Materials



Recycle water Plastic  
Bottle/Canvas

Natural rubber/ Insole



Recycled  
Foam  
Insole

PTU  
Outsole



Outer sole- Carbon free, Corn, Non-Toxic Adhesives and TPU



Add-On- 100% Recycled Plastic Canvas or Vegan Leather option + Waterproof Gore-tex

Insole- Recycled foam



Add on closure- Recycled plastic / Rubber



Laces- Fusion of TPU & Cotton



Toe Cap & Heal Counter- Breathable, natural rubber

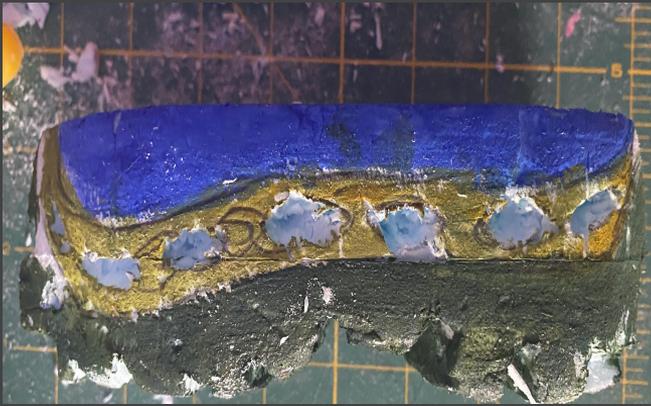
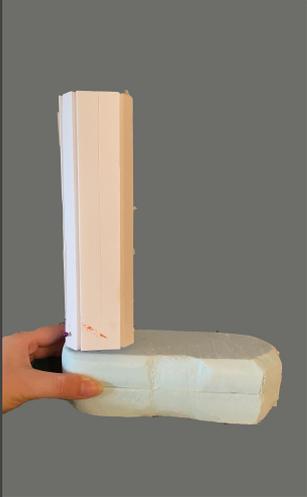


Base shoe- 100% cotton + corn + recycled plastic canvas + Waterproof Gore-tex material

Gel Midsole- mixture of TPU and recycled plastics



# Building Our Product - Challenge & Innovation



# Process



# Final Products



# Final Products



# Recycled Materials Resources Research

- Don't give up Recycling

<https://theprint.in/opinion/dont-give-up-on-recycling-plastic-its-going-to-help-manage-our-trash-spur-innovation/506446/>

- 9 footwear brands that make sustainable sneakers from recycled and renewable materials

<https://www.businessinsider.com/sustainable-sneaker-brands>

- Sustainable Sneakers Made From Recycled Materials

<https://www.refinery29.com/en-us/sustainable-sneakers>

- Gore-Tex Sustainability

<https://www.gore-tex.com/technology/original-gore-tex-products>

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