

GEOX

“The New Comfort”

US Project SS18

30.06.2016

The New Comfort

Nasce dall' esigenza di rispondere a nuovi stili di vita e specialmente ai nuovi bisogni di chi vive la città moderna e le sue dinamiche. Nascono nuovi trend e contesti d'uso che richiedono ai player dell'industria footwear di proporre prodotti innovativi, in linea con le richieste di un target al passo con un nuovo "Urban Lifestyle".

Comfort Icons



NEIL BARRETT



STELLA MCCARTNEY



JEEZY

MFOR

2003 Puma, Neil Barrett, 96 Hours



YOHJI YAMAMOTO



NIKE FREE



ALEXANDER WANG

La storia

The New Comfort
US Project SS18

GEOX



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STELLA MCCARTNEY



RJEEZY

2003
Puma, Neil Barrett, 96 Hours
Adidas, Yohji Yamamoto, Y-3



YOHJI YAMAMOTO



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2004
Stella McCartney for Adidas



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2005
Nike, Free



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2005
Nike, Free

Ora
Jeezy x Adidas



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Nike, Free

Ora
Jeezy x Adidas
Alexander Wang x H&M



YOHJI YAMAMOTO



NIKE FREE



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La ricerca

Profilo consumatore

a cura di

MFOR

ONLINE SURVEY

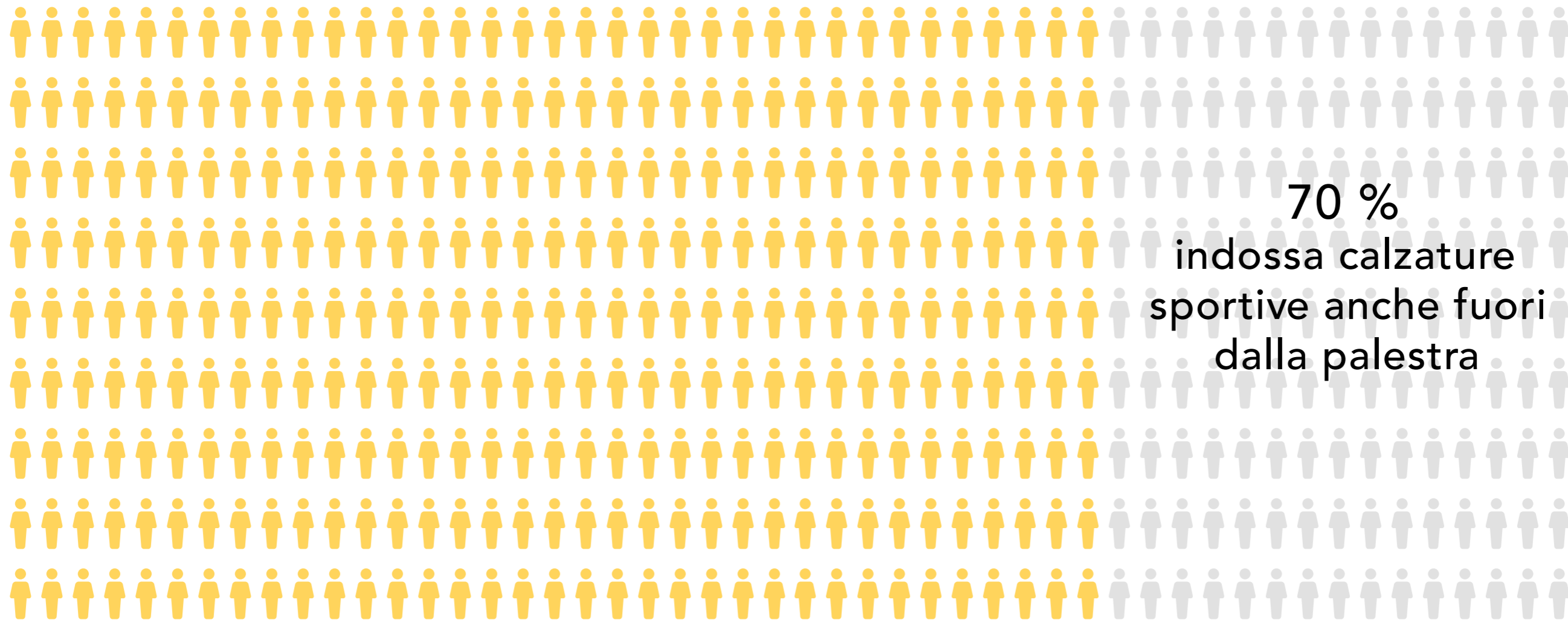
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<https://it.surveymonkey.com/r/GCPNT37>

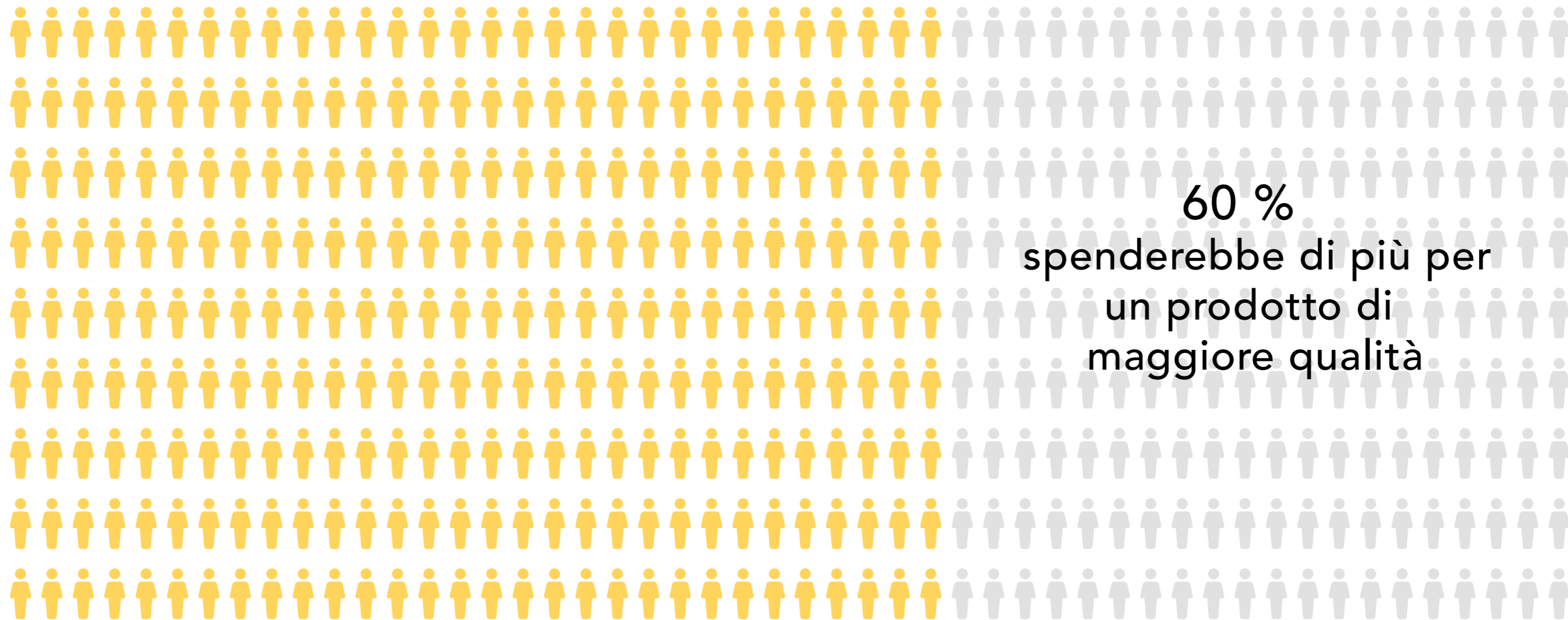


Il consumatore

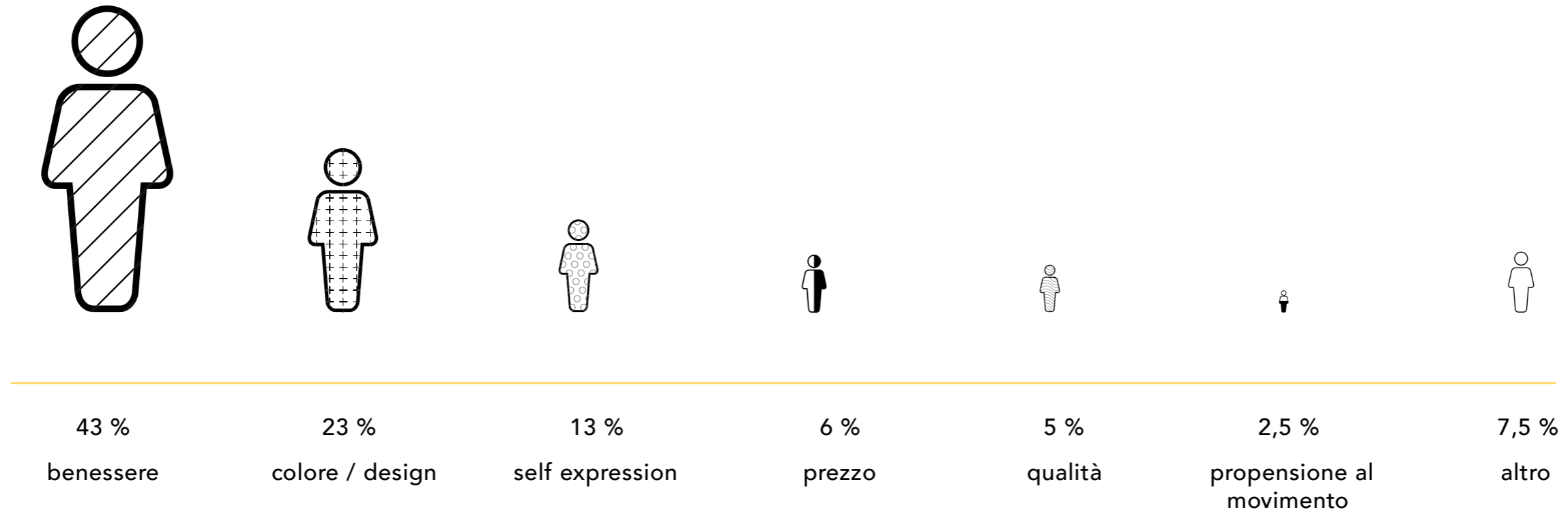




70 %
indossa calzature
sportive anche fuori
dalla palestra



LE LEVE D'ACQUISTO NEL SETTORE ACTIVE FOOTWEAR



NEEDS - KEYWORDS

A word cloud of shoe needs and keywords. The words are arranged in a roughly rectangular shape, with some words being significantly larger than others. The largest words are 'VARIETY', 'QUALITY', 'NEW MATERIAL', and 'LIGHTNESS'. Other prominent words include 'LONGER LASTING SOLES', 'BETTER CUSHION', 'BETTER SHOELACES', 'CREATIVITY IN', 'SHAPE', 'TRANSPARATION', 'REFLECTIVE MATERIAL IS NOT', 'NOTICEABLE DURING THE DAY', 'A TRACKING DEVICE', 'CONNECTED TO THE SHOE SOMEHOW', 'SUSTAINABLE MATERIAL', 'FAST DRYING FABRICS', 'COLOR AND DESIGN', 'BE WASHING', 'MACHINE WASHABLE', 'TERM OF LOOK', 'OPEN TOES', 'POCKETS', 'RELAX', 'GOOD LOOKING SHOES', 'CLEANING KIT', and 'SPRINT'.

LONGER LASTING SOLES CREATIVITY IN SHAPE CLEANING KIT
BETTER CUSHION BETTER SHOELACES TERM OF LOOK REFLECTIVE MATERIAL IS NOT
VARIETY BE WASHING MACHINE WASHABLE QUALITY NEW MATERIAL NOTICEABLE DURING THE DAY SPRINT
A TRACKING DEVICE OPEN TOES POCKETS RELAX LIGHTNESS
CONNECTED TO THE SHOE SOMEHOW SUSTAINABLE MATERIAL
FAST DRYING FABRICS COLOR AND DESIGN
GOOD LOOKING SHOES

THE GEOX PLAYGROUND



Analisi






MADE TO BREATHE
&
AMPHIBIOX

The new Playground GEOX



MADE TO BREATH
&
AMPHIBIOX



ACTIVE 
SPORT 




MADE TO BREATH
&
AMPHIBIOX



ACTIVE SPORT



URBAN CASUAL



The New Comfort "ALL DAY LONG"

GYM TO THE OFFICE

APRES-SPORT

Benessere ●

● Eclettico

Funzionale ●

ACTIVE
SPORT

URBAN
CASUAL

● Libero

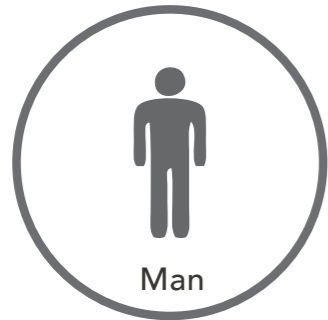
Bilanciato ●

Tecnico ●

● Diverso

● Informale

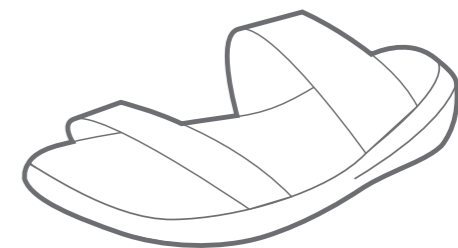
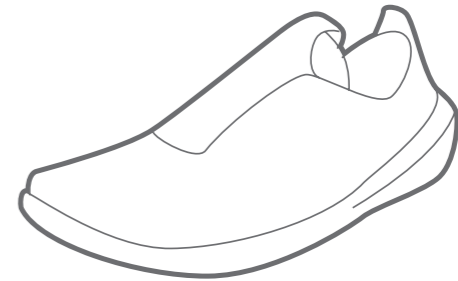
The Project

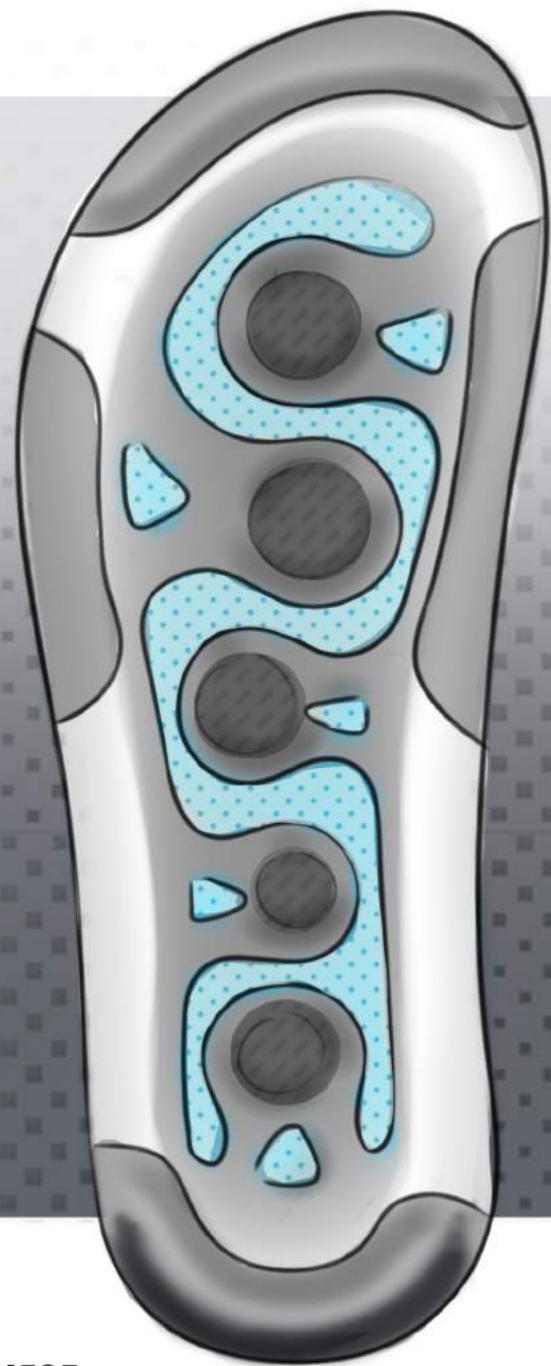


CONSUMER



PRODUCT TYPES



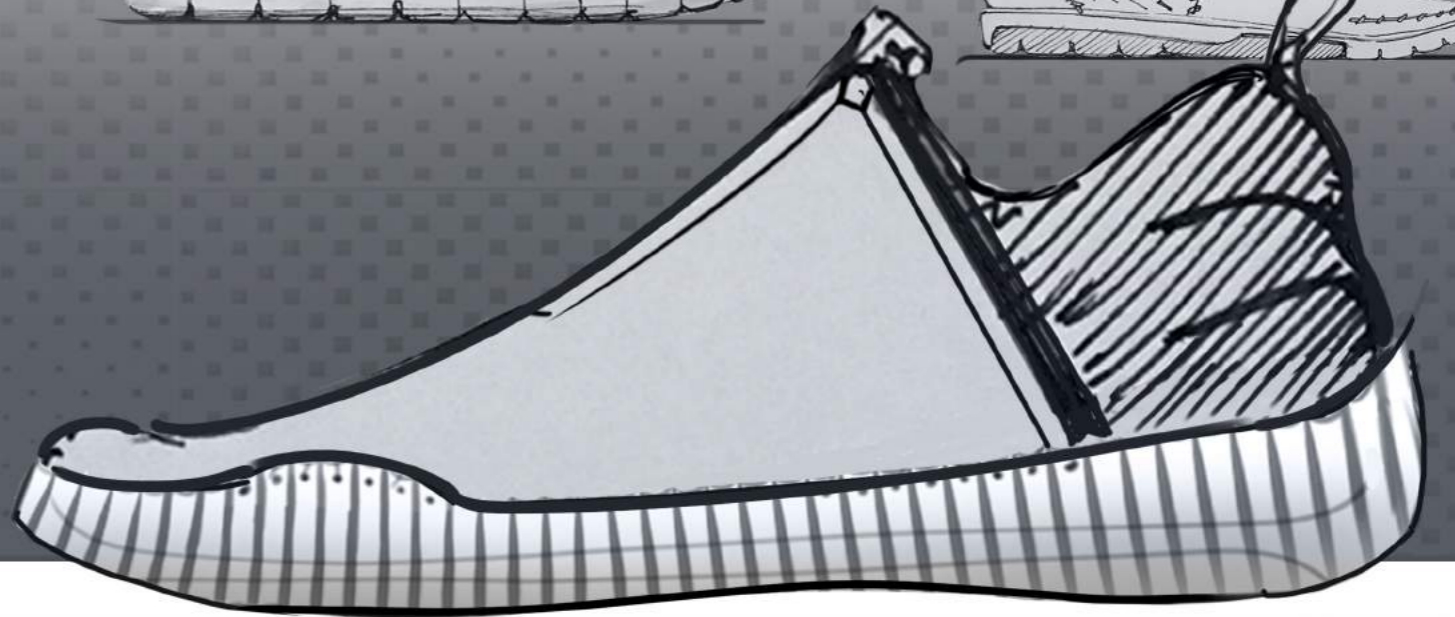
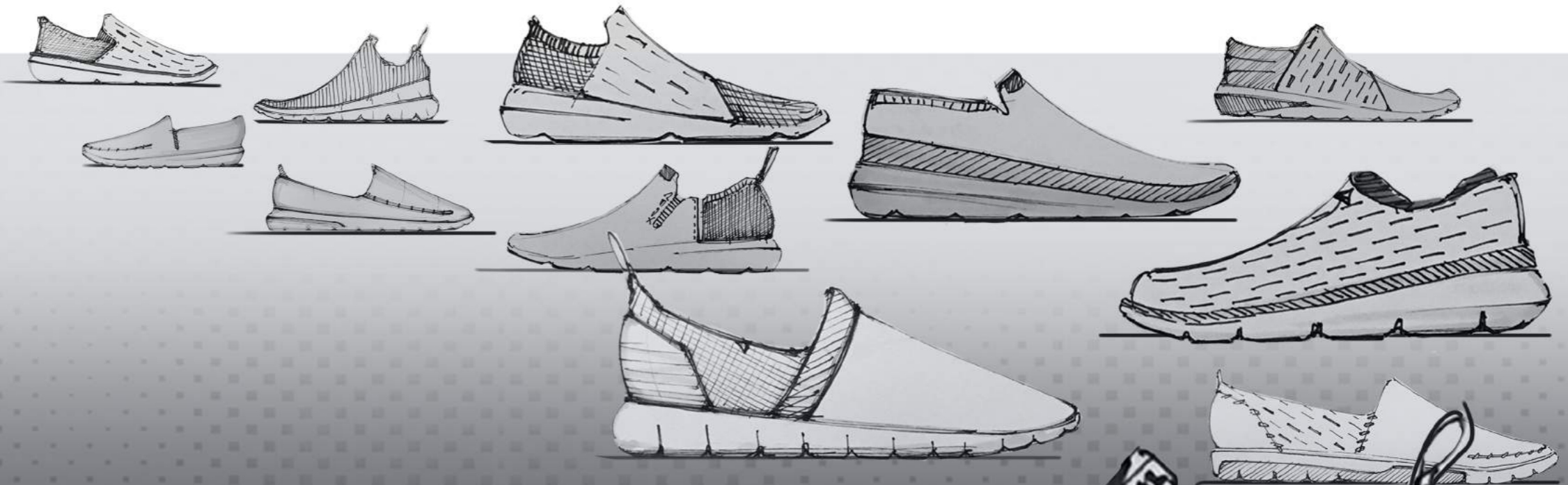
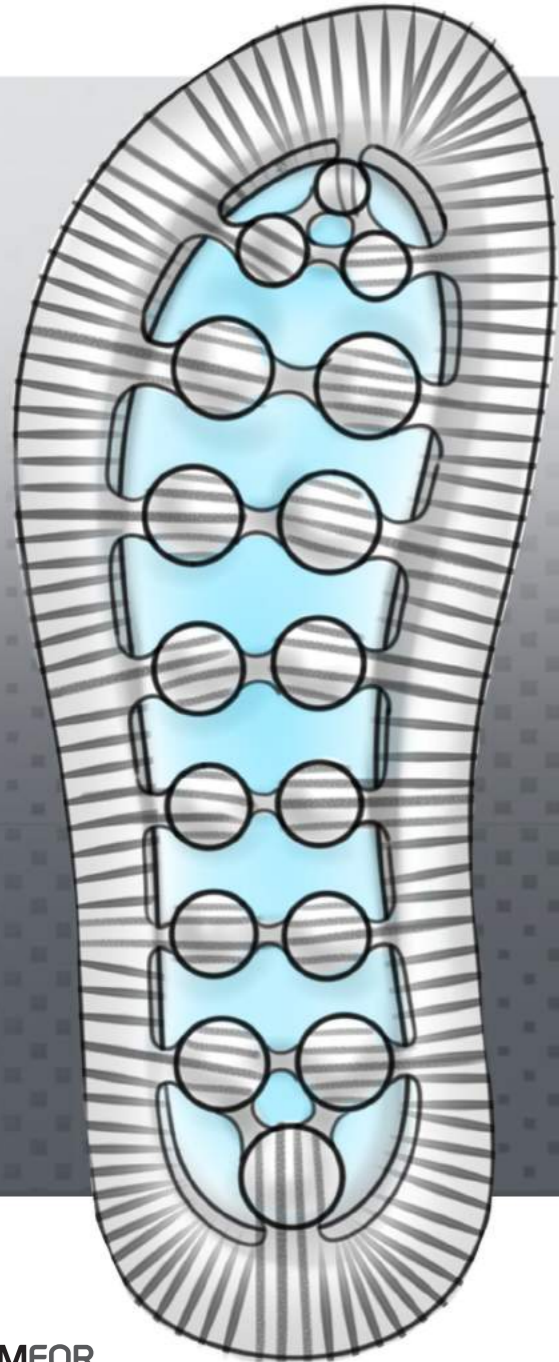


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Concept 1

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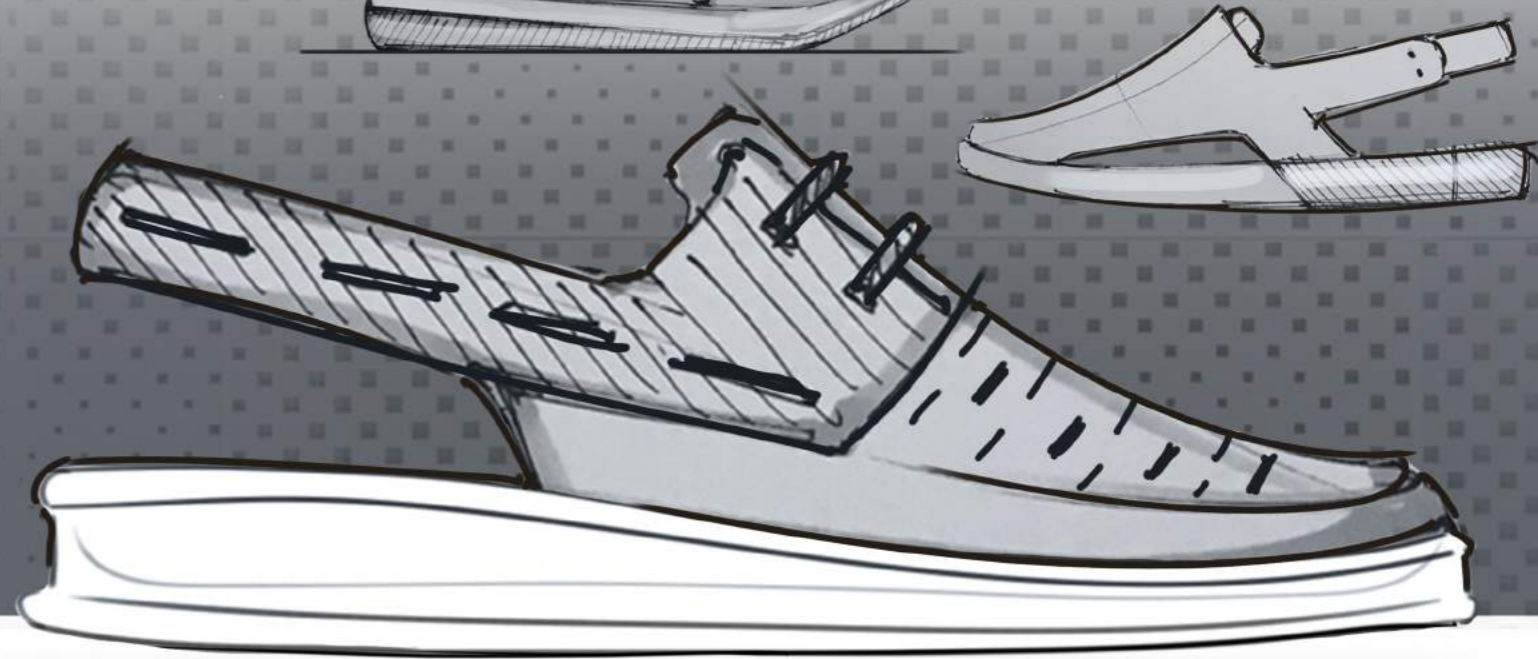
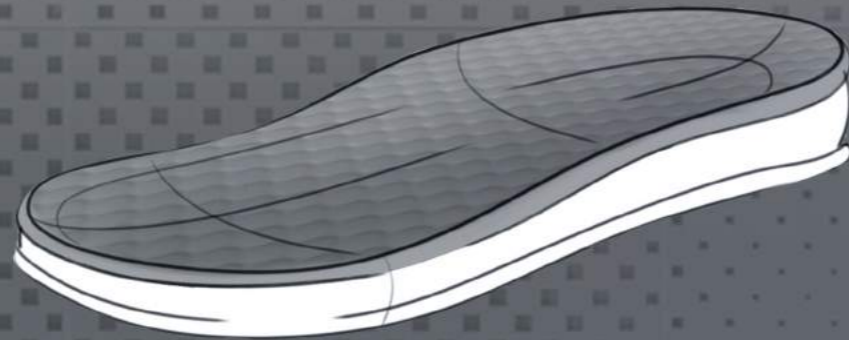
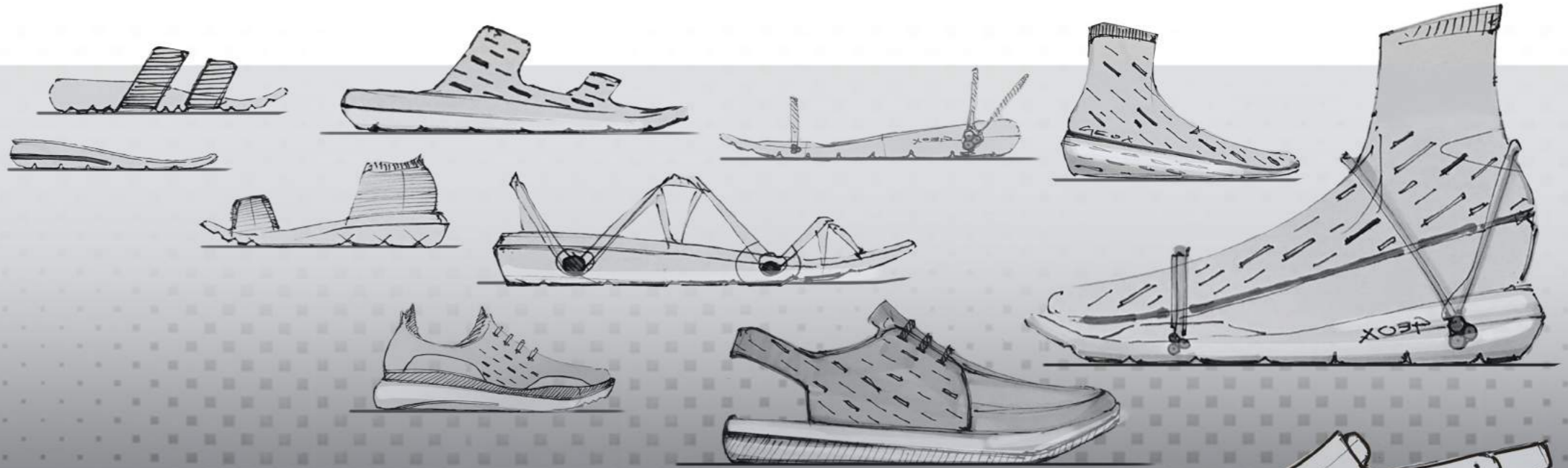


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Concept 2

The New Comfort
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Thank you!