LINEAPELLE

SPORT COUTURE

MUST HAVE OF THE SEASON

AW 2015 to SS 2016…
Evoluzione Sport Couture.

DYNAMIC URBAN LIFESTYLE

SPORT AND YOUNG MIDDLE CLASS

INTERNATIONAL YOUNG MIDDLE CLASS

PREMIUM Vs LUXURY

NEW INNOVATIVE

They prefer slip on casual and utility shoes.

CASUAL STREET

UTILITY COMFORT

GLAMOUR DESIGN

SPORT STREET COUTURE

SPORT
VS
COMFORT

STREET LIFESTYLE

LIFE IS
- EASY GOING,
- COMFY,

- SLIP ON AND OFF.

SPORT URBAN STREET COUTURE

ATHLETIC WORLD

LAST EDITIONS

SPECIAL EDITION

COMFORT DESIGN

HYBRID DESIGN

LUXURY CASUAL STREET

ACTUAL TRENDS in LUXURY & STREETWEAR

LUXURY STREET

LUXURY

Luxury brands now go down to the casual glamour and Streetwear brands rise up to create:

STREET LUXURY

STREETWEAR

CASUAL STREET

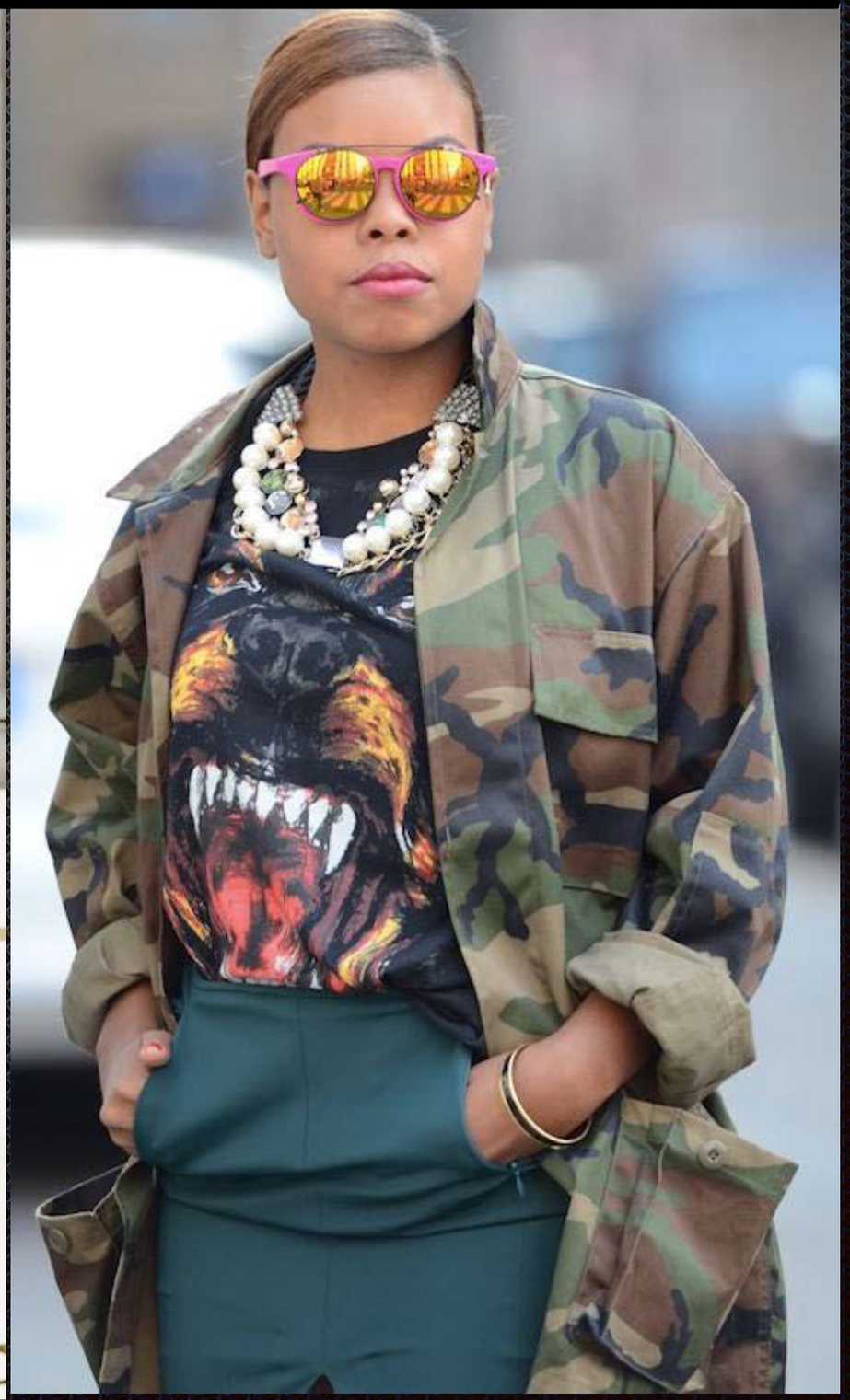
CASUAL SPORT TO SPORT DE LUXE

CASUAL SPORT

SPORT DE LUXE

LUXURY STREET

LUXURY turns into CASUAL STREET



PREMIUM è IL NUOVO ALTO DI GAMMA: **DE LUXE**

PREMIUM

SPORT DE LUXE

MAINSTREAM

SPORT STREET

LUXURY BRANDS INVEST ON STREET SPORT COUTURE

LUXURY

LANVIN

ERMENEGILDO ZEGNA

VALENTINO

GUCCI

GIVENCHY

CASUAL GLAMOUR

Giuseppe Zanotti Design

Giuseppe Zanotti Design

SPORT BRANDS INVEST ON PRET-A-PORTER

SPORT/PRE-A-PORTER

CAPSULE COLLECTIONS BY CREATIVE DESIGNERS OF PRE-A-PORTER

NIKE

PUMA

ADIDAS

REBOOK

YOSHY YAMAMOTO

STELLA MCCARTHENY

COLLABORATIONS BETWEEN SPORT BRANDS AND FASHION DESIGNERS

Mary Katrantzou's Adidas Collection Revealed

COLLABORATIONS BETWEEN HIGH STREET CHAINS AND DESIGNERS

THE ORIGIN OF SPORT CONTAMINATION

FROM ACTIVE TO FASHION: 70’s

adidas Originals: the history

The trefoil- symbol of Originals

Trefoil- pronounced *trɛf* (to rhyme with deaf)- *ɔil*

It is derived from a latin word meaning ‘three leaved plant’

The trefoil was first introduced in 1972 at the Munich Olympic Games where it could be seen on every official and on 1,164 out of the 1,490 competing athletes

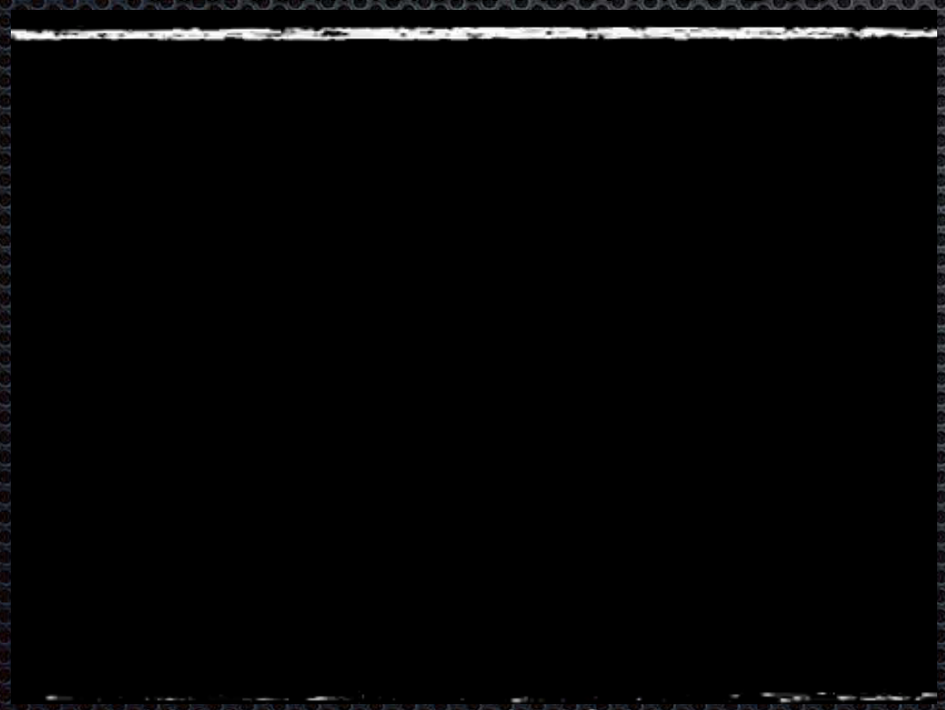
Due to its visibility on every major athlete at the time as well as due to its strong presence in tennis (which at the time was enjoying never before seen popularity) on athletes such as Stan Smith & Ilie Nastase, by 1976 the trefoil had become one of the most popular and recognizable brand symbols in the world

By the late 1970s and the 1980s, the trefoil had grown beyond sport and was beginning to be seen on a number of celebrities, in particular musicians

Spring 2015 Stella McCartney for ADIDAS

FROM ACTIVE TO FASHION the 80’s: HIP HOP

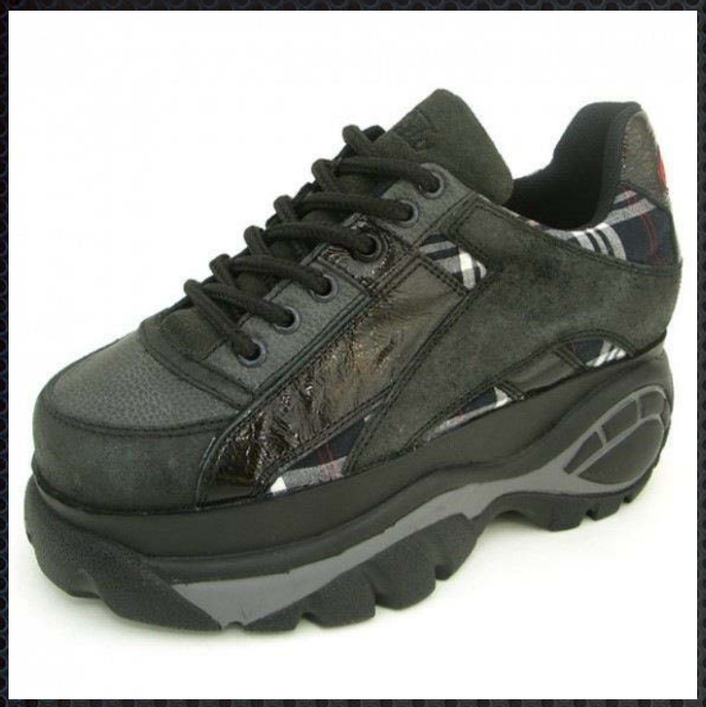
1988-commercial Kool Moe Dee



1990-commercial MC Hammer

FROM ACTIVE TO FASHION the RUNNERS

SPORT 90’ BUFFALO REMAKE



BOLD 90’

SILHOUETTES TIPS

MUST HAVE OF THE SEASON

BASKET CUPSOLE

THICK SOLES

FLATFORM XXL

FROM FLATFORM TO ERGONOMY

BLOCK ERGONOMIC

TEXTURED FLATFORM

MAXI ZIG ZAG OUTSOLE

MONOBLOCK

CYCLING COUTURE

CYCLING AND BIKYNG

ACTIVE SPORT COUTURE

ACTIVE SPORT

RUNNER SHOE MINIMAL DESIGN SOLE COLOR LINES

THE RUNNERS'S WORLD

ACTIVE SPORT
MOUNTAIN CLIMBING

HIGH STREET CLIMBING

FUSSBETT

FUSSBETT DELUXE

POOL SIDE OUTSOLE LAYERS

POOL SIDE DELUXE

SPORTCOUTURE NATURALOMIC

GLAMOUR SPORT ERGONOMIC	NATURAL CASUAL AND SPORT ERGONOMIC

ERGONOMIC SPORT

ERGONOMIC DRESSY

SPORT DRESSY ELEGANT

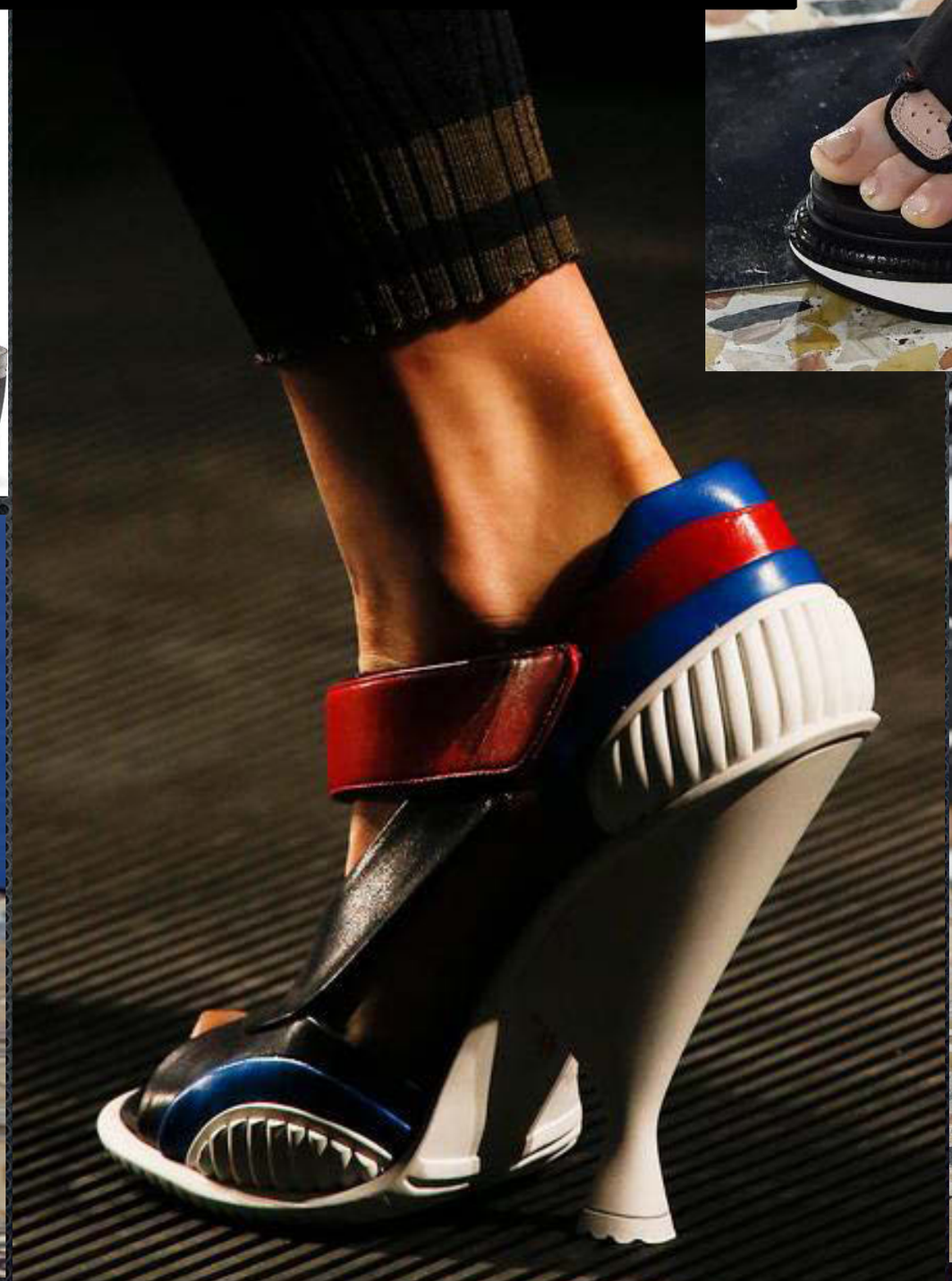
NATURAL LEATHER + PLEXIGLASS

FUTURISTIC DESIGN

INNOVATIVE DESIGN
3DWAVES

AVANGUARD COMBAT SNEAKERS

HEELED SPORT



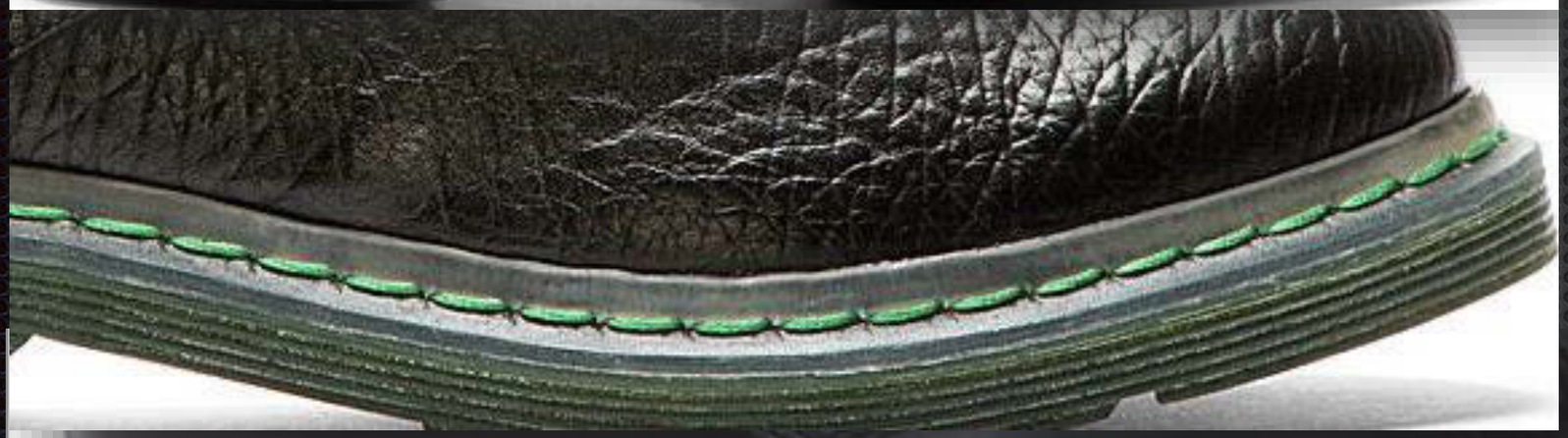
STYLE TIPS

MUST HAVE OF THE SEASON

GRAPHIC BLACK OUTLINE

COLOR LINE OUTSOLE

SILVER/GOLD METALLIC CUPSOLE



COLORS INSERTS

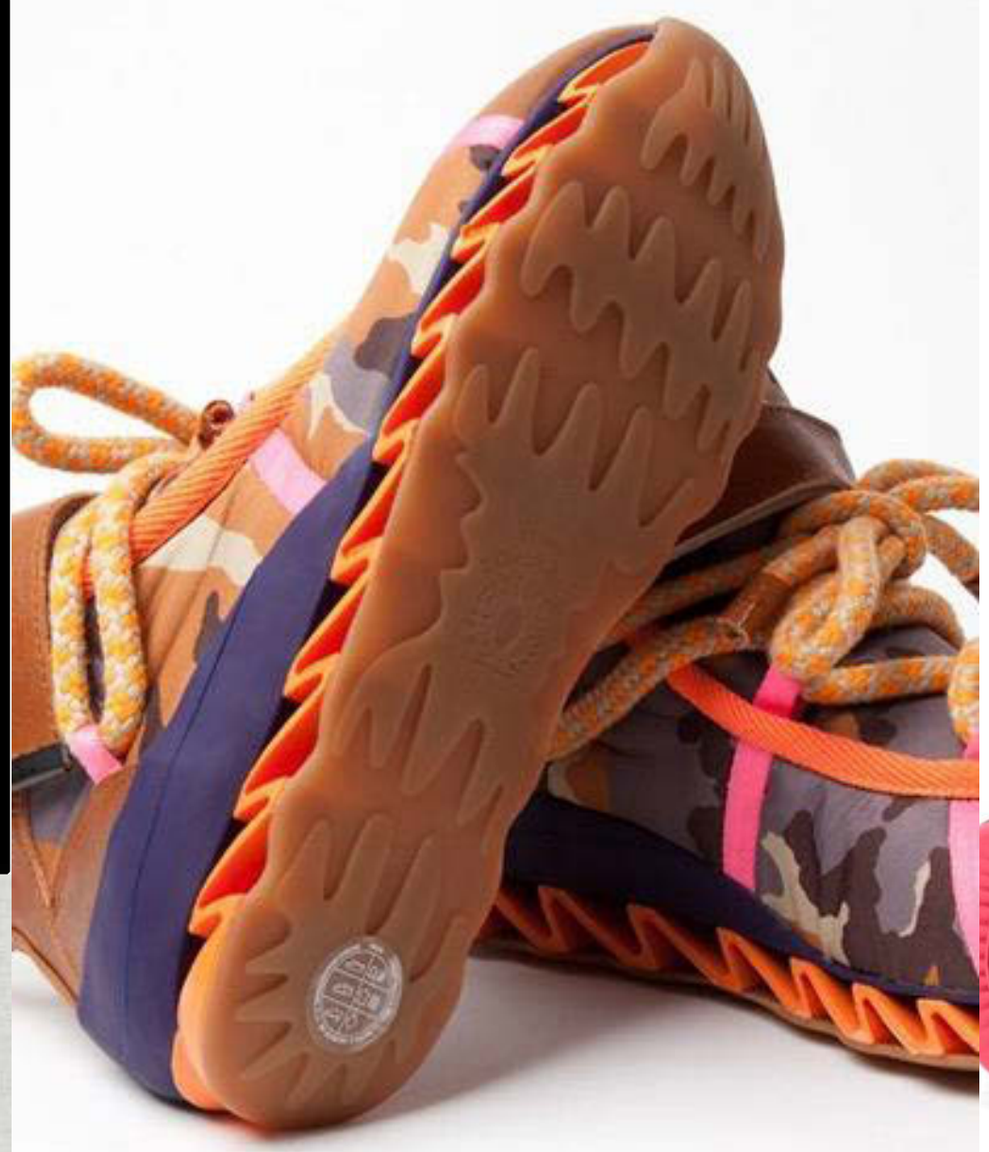
GRAPHIC INTARSIA

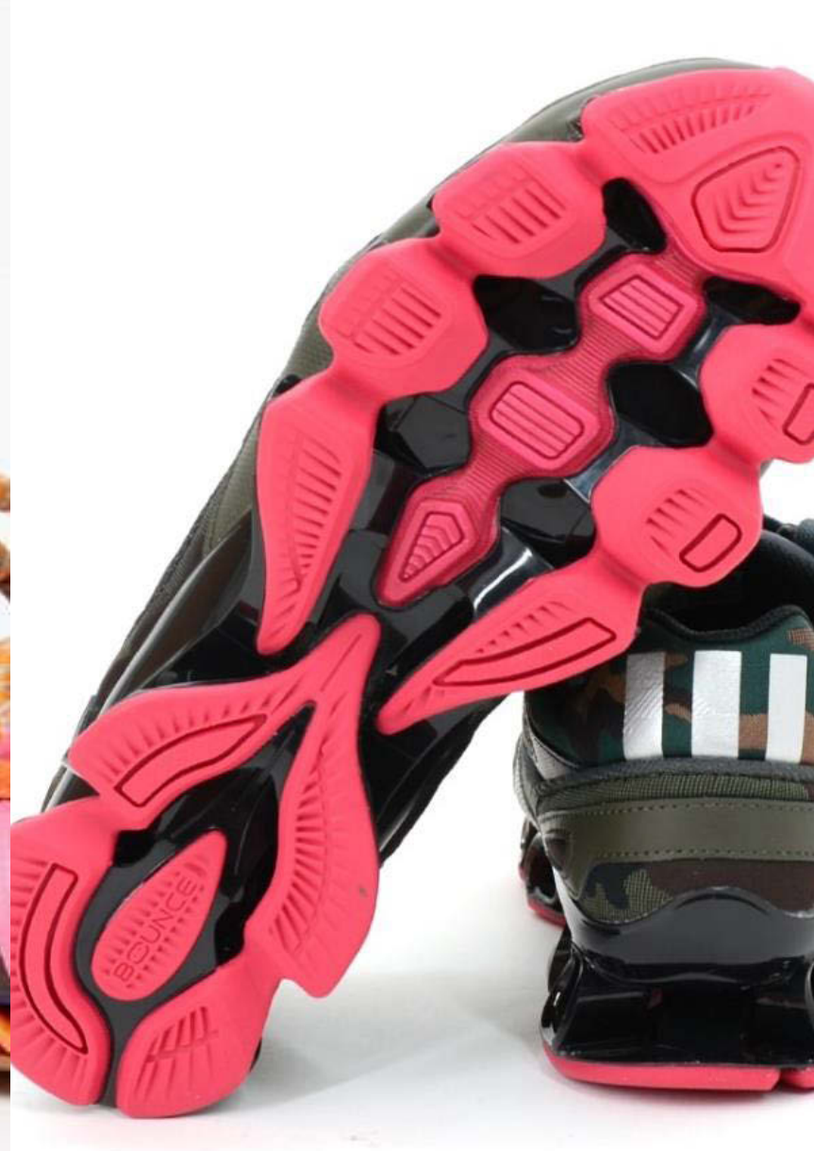
GEOMETRIC MIX

INDUSTRIAL GRAPHIC

INJECTION DESIGN

FOCUS ON SOLE DESIGN





MOUNTAIN ERGONOMIC GRIP

MESH
and
RECYCLING

TEXTURED RUBBER
CARBON FIBER

MADGUARD

INSERTED PLAQUES & CUT OUTS

SOFT TRANSPARENT SILYCON

SPORT DESIGN

INNOVATIVE COUTURE

SMALL COMPONENTS

POLIESTER BUCKLES AND NYLON SATIN BANDAGE

NYLON STRAPS

TIE RODS

RUBBER COLOR ZIPS

STRETCH BANDAGE MIX PATCH

SPORT COUTURE
3D VOLUMES

STRINGS
LAYERS

EMBROIDER Y PATCHES HOLOGRAM PRINTS

SEQUINS AND PLASTIC FLOWERS

THERMO STITCHING PHOTO PRINTED BANDAGE

THERMO EMBOSSING NEGATIVE/POSITIVE

HIGH FREQUENCY PATCH

TEXTURED TOP UPPER

ACTIVE
LYCRA
NEOPRENE

CROSSING BANDAGE

MIX:
LYCRA FUSSBETT
3-MATERIALS ACTIVE RUNNER

HOOKS & RINGS

RUBBER RIGID DETAILS

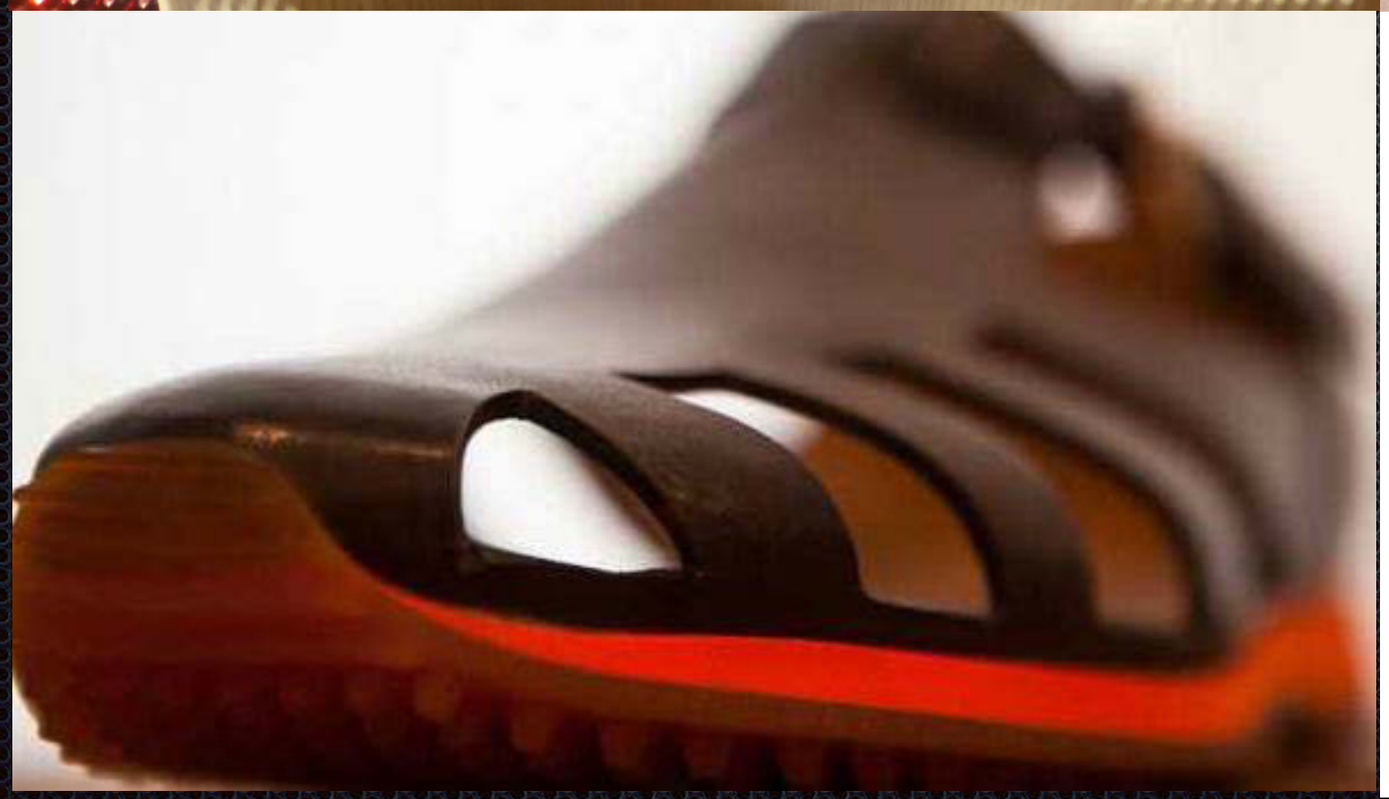
SPORT COUTURE:

THE HYBRIDS

COUTURE RUNNER

SPORT COUTURE: HYBRIDS

SPORT COUTURE: HYBRIDS



COUTURE SPORT: SANDALS

COUTURE SPORT: SANDALS

LINEAPELLE

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THANK YOU