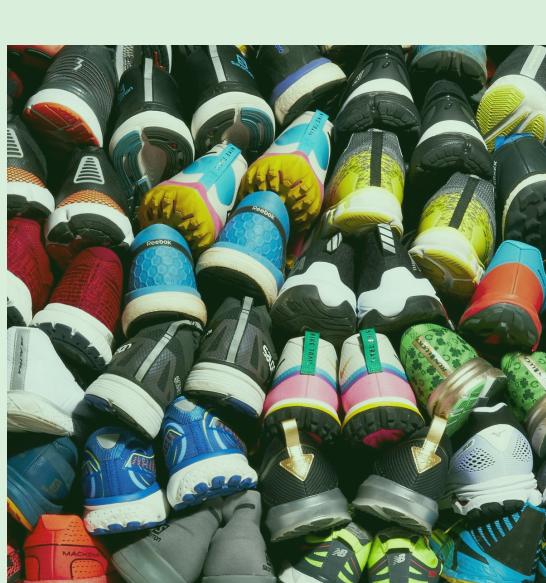




loop footwear x process book

what are my passions? where did I focus?



shoes



sports

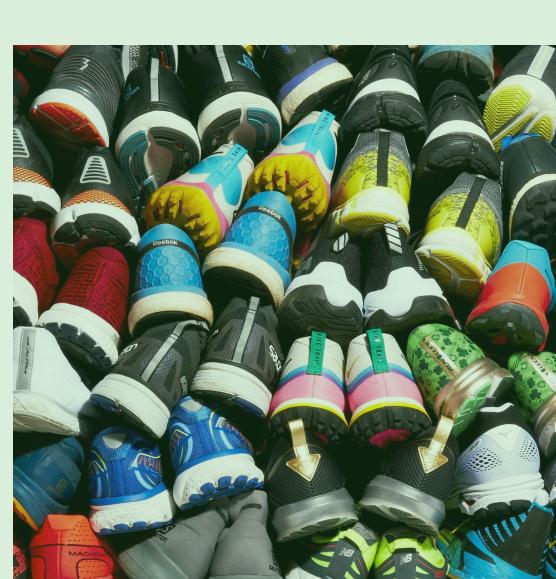


hiking/trail



photography

what was I looking to solve?



shoes



hiking/trail

Combining these two industries, you get trail footwear.

- What issues does the footwear industry face?
- What issues does the planet face?
- Where can we make changes?
- Who will make those changes?

how was I going to solve it?



transport



prodction



waste



materiality

where did I start?



materiality

I honestly didn't know squat about materials other than leathers, and certainly didn't know much about bio-materials. I had to do a lot of research to understand what I was getting myself into.

summer semester work

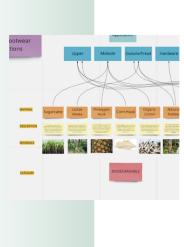
■ the bio-material design catalog
justin hiles



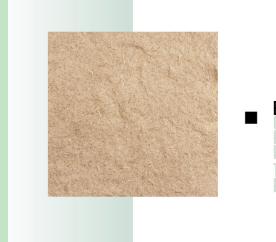
■ so... what's a bio-material & why use it?



■ how did I decide to tackle this information?



■ how did we get to where we are today?



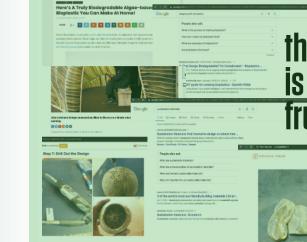
■ biomaterials are naturally occurring, replenishable plants or fibers that can be harvested to create goods. THESE MATERIALS ARE THE PAST & THE FUTURE OF SOCIETY.



■ leading with curiosity v.s. example



■ where did we stumble? have we fallen?



■ we can't play a catch-up game for forever.



■ how much time do we have left to change?



■ how do we stop creating problems that have to be fixed later?



IT'S SIMPLE. WE GO BACK TO OUR ROOTS... LITERALLY.
WE USE BIO-MATERIALS.

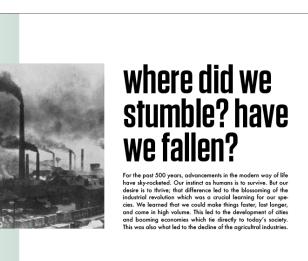
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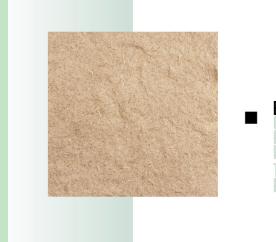


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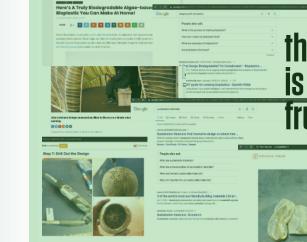
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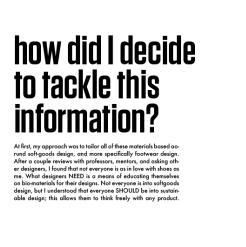


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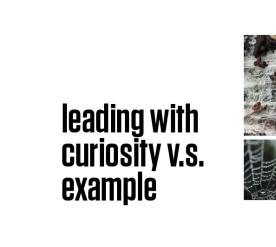


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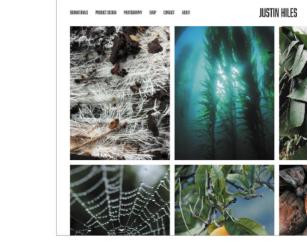
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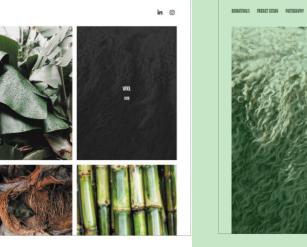
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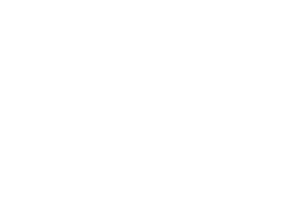
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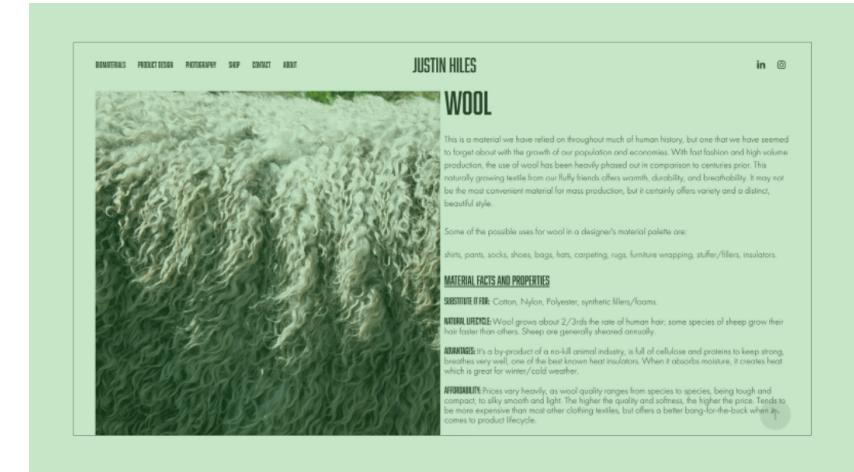
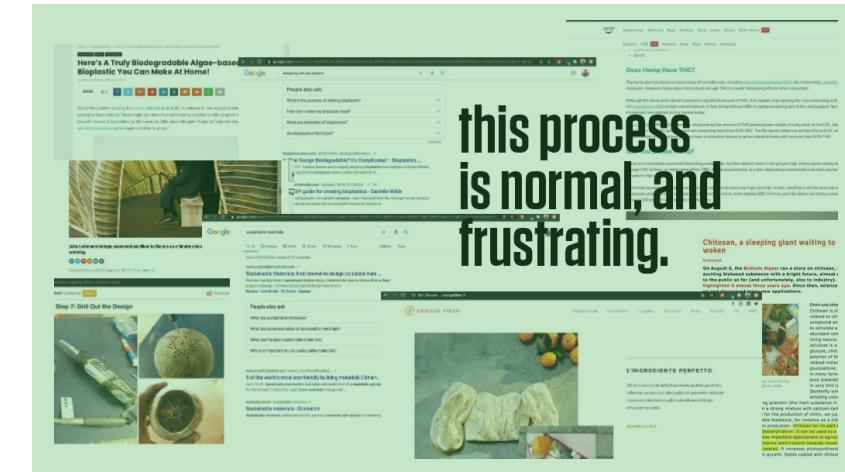
■ how do we stop creating problems that have to be fixed later?



IT'S SIMPLE. WE GO BACK TO OUR ROOTS... LITERALLY.
WE USE BIO-MATERIALS.

key slides - takeaways

What I learned very quickly, was that bio-materials are super interesting and AWESOME. What I ALSO learned was that finding information on them can be nearly impossible, at least for product designers and their applications. There's recipes, final products that use bio-materials, and more, but not a lot of info on how to get started, or exactly what to do with them. That's highlighted in the first two slides below, in how laborious this research can become, and can quickly turn off someone who is fringe-interested; the key is to make ALL designers interested and ALL designers to want to use these kinds of materials for their minimal impact. That's why I created this bio material catalog, to document all of the introductory research, give links, examples of uses, and references to those who want to start designing with them in mind.



summer semester work - mentor recruitment

CAPSTONE BRIEF - JUSTIN HILES

For Potential Mentors/Professional References

The purpose of this short document is to give you insight into why I'm asking for your help with this project!



Goals and Phases

The above timeline lays out the path that I will follow for the next 11 months. With this project being such a complex and broad analysis of the footwear industry, the key elements of success that I plan to show in the final project are:

- A completely organic, non-toxic, and biodegradable solution for footwear
- An organized source of materials/solutions for designers to reference when approaching sustainability
- Dialogue that tackles the product issues/solutions, but more importantly the societal aspects

Why do I need your help?

In my capstone semester, I will be developing a footwear project that requires a vast amount of research, conversation, and experience. Harnessing your expertise in this field is a critical aspect for completing this project to the best of my ability.

1

A few of the questions I plan to have answered

- How did footwear originate for humans? What were early examples? How has that evolved over time?
- What is the average lifecycle of a shoe, per category?
- What materials are natural; toxic? How long do materials take to decompose? What should we use?
- Who is doing a good job of pushing sustainability in footwear? How do we make sustainability low risk?
- How do we convince people that don't care, that this path we have been on is a REAL problem?
- How do we give a shoe a second life when it is no longer on our feet?

3

4



The Problem Statement

Footwear is a necessary industry in our world. Yet unfortunately, this industry has led to unacceptable amounts of waste and has continued to dump toxic product into landfills, which release harmful greenhouse gases into our atmosphere. As a society, we continue to wait for "a better time" to focus on issues we need to face, but eventually that clock will run out. To solve these problems in the industry **now**, we need to start from the roots and construct purposeful footwear that focuses on the impact of materials, production, consumption, and disposal, as well as focusing on giving back to the earth instead of just taking from it.

2

How can you help?

After reading through all of the provided information, hopefully you have a better understanding of my project and how I plan to succeed in my capstone/current semester. If you're willing to assist me in developing this project in any way, whether it be conversation, proposing questions, sourcing information/materials, or even guiding me to other people, I would greatly appreciate your efforts. This is a passion topic for me and I believe with your help, I can create a statement and solution that tackles the many issues we still have ahead of us in this industry.

5

summer semester conclusion - focus on development

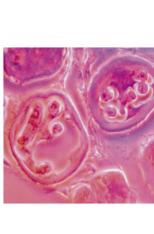
■ raw footwear
justin hiles



■ who's justin?



■ how do you interact with the planet?



■ how do we solve waste in footwear?



■ restructure materials for running shoes



■ 15 BILLION+ PAIRS PER YEAR
7.4 PAIRS PER PERSON PER YEAR
350 BILLION ESTIMATED IN GLOBAL FOOTWEAR REVENUE BY 2022



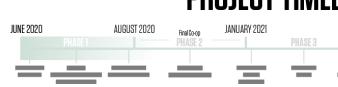
■ UTILIZE BIO-MATERIALS TO CREATE NATURAL, RAW SHOES
■ DESIGN WITH BIO-DURABILITY
■ PRODUCE SHOES THAT HAVE THE FUTURE LIVES IN MIND



■ DELIVERABLES

- CREATE A SHOE AND BRAND THAT DEMONSTRATES BIO-DURABILITY
- DEVELOP A SOURCE OF BIO-BASED SOLUTIONS FOR DESIGN REFERENCE
- DEMONSTRATE HOW THE SHOE BECOMES A PLANT OR ORGANISM

■ PROJECT TIMELINE



■ END GOAL

BE A SUCCESS MODEL FOR BIO-BASED SOLUTIONS IN RUNNING FOOTWEAR



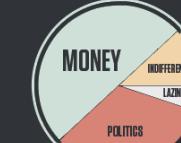
fall semester - co-op and compiling research

INITIAL SURVEY - SUSTAINABLE LAUNCH POINT

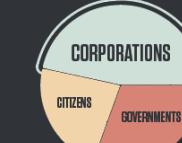
THE GOAL OF THIS SURVEY WAS TO LOOSELY GAUGE HOW CONSUMERS FEEL ABOUT THE FUTURE, SUSTAINABLE INNOVATION, AND THEIR HABITS REVOLVING AROUND WASTE. THE MOST INTRIGUING LEARNINGS FROM THIS SURVEY WERE BASED AROUND PERCEPTION OF HOW SUSTAINABILITY EVOLVES AND WHO IS RESPONSIBLE FOR THAT. AROUND 45% OF THOSE SURVEYED FELT THAT CORPORATIONS ARE THE MOST RESPONSIBLE TO CREATE A SUSTAINABLE FUTURE, RATHER THAN GOVERNMENTS OR THEIR CONSTITUENTS. A SIZEABLE PERCENTAGE, OVER 75%, SAID THEY WERE VERY OR OVERWHELMINGLY CONCERNED ABOUT THE HEALTH OF OUR PLANET'S FUTURE. CLEARLY PEOPLE ARE LOOKING FOR ANSWERS; BUT WHAT ARE THEY WILLING TO DO TO CONTRIBUTE TO PROGRESS?



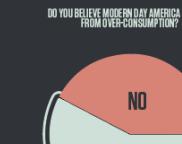
RESULTS COLLECTED FROM INDEPENDENTLY ISSUED SURVEY OF OVER 120 PARTICIPANTS



IS CLIMATE CHANGE REAL?



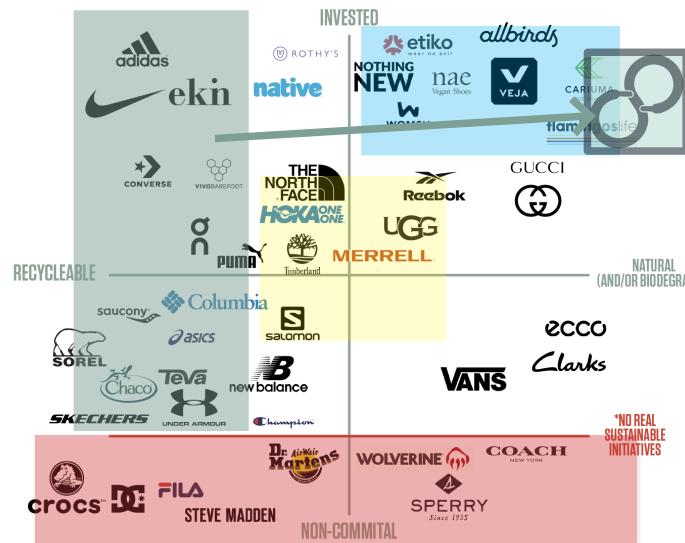
HOW CONCERNED ABOUT THE HEALTH OF EARTH'S FUTURE ARE YOU?



*RESULTS COLLECTED FROM INDEPENDENTLY ISSUED SURVEY OF OVER 90 PARTICIPANTS



capstone semester - benchmarking the industry



OPPORTUNITY SPACE

WHY SHOULD WE SHIFT THE FOCUS OF THE MATERIALS USED IN PERFORMANCE FOOTWEAR FROM BEING SO HEAVILY RECYCLEABLE, TO BEING NATURAL?

THE ARGUMENTS FOR RECYCLING MATERIALS ARE ABSOLUTELY NECESSARY AND VALID, BUT THE TRUTH IS, THE PROCESSES AREN'T AS CLEAN AS USING NON-TOXIC AND BIODEGRADABLE MATERIALS. A LOT OF ENERGY HAS TO BE CONSUMED IN ORDER TO RECYCLE USED MATERIALS INTO NEW MATERIALS PROPERLY. USUALLY FOR A RECYCLEABLE SHOE TO BECOME CARBON NEUTRAL, BRANDS HAVE TO HEAVILY INVEST IN CARBON COLLECTION INDUSTRIES TO OFFSET THE CARBON EMITTED.

ALLBIRDS - WOOL DASHER - 93
NIKE - SPICE HIPE - 94
ADIDAS - HYDRO RUNNER - 100
VANS DASHER - PRIMEBLUE EVA - 94
TANDELL - SOLAR WAVE - 98
REEBOK - FOREVER FLOATRIDE GROW - 93
LUNA - RED RUN - 100
ADIDAS - RUNNER - 93
VEJA - CEDAR MESH WHITE PERM - 10
ISSEY - PENTON INDEX - 93
MERRELL - WILDCAT BREEZE - 10
ADIDAS - TERRAIN TWO ULTRA PRIMEBLUE TRAIL - 100

SUSTAINABLE BENCHMARK - RUNNING/TRAIL/PERFORMANCE

ALL SILHOUETTES MARKED WITH ARE COMPRISED OF ANY SINGULAR FORM OF BIO-MATERIALS.

ALLBIRDS WOOL DASHER MIZZLE

HIGHLIGHTS

- SUGARCANE FOAM MIDSOLE IS CARBON NEGATIVE
- MERINO WOOL UPPER WITH FLUORINE FREE WATER-REPELLENT COATING
- NATURAL RUBBER OUTSOLE TREAD
- CASTOR BEAN INSOLE
- 10.4 KG CO2 EMISSION BEFORE CARBON EMISSION OFFSET

HYLO RUNNER

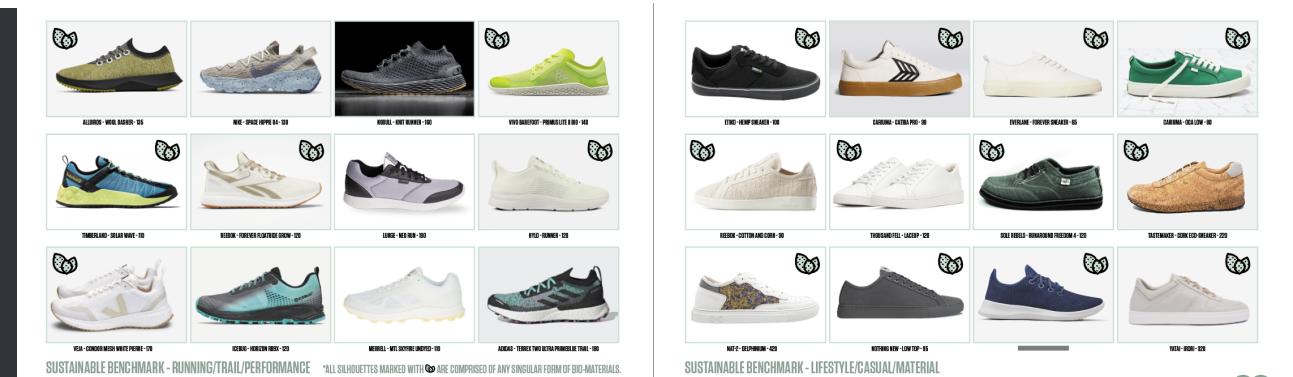
HIGHLIGHTS

- "SINGLE-LAYERED, ENGINEERED KNIT MADE FROM CORN FIBRE"
- INSOLE MADE OF ALGAE BLOOM™
- CORN SPRING® MIDSOLE
- NATURAL RUBBER OUTSOLE
- 7.83 KG CO2E CARBON FOOTPRINT; OFFSET TO ZERO "FUNDING A PROJECT INSTALLING BIOGAS DIGESTERS"
- EACH PAIR PREVENTS 300G OF PLASTIC FROM BEING PRODUCED

REEBOK FOREVER FLOATRIDE GROW

HIGHLIGHTS

- MADE WITH AT LEAST 50% PLANT-BASED MATERIALS
- "DURABLE EUCALYPTUS TREE TEXTILE UPPER"
- "BLOOM ALGAE EVA FOAM SOCKLINER"
- NATURAL RUBBER OUTSOLE
- CASTOR BEAN OIL MIDSOLE



∞

∞

capstone semester - milestone 1/re-sync

research findings



problem statement and design goals

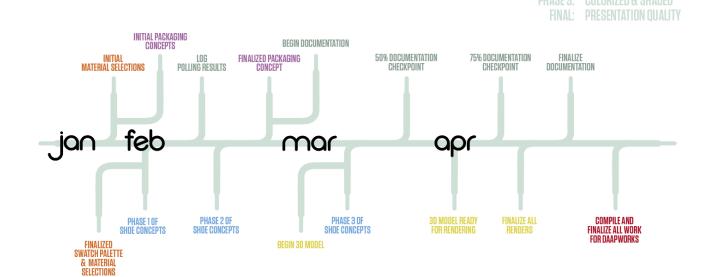
OUR PLANET IS ON AN IRREVERSIBLE COURSE, AND THE CLOCK IS TICKING. THE FOOTWEAR INDUSTRY IS A PINNACLE OF INNOVATION, AND CULTURE, WHICH MAKES IT THE PERFECT LEADER IN THE PRODUCT INDUSTRY TO EFFECT REAL CHANGE. WE NEED TO RESTRUCTURE SINCE USE MATERIALS AND UNDERSTAND THAT OUR CURRENT SUSTAINABLE PRACTICES ARE SIMPLY NOT GOOD ENOUGH. AS A COLLECTIVE WE NEED TO CLOSE THE LOOP AND CREATE FUNCTIONAL, BIODEGRADABLE FOOTWEAR. WE NEED TO MAKE THIS OUR PROBLEM TO SOLVE.

initial concepts



—	LACES:	HEMP
—	HARDWARE:	LACTAE HEVEA
—	STITCHING:	HEMP THREAD
—	UPPER:	HEMP MESH
—	OVERLAYS:	CACTUS LEATHER
—	INSOLE:	FELTED WOOL
—	MIDSOLE:	LH & SUGARCAN
—	OUTSOLE:	LACTAE HEVEA

schedule of events



capstone semester - initial branding and sketching

VALUE PROPOSITION

OUR BIODEGRADABLE FOOTWEAR PRODUCTS
HELP ACTIVE AND EARTH FRIENDLY USERS IN THE US
WHO WANT TO MAKE ENVIRONMENTALLY RESPONSIBLE PURCHASES
BY CUTTING OFF TOXIC AND WASTEFUL MATERIALS
AND REPLACING THEM WITH EARTH FEEDING BIOMATERIALS.

UNLIKE MAJOR CORPORATIONS THAT HAVE FAILED TO MEET
A BOTTOM LINE, WE ARE PRODUCING TO SATISFY AND WORK
IN TANDEM WITH THE PLANET'S NEEDS, NOT JUST OUR OWN.

loop BRANDING GUIDE



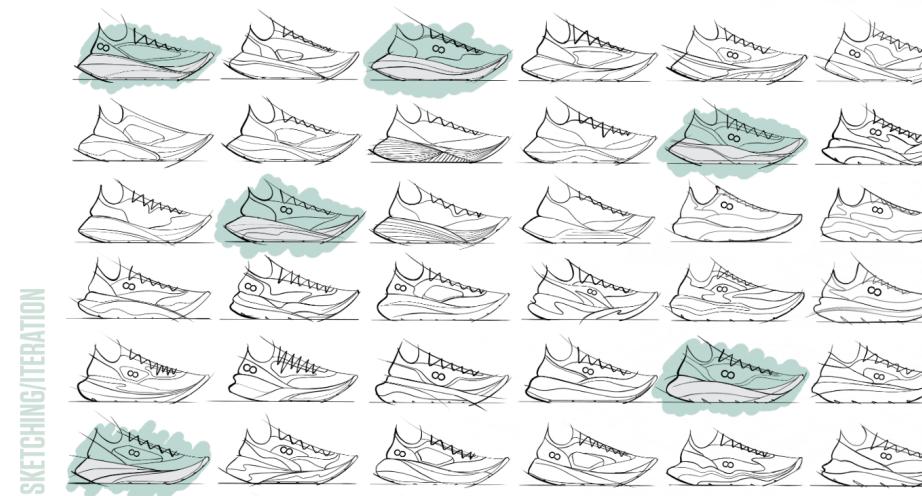
AS A COLLECTIVE SOCIETY
WE NEED TO CLOSE THE LOOP
AND CREATE FUNCTIONAL,
BIODEGRADABLE FOOTWEAR

AFTER RUNNING A DIAGNOSTIC ON THE FOOTWEAR MARKET'S
CURRENT POSITIONING, WE CAN'T FEEL HOPELESS. BUT IN THE SAME BREATH,
WE CAN'T SIT COMFORTABLY. MANY ACTIVEWEAR COMPANIES ARE RUNNING TO
RECYCLABLE MATERIALS BECAUSE THEY OFFER THE DURABILITY AND LOW COST
THEY NEED. BUT HERE'S THE CATCH.

MOST OF THOSE MATERIALS WILL NEVER BE ABLE TO BE THROWN AWAY WITHOUT
THE SAME CURRENT EFFECTS. IT'S PROLONGING THE INEVITABLE NEED FOR REAL,
LONG TERM SOLUTIONS.

THIS IS WHERE WE HAVE TO SEPARATE OURSELVES FROM THE PACK.
WE HAVE TO FOCUS ON BIODURABILITY.

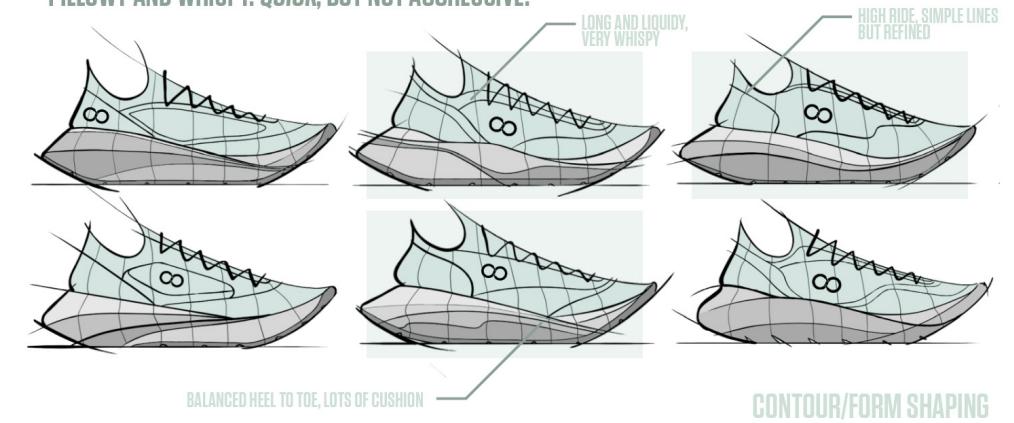
WE HAVE TO MAKE PRODUCT THAT FITS IN WITH THE LEVEL OF PERFORMANCE
AND AESTHETICS THAT THE TRAIL RUNNING AND ACTIVEWEAR SECTOR PRODUCE,
WHILE STAYING TRUE TO SUSTAINABLE MATERIALS.



SKETCHING/ITERATION

THE AESTHETIC WE WANT TO EVOKE IS:

PILLOWY AND WHISPY. QUICK, BUT NOT AGGRESSIVE.



capstone semester - creating core values

unwavering transparency

"You know what our materials come from, how they are processed, where the product is assembled, who it's assembled by, and why we distribute back to our environment."

reaching carbon negative

"Our goal is to make sure that we don't effect the environment by leaving behind man made carbon. We will use proceeds to donate back to the sequestering of carbon, through the development and maintenance American Forestry zones, including federally & state protected parks."

bio-material innovation

"We are focusing on bio-durability; materials that go shot for shot with synthetics, but with a clean, non toxic footprint."

bringing back made in usa

"The typical American consumer has grown all to comfortable with Made in _____."

capstone semester - test model/renders



I wanted to test the viability of using gravity sketch and keyshot in order to make my final model and renders. I used an early concept to put things into motion and see how it would come out.



capstone semester - validation

STORYTELLING REVIEW

IN MY VALIDATION REVIEWS, I MADE SURE TO TALK THROUGH MY NEAR FINALIZED STORYLINE FOR THE BRAND. I FELT THAT IT WAS VERY IMPORTANT TO SHOW WHY I WANTED SUCH A STRONG FOUNDATION FOR MY PROJECT AND MY REASONINGS FOR THE DECISIONS I MADE. WHILE WALKING THROUGH THIS PART OF THE PRESENTATION I UNDERSTOOD IT WAS WORDY BUT THERE IS A LOT OF RESEARCH AND FINDINGS THAT WENT INTO MAKING THE DOCUMENT THIS WAY.



VISUALIZATION DIRECTION

THIS IS THE PART OF THE PROJECT WHERE I TREADED LIGHTLY AS A LOT OF MY RECENT WORK HAS BEEN ON REVAMPING THE STORYTELLING APECT OF THE BRAND. I DID SHOW THEM ALL OF MY CONCEPTING UP TO THIS POINT AND EXPLAINED MY DECISIONS AND EXPLORATIONS BEHIND EACH. THE GENERAL CONCENSUS BETWEEN MY REVIEWS WAS THAT A MATERIAL MAP AND PERHAPS EVEN FLAT PATTERNS WERE NEEDED TO FURTHER ITERATE REASONINGS BEHIND DECISION MAKING. THEY THOUGHT THE GRAVITY SKETCH ASPECT WAS AN INTEGRAL PART OF THE PROJET AND ALIGNED WITH THE STORYTELLING.



 SCOTT PORTZLINE - VP OF DESIGN, MERRELL

SCOTT GAVE VERY POSITIVE AND ENCOURAGING FEEDBACK.

HIS MAIN COMMENTS/MY TAKEAWAYS WERE:

THE FUNDAMENTAL IDEA BEHIND THE BRAND IS NEEDED AND SOUND. HE SAID THAT THE REASONS FOR THE PROJECT TO EXIST ARE WELL ARTICULATED AND DETAILED, BUT THE PART HE THOUGHT WAS MISSING WAS A VERY SIMPLE AND SHORT SUMMARY. HE MENTIONED NOT TO CUT DETAIL OUT OR WIDDLE IT DOWN, BUT MAKE SURE THAT WHEN ALL IS SAID AND DONE STORY WISE, YOU GIVE THEM ONE CONCISE PAGE/SENTENCE TO WALK AWAY WITH.

IDEAS FOR EVOLVING BRAND CONCEPT:

DESPESIALIZATION OF FOOTWEAR: ALL CATEGORIES IN THE 90's/00's SAW VERY FINE LINES SPLIT BETWEEN THEM FOR BETTER OR WORSE. MENTIONED THAT GENERALLY 9/10 PEOPLE ON A TRAIL WEAR THEIR GO TO RUNNING SHOES, RATHER THAN TRAIL SPECIFIC SHOES. THE COMMON CONSUMER WILL WEAR WHAT THEY KNOW AND HAVE. CONSIDER BLURRING THE LINES OF PERFORMANCE AND FOCUS ON CREATING A FRIENDLY, WELCOMING PRODUCT.

IDEAS FOR EVOLVING VISUAL CONCEPT:

THINK ABOUT THE CONSTRUCTION OF THE SHOE: FOCUS ON MAKING YOUR SHOE'S AESTHETIC BASED AROUND FLAT PATTERNS AND TESSALATION. NOT ONLY WILL IT MINIMIZE WASTE OF MATERIAL, BUT COULD ALSO HELP SIMPLIFY AND DIRECT YOUR FINAL CONCEPTS.

IDEAS FOR EVOLVING EXECUTION OF CONCEPT:

LEVERAGE VR. MAKE SURE THE STORY IS ROCK STEADY, THEN JUST HAVE FUN WITH VISUALIZATION. MAKE SURE IT MAKES THE VIEWER RETHINK THEIR CHOICES.

 BRENDAN SALL - INDUSTRIAL DESIGNER, BISSELL

BRENDAN'S FEEDBACK WAS HELPFUL AND GUIDED MORE TOWARD THE VISUALIZATION ASPECT.

HIS MAIN COMMENTS/MY TAKEAWAYS WERE:

BRANDS IN THE PERFORMANCE CATEGORY RELY ON THE HEAVY DUTY WEAR MATERIALS, BUT IF YOU STEER AWAY FROM A TRAIL OR HARDCORE CATEGORY, YOU CAN STILL PULL OFF A 'PERFORMANCE' WEAR WITHOUT IT FALLING APART. AIM FOR SIMPLICITY IN USE OF THE LOGO LIKE ALLBIRDS, KEEP IT CASUAL IN LOOKS BUT BUSINESS IN THE PERFORMANCE AND USE ASPECT.

IDEAS FOR EVOLVING BRAND CONCEPT:

THOUGHT THE BRAND AS A WHOLE WAS SOLID, MENTIONED THAT IT MADE SENSE TO STEER AWAY FROM THE CORPORATE PLATFORM AND CENTRALIZE IN OTC AS IN MOST LARGE COMPANIES, EXECUTING THIS TYPE OF IDEA IS VERY COSTLY BECAUSE OF CONVERSION.

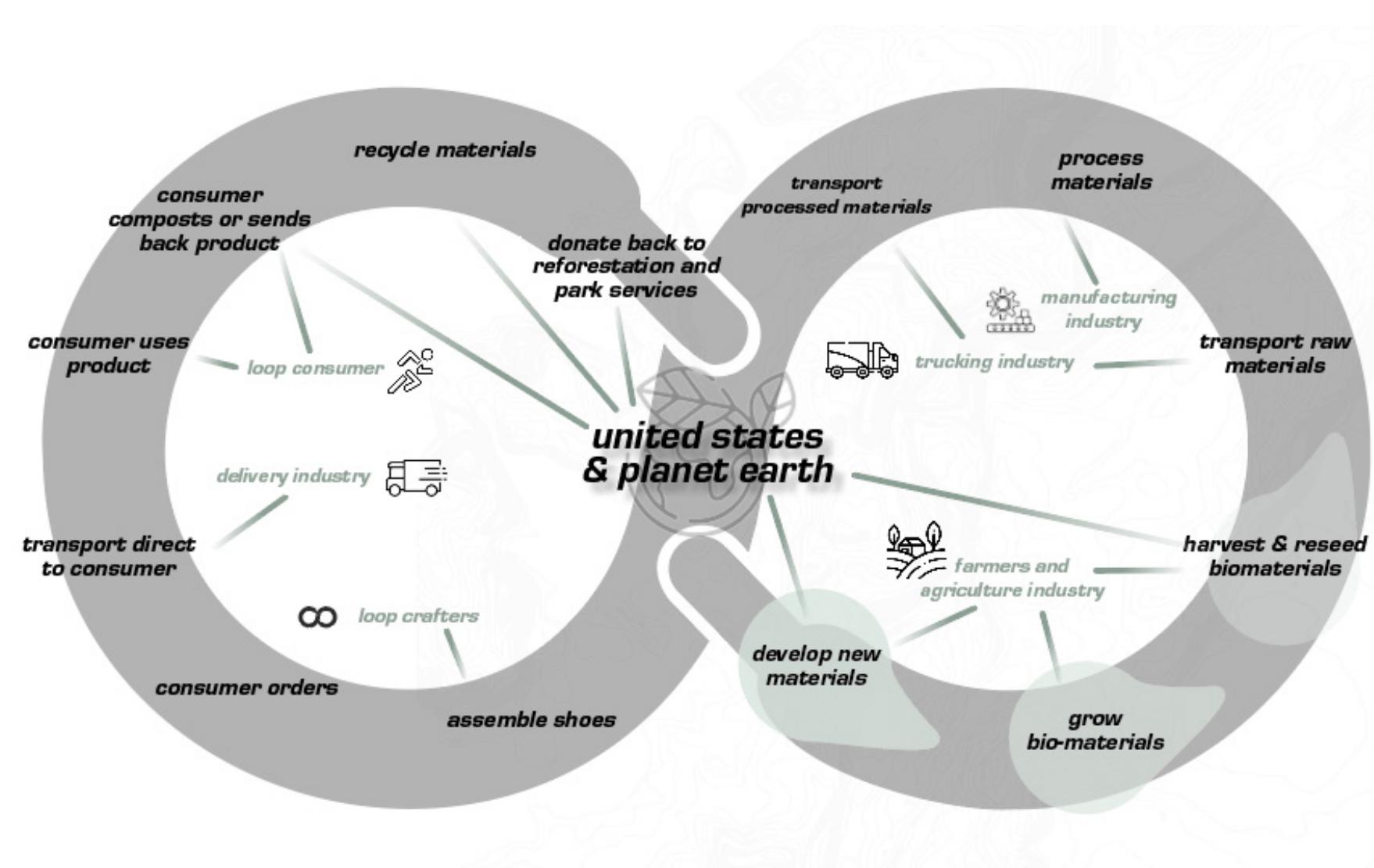
IDEAS FOR EVOLVING VISUAL CONCEPT:

BRENDAN THINKS THAT THE MOST IMPORTANT THING TO SHOWCASE IS THE MATERIALS. SAID THE BEST WAY TO KNOW HOW TO DESIGN THE PRODUCT ITSELF IS TO GET HANDS ON WITH THE MATERIALS AND MAKE SURE THAT THEY WORK TOGETHER. COULD BE REALLY COOL TO MAKE A CRAZY MODEL IN VR THAT COULD BE INJECTION MOLDED WITH THE SUGARCANE FOAM, SIMILARLY TO THE YEEZY FOAM RUNNERS, BUT MUCH MORE SUSTAINABLE GIVEN THE MATERIALS.

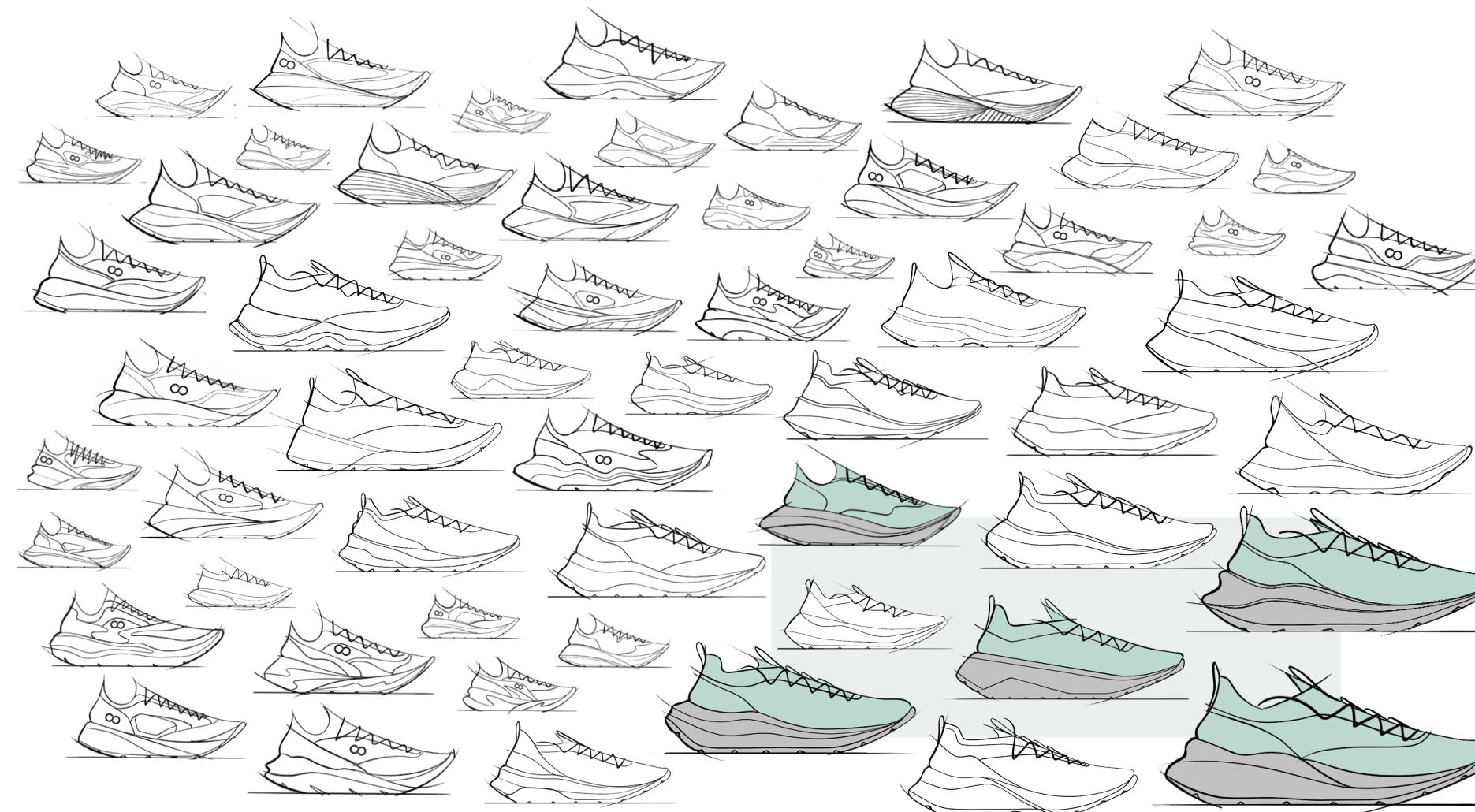
IDEAS FOR EVOLVING EXECUTION OF CONCEPT:

HE BROUGHT UP A REALLY GOOD POINT, IN THAT WHILE THE BRAND IS CENTERED AROUND PERFORMANCE, IT WOULD BE VERY BENEFICIAL TO EXECUTE MULTIPLE CONCEPTS WITH THE SAME MATERIALS UNDER DIFFERENT STYLES - SUCH AS MAKING A RUNNER, A SANDAL, AND A CASUAL SHOE. THAT WAY THE PROOF OF CONCEPT SHOWS IT IS APPLICABLE IN DIFFERENT STYLES.

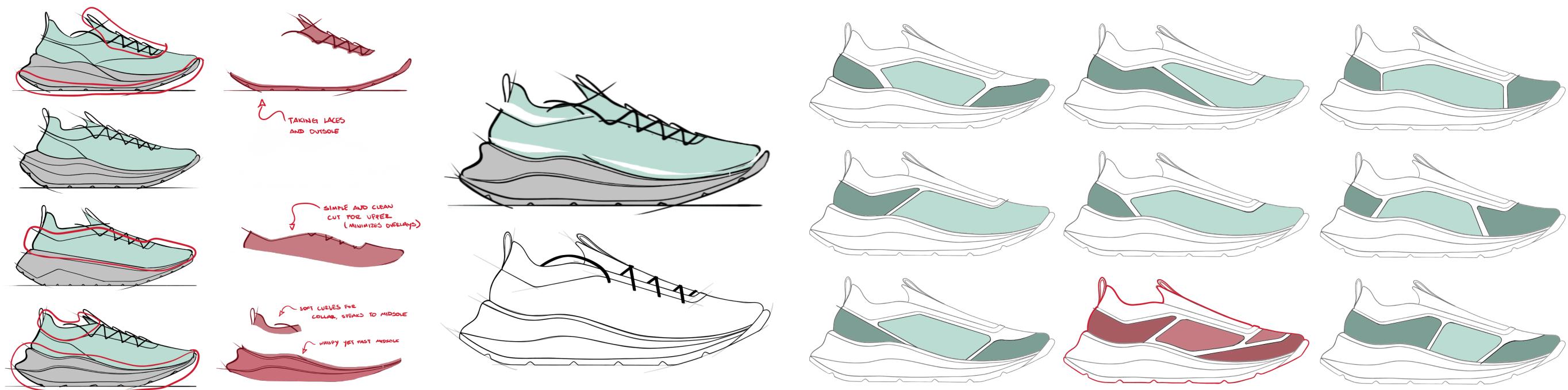
capstone semester - supply chain



capstone semester - continued sketching

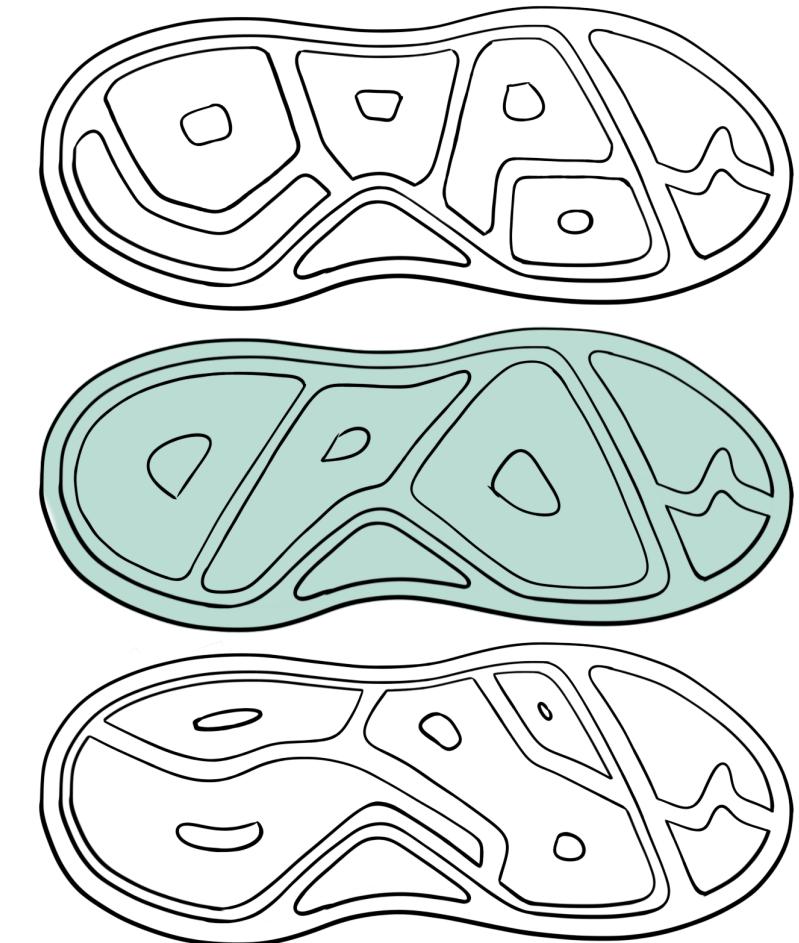
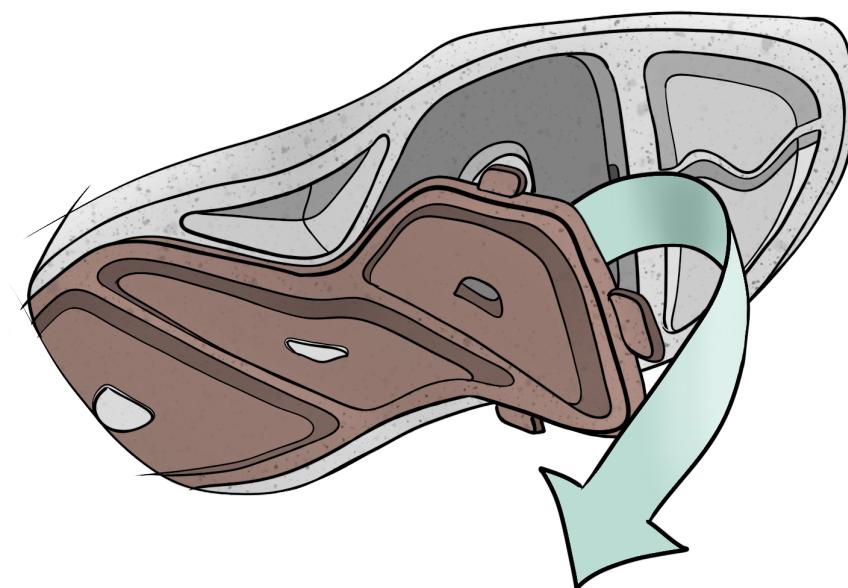
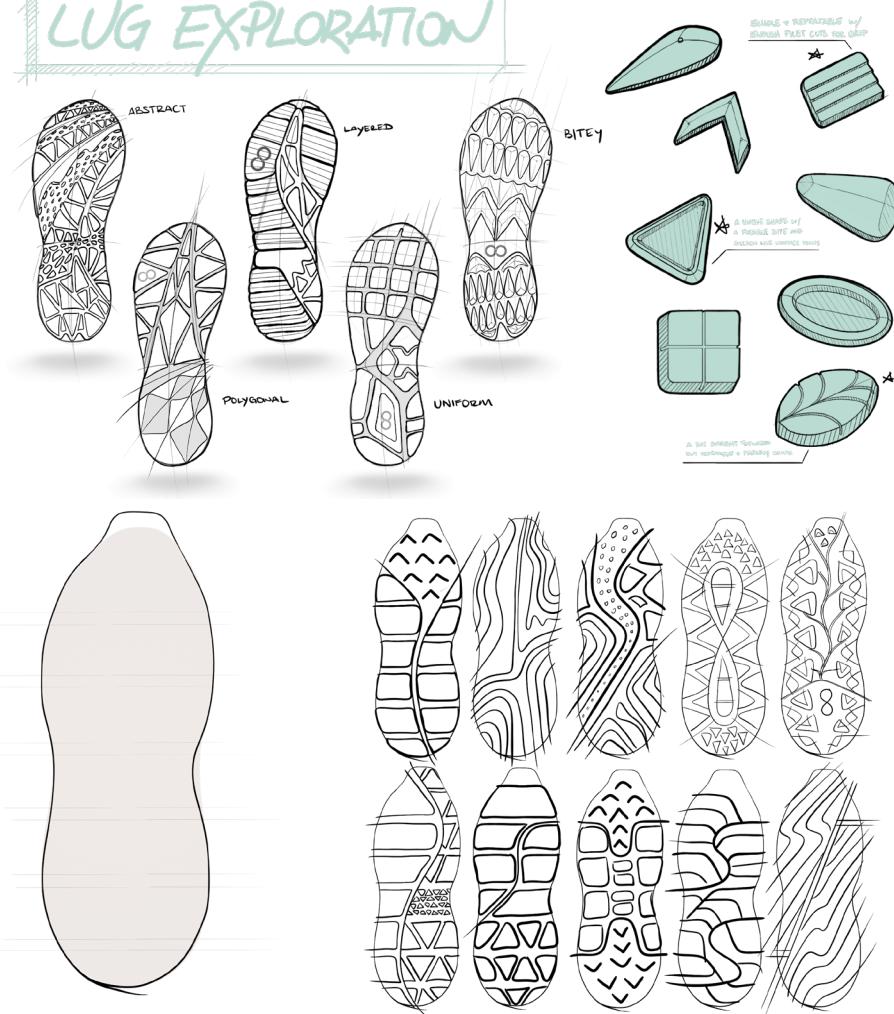


capstone semester - combining directions/knit

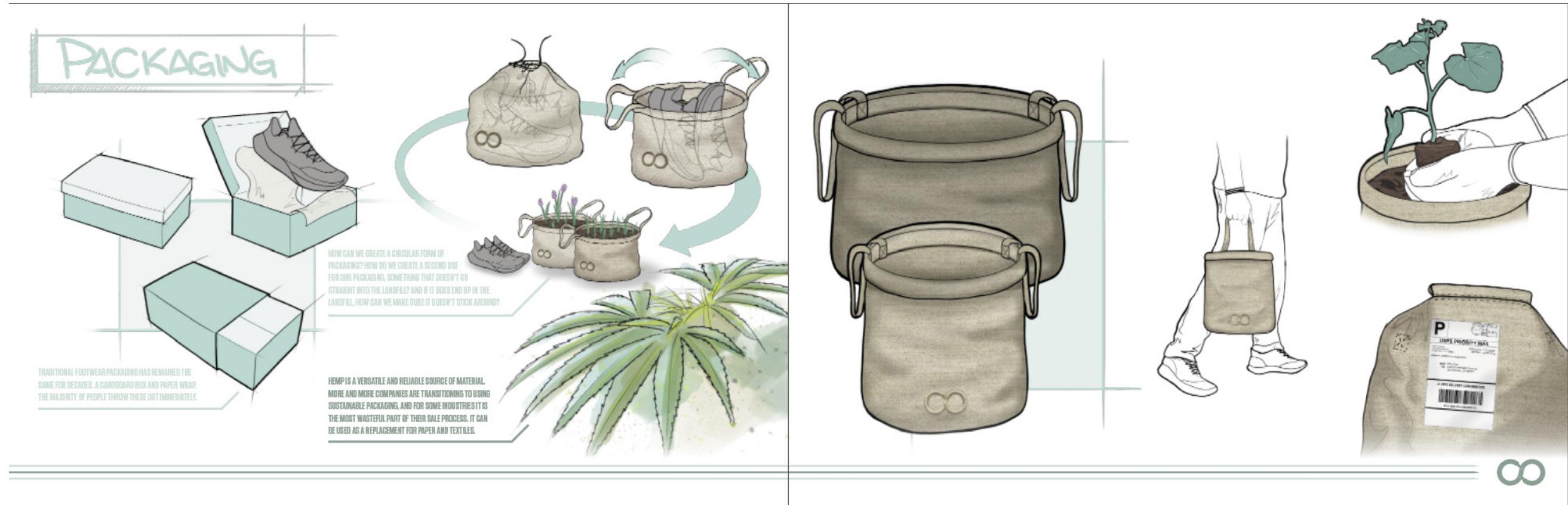


capstone semester - outsole exploration

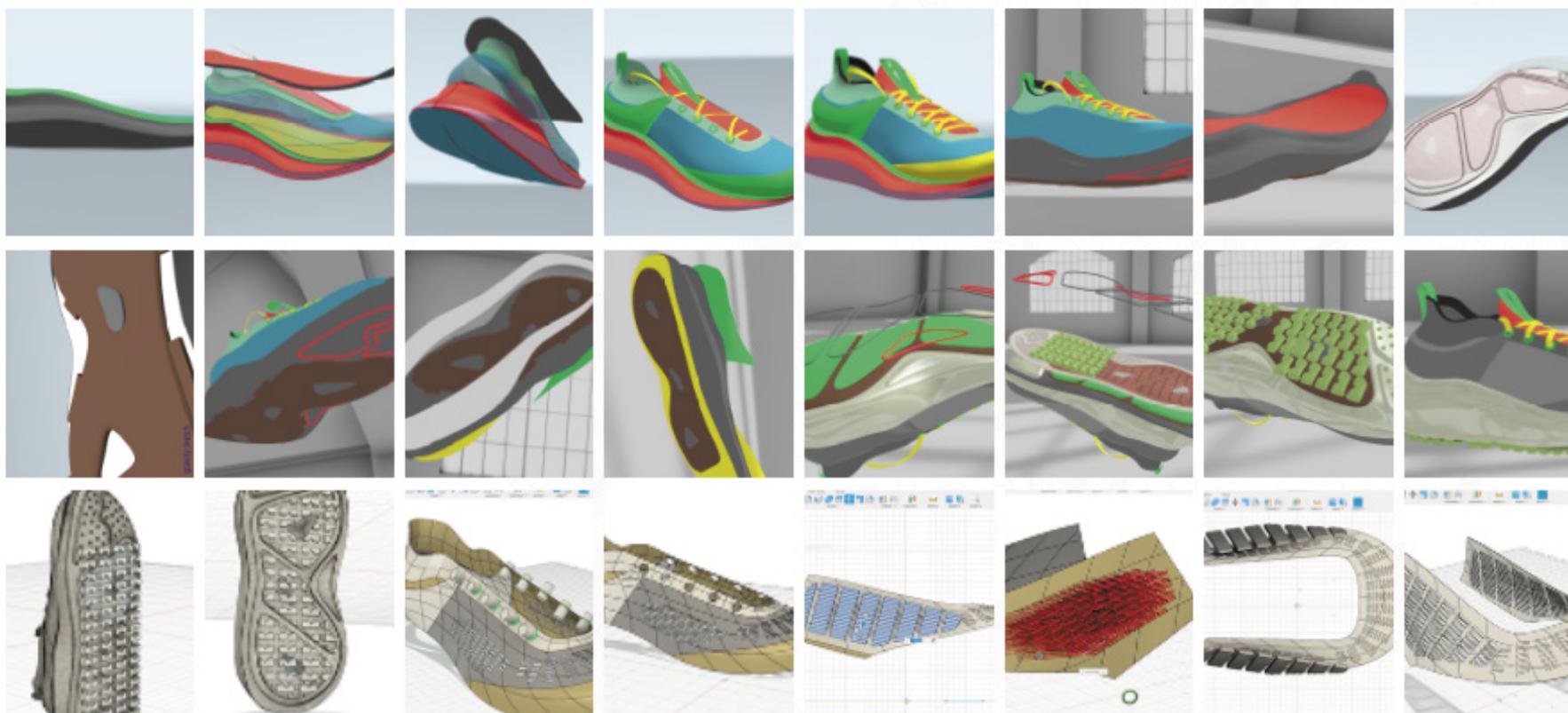
LUG EXPLORATION



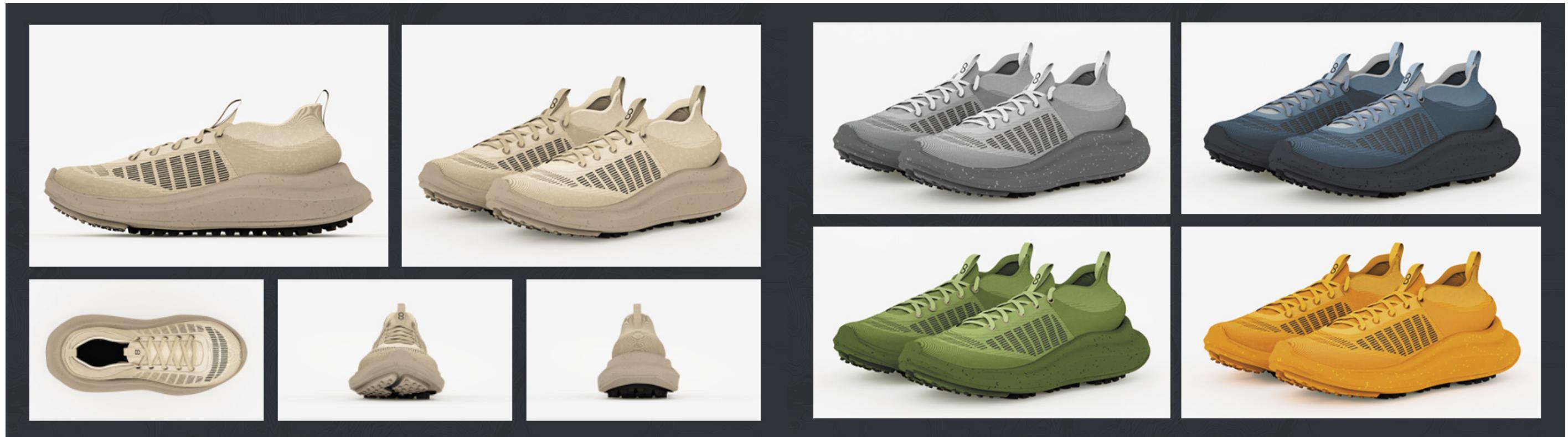
capstone semester - packaging

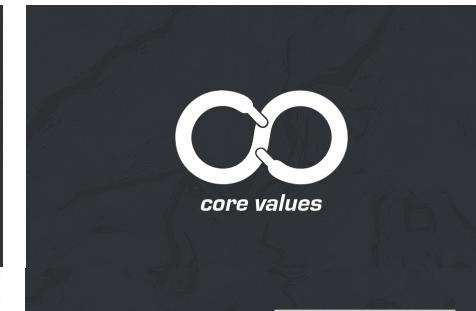


capstone semester - 3D Modeling

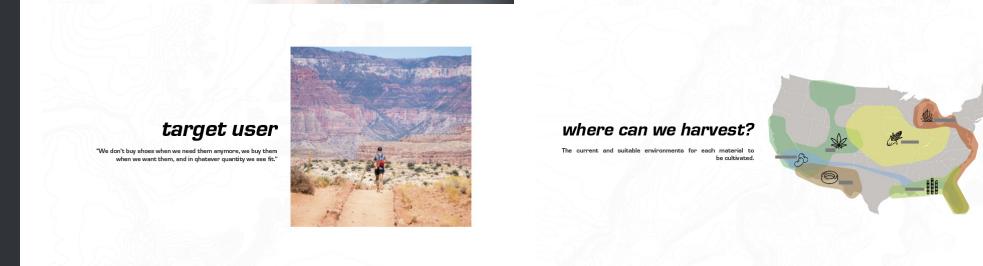
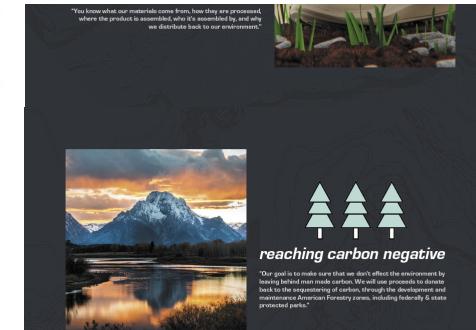


capstone semester - colorways/renders





final critic presentation



Eurostile **Bold**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Italic**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Normal**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Oblique**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Script**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Slab**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Swash**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Text**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Ultra**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Ultra-Oblique**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

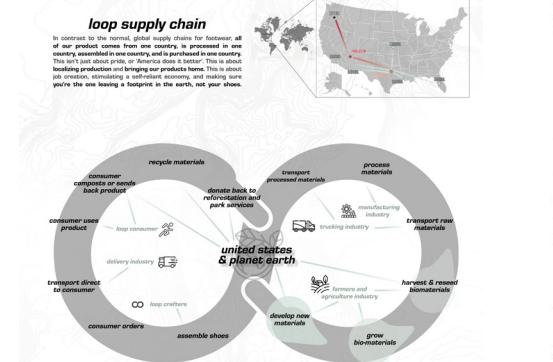
Eurostile **Ultra-Slab**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Ultra-Swash**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Ultra-Text**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

Eurostile **Ultra-Swash**
abcdefghijklmnopqrstuvwxyz
0123456789!?"

behance



direct to consumer

This allows the brand to cut out online brokers for growth and less unnecessary reproduction and distribution of products. When a typical retail shoe doesn't sell, it gets passed from store to store to store, until eventually it is either purchased, donated, or tossed.



sustainable market

When looking into the sustainable footwear market, there are plenty of options and strategies. There are dozens of brands to choose, but who is doing it right?

The performance is compromised in recyclable materials, but not high availability and clean up. The market is very saturated central to this chart, being made up of a variety of materials. And the target sector is where the market is moving towards: industry wide, with natural materials.

How can we shift the performance sector of this chart to the right, to the natural and biodegradable side?



benchmarking

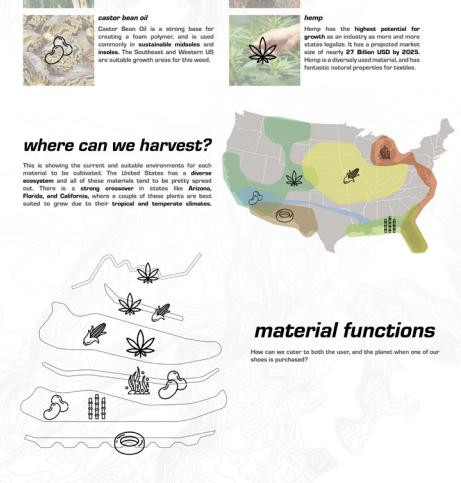
Each has unique composition and performance, but the one common trait is the use of biomaterials in a high performing shoe.



what IS a biomaterial?

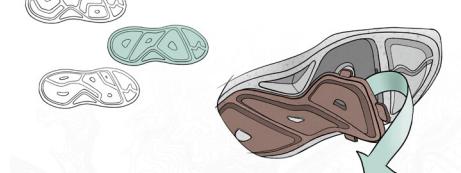
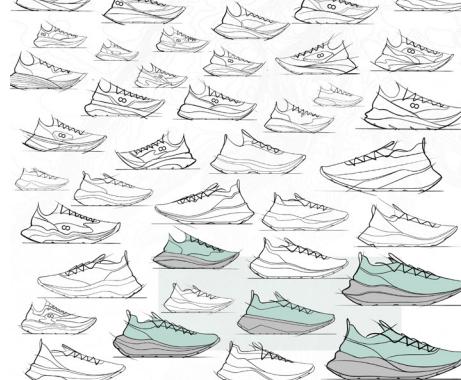
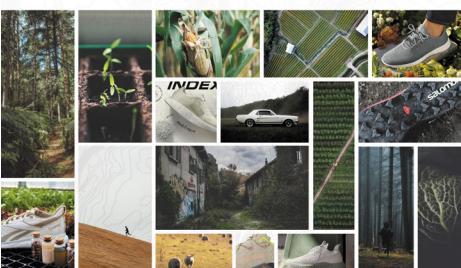
In essence, a biomaterial is naturally occurring and renewable. It's a material that is made from living organisms, which can alter it to be biodegradable and non-toxic, leaving behind nothing but food for the soil surrounding it.

our bio-materials



material functions

How can we cater to both the user, and the planet when one of our shoes is purchased?



colorways



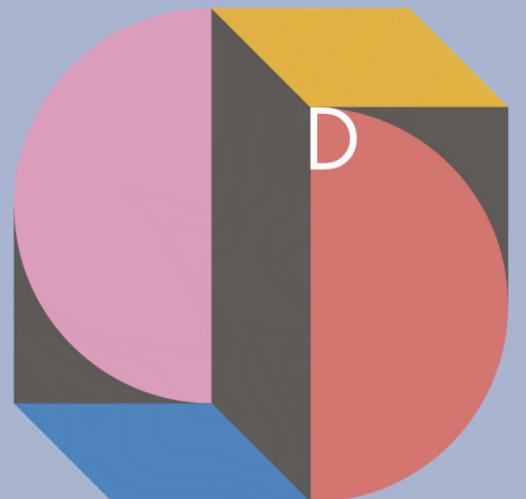
website mockup

loop shoes accessories materials new arrivals



thank you!

Design



Directors' Choice Award
DAAPworks 2021

Industrial Design



loop footweaR