



Contents



Explore



Synthesize



Concept



Explore



Synthesize



Concept

Rebellious Roots



FOUNDED_2009
NICOLAUS MERMOUD & JEAN-LUC DIARD
REBELLIOUS DNA
WHOLESOME COMMUNITY

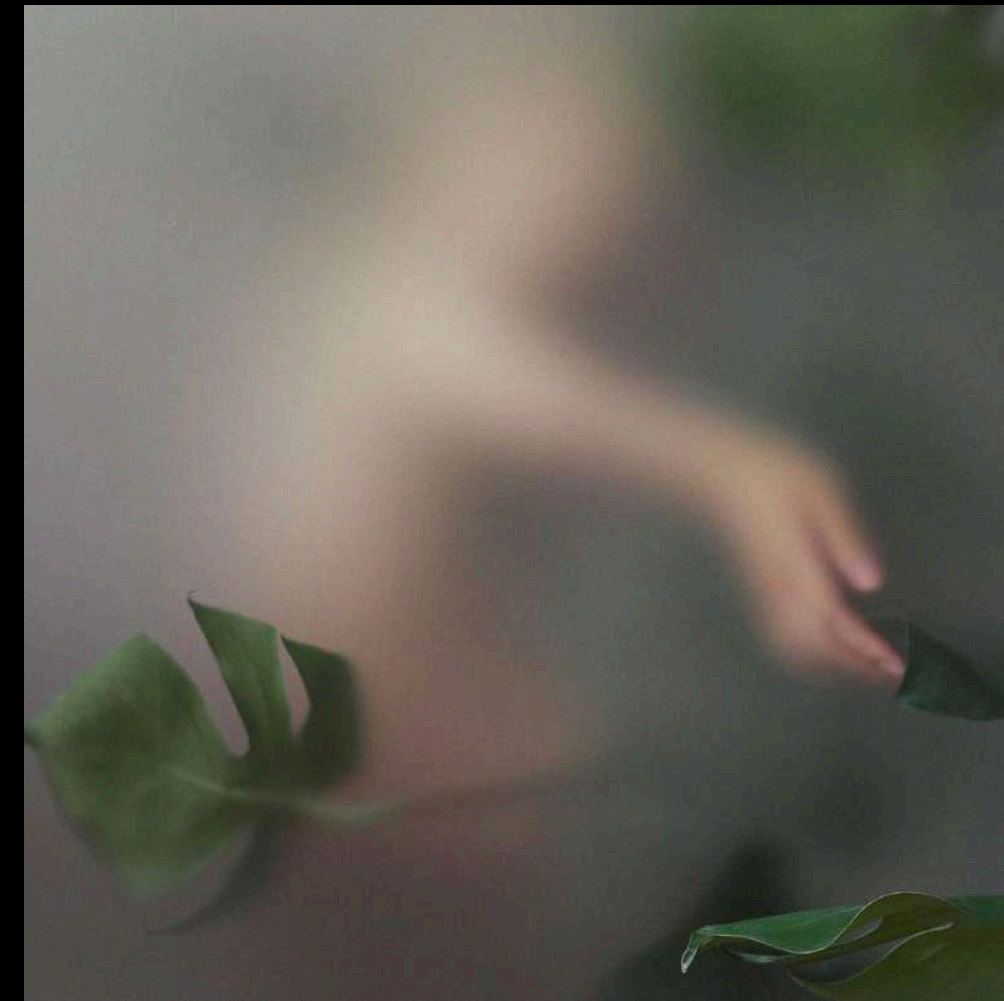
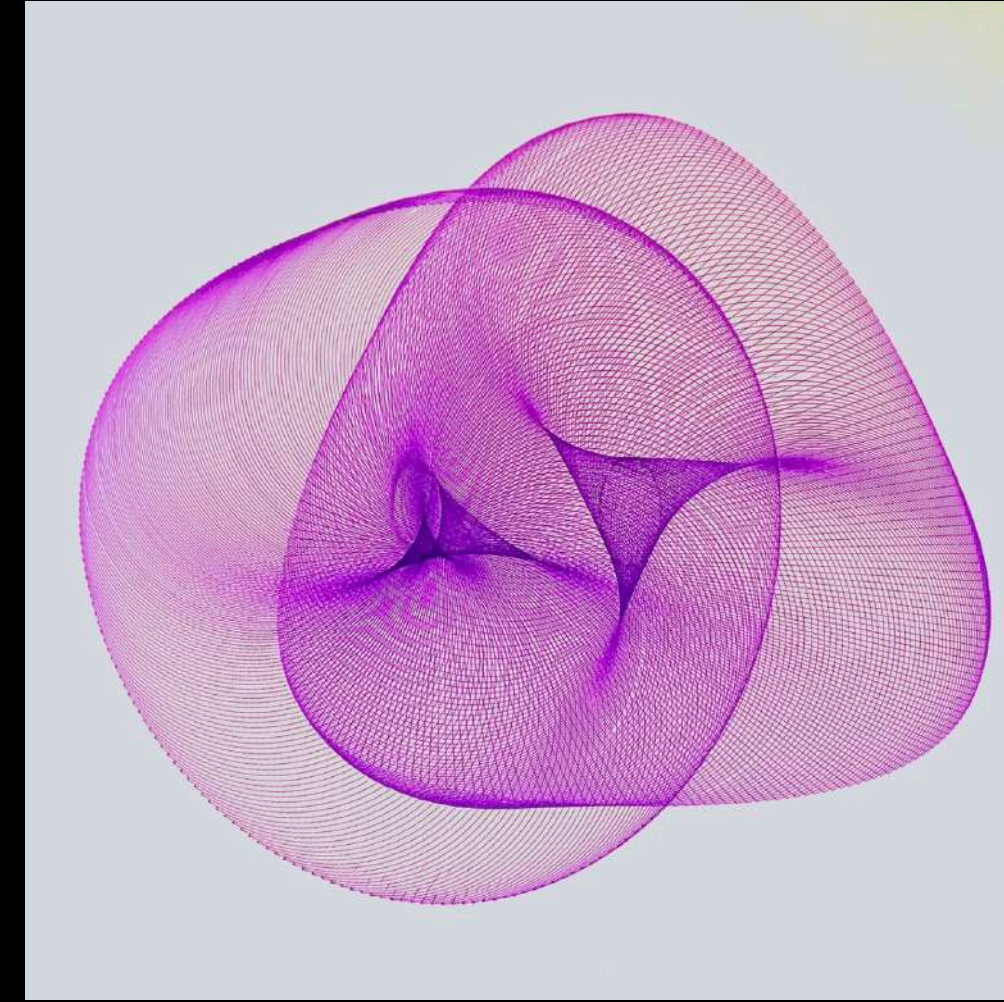


1. <https://www.youtube.com/watch?v=69vV3YcG7BE>
2. <https://www.podiumrunner.com/gear/sole-man-hoka-is-in-for-the-long-haul/>
3. <https://www.youtube.com/watch?v=KUGU18-akcl>
4. <https://brandcritica.com/where-are-hoka-shoes-made/>
5. <https://www.allamericanmade.com/where-are-hoka-shoes-made/>

Midtown Mountaineers



18 - 25 (2024)
GENERATION-COVID
CONNECTED, YET DISTANT
VERSATILE LIFESTYLES
FASHION FORWARD

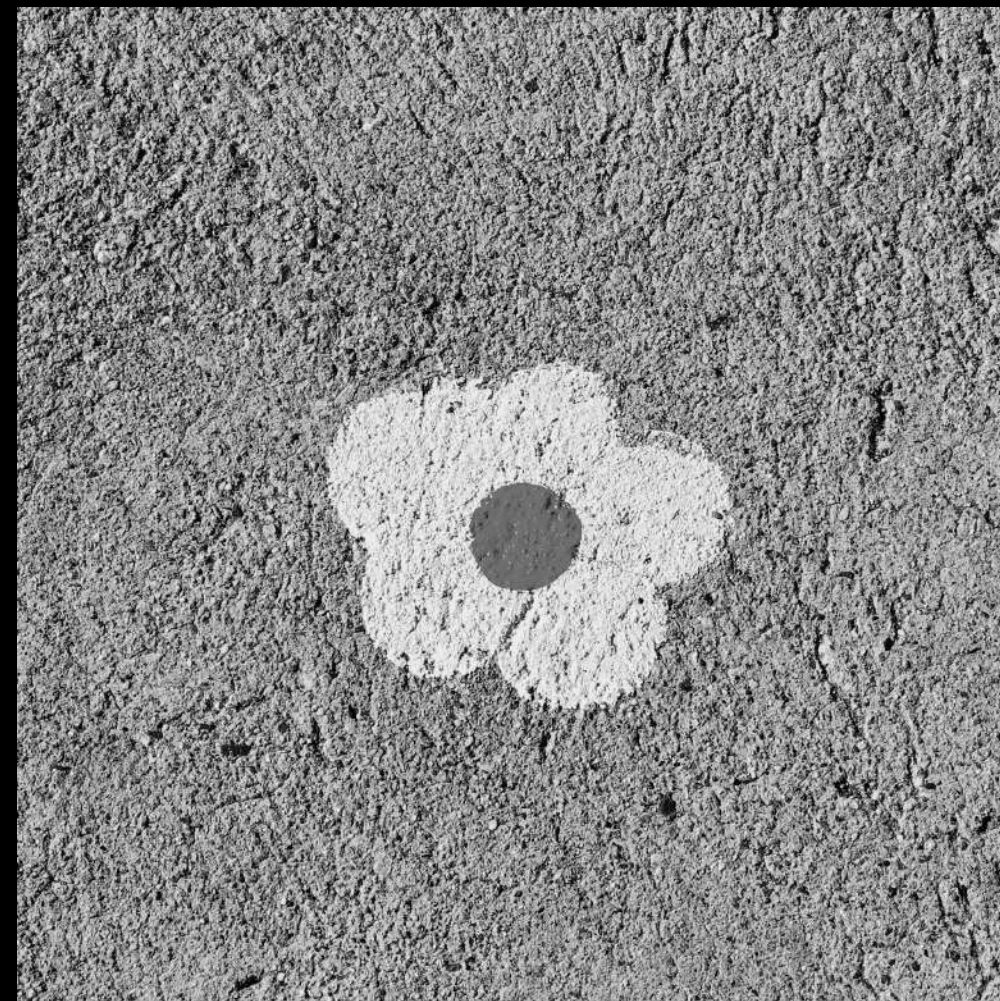
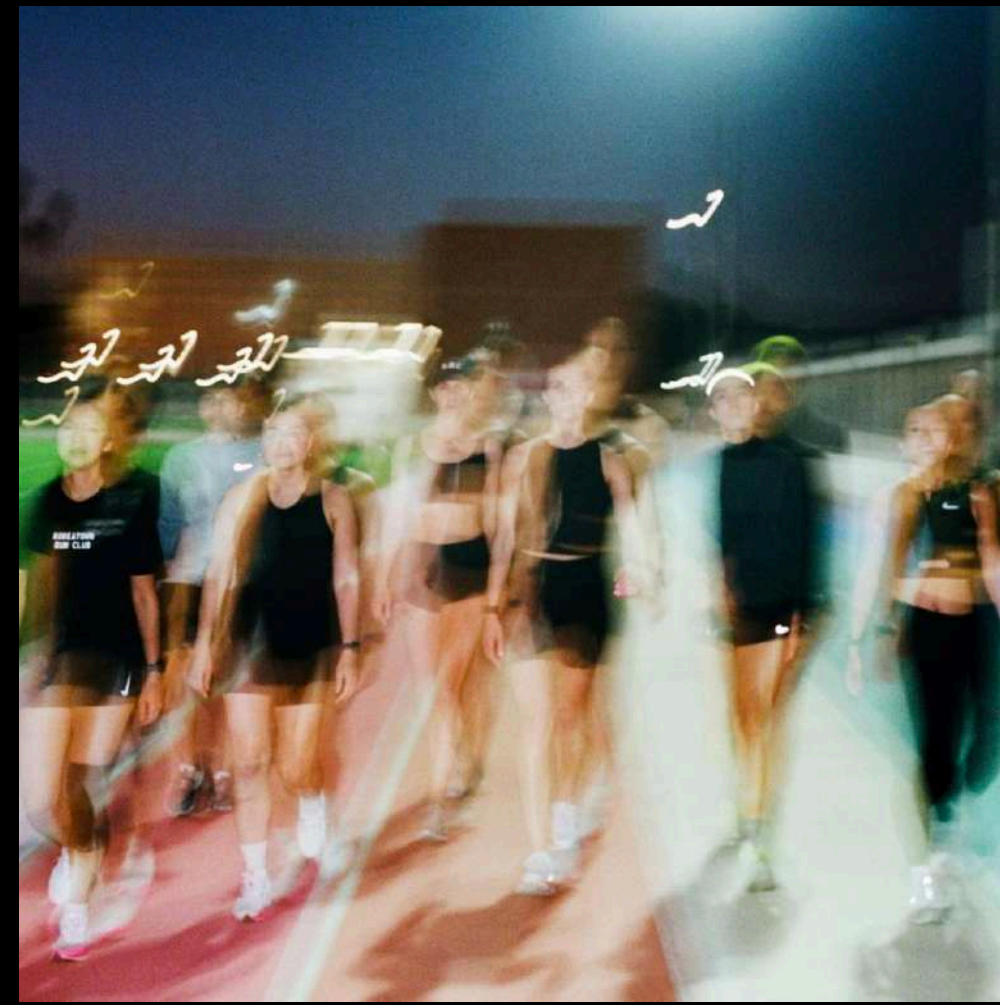


1. <https://www.investopedia.com/generation-z-gen-z-definition-5218554#:~:text=Generation%20Z%20%28Gen%20Z%29%20refers,families%3B%20the%20youngest%20are%2010.>
2. <https://news.airbnb.com/en-au/whats-next-in-travel-the-rise-of-gen-z-adventures-and-conscious-dining/>
3. <https://insider.fitt.co/gen-z-wellness/>
4. <https://explodingtopics.com/blog/gen-z-trends>
5. <https://greyjournal.net/fit/5-ways-gen-z-ers-are-affecting-and-shaping-the-fitness-industry/#:~:text=Being%20a%20young%20generation%20of,resilience%2C%20and%20a%20healthier%20mindset.>

Cross-Trekking



LOS ANGELES, CA
LOW-IMPACT, HIGH BENEFITS
HOLISTIC HEALING
HYBRID LANDSCAPE
WALKING THROUGH MULTIPLE
TERRAINS



- [1. https://www.businessinsider.com/walking-shoes-millennial-gen-z-status-symbol-covid-wfh-economy-2021-3](https://www.businessinsider.com/walking-shoes-millennial-gen-z-status-symbol-covid-wfh-economy-2021-3)
- [2. https://www.purewow.com/wellness/gen-z-walking-workout-trend](https://www.purewow.com/wellness/gen-z-walking-workout-trend)
- [3. https://thriveglobal.com/stories/why-gen-z-cares-the-most-about-nature/](https://thriveglobal.com/stories/why-gen-z-cares-the-most-about-nature/)
- [4. https://blog.activenetwork.com/post/the-digital-generations-head-outdoors-how-parks-and-rec-departments-can-engage-millennials-and-gen-z](https://blog.activenetwork.com/post/the-digital-generations-head-outdoors-how-parks-and-rec-departments-can-engage-millennials-and-gen-z)
- [5. https://www.cnn.com/2021/08/06/health/walking-benefits-exercise-wellness/index.html](https://www.cnn.com/2021/08/06/health/walking-benefits-exercise-wellness/index.html)

Los Angeles, CA



Grey Space



MELROSE, LOS ANGELES
TOWN

Green Space



GRIFFITH PARK TRAIL
TRAIL



Explore



Synthesize



Concept

Grey Space



Smooth Transitions



*Hoka Bondi 7

CHUNKY SOLE + ROCKER SHAPE
CREATES SMOOTH GAIT.



Shallow Angle

Segmented Transition



*Allbirds SWT Trail

LUGS CREATE INCREMENTAL DELAYS
DURING GAIT.

ADDED STRESS.

Green Space



**Hoka Bondi 7*

NO LUGS/HEEL BRAKES LEAVES VULNERABLE TO SLIPS. FOOT TRIES TO GRIP.



**Allbirds SWT Trail*

LUGS DIG INTO SURFACE, SURFACE FILLS IN THE GAPS FOR "SMOOTH" RIDE.

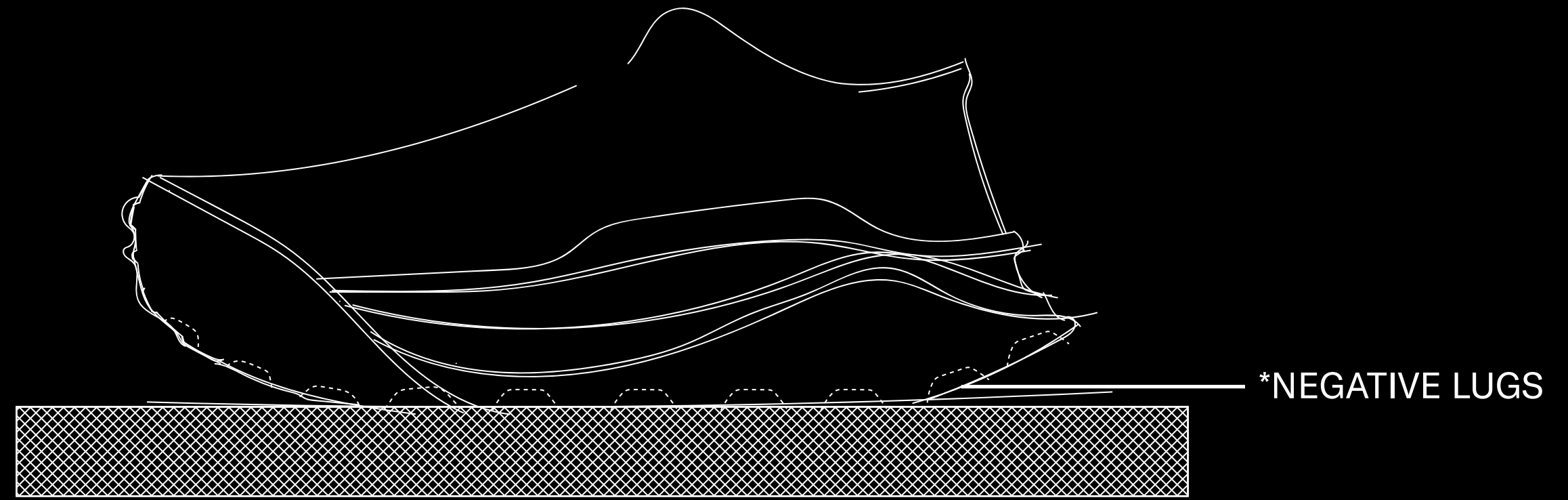
Space



WHAT IF WE COULD MAXIMIZE GROUND CONTACT IN BOTH GREY AND GREEN SPACES?

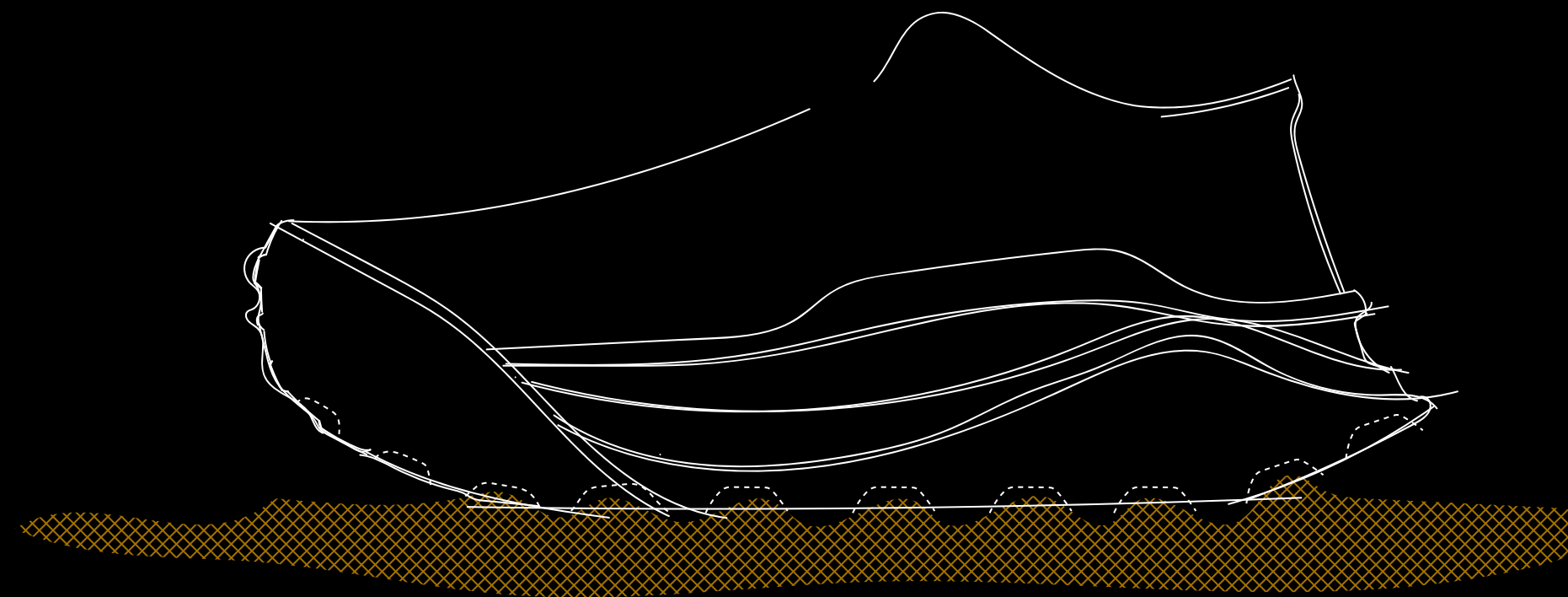


*INVERT PROTRUDING FEATURES



*NEGATIVE LUGS

GREY - RUBBER EXOSKELETON FRAME MAXIMIZES GROUND CONTACT WITHOUT SEGMENTATION.



GREEN- NEGATIVE LUGS ALLOW DIRT TO "FILL" TO CREATE THE BITE RESEMBLING POSITIVE LUGS.

Play 01



A



B



*ADEQUATE SURFACE AREA FOR MAXIMUM CONTACT IN GREY SPACES.

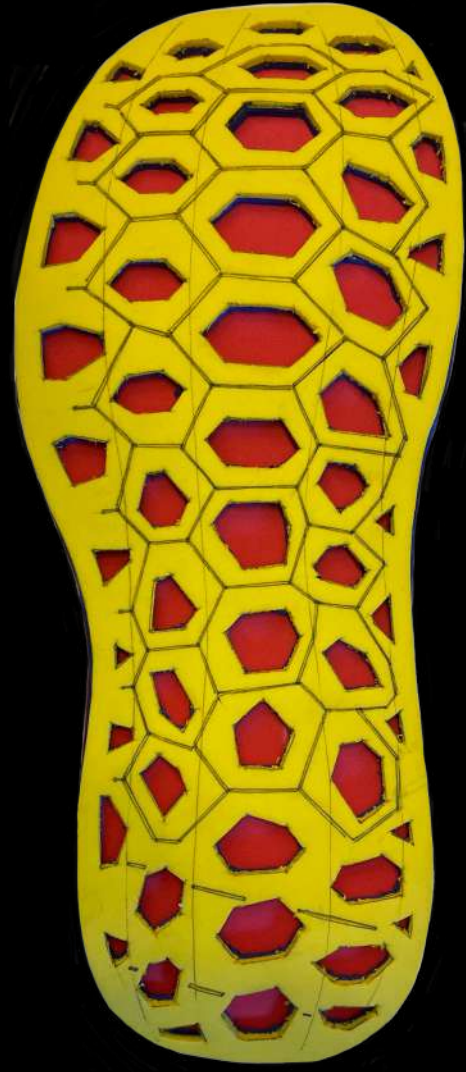
*LARGE ENOUGH OPENINGS TO ABSORB AND RELEASE ENVIRONMENTS.



Play 02



B1



B2



*PARTIAL CUTOUTS TO ALLOW EVA TO FULLY EXPAND DURING STANCE.

*INTRODUCE POSITIVE LUGS THROUGH THE TOE AND HEEL WHEN SINKING INTO SURFACES.





“THE TRACTION LOOKS GREAT! I BELIEVE YOU ARE ONTO SOMETHING MEANINGFUL. I HAVEN’T SEEN SOMETHING LIKE THIS, AND I AM EXCITED.”

SIMON LUTHI, PH.D.
BIOMECHANICA



Market Segment Opt



SKY

GLIDE



HIKE



Explore



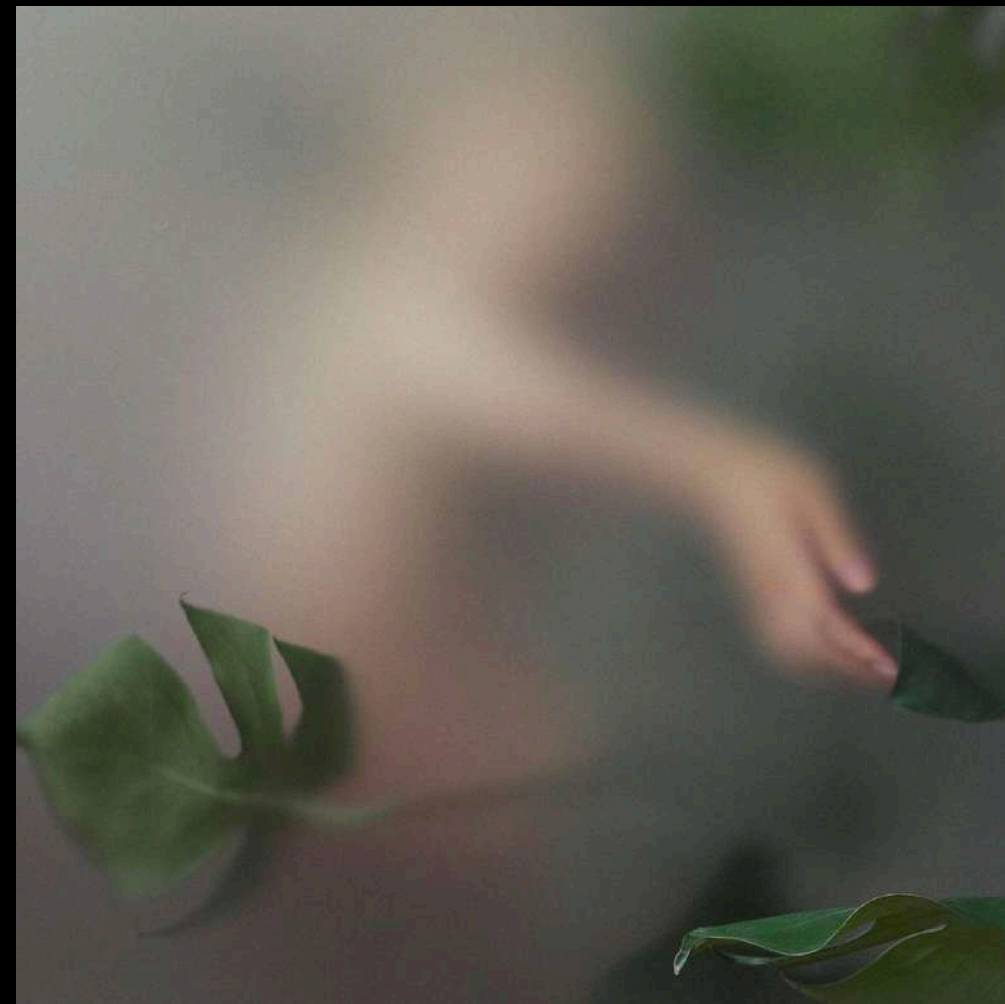
Synthesize



Concept

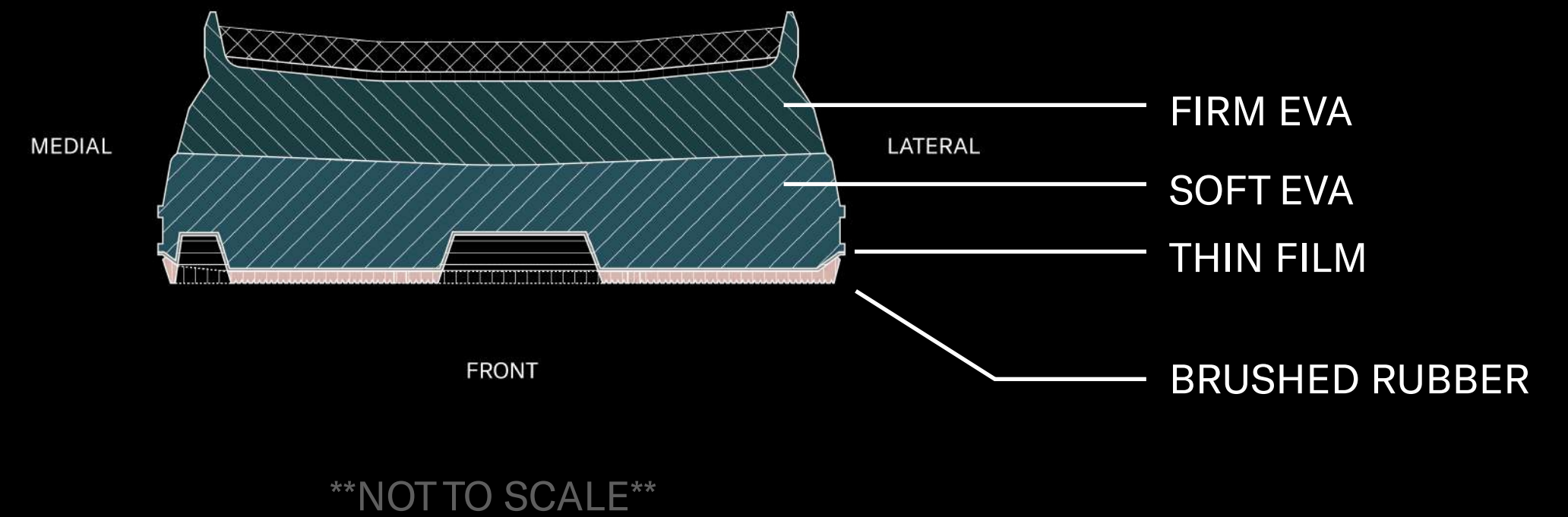
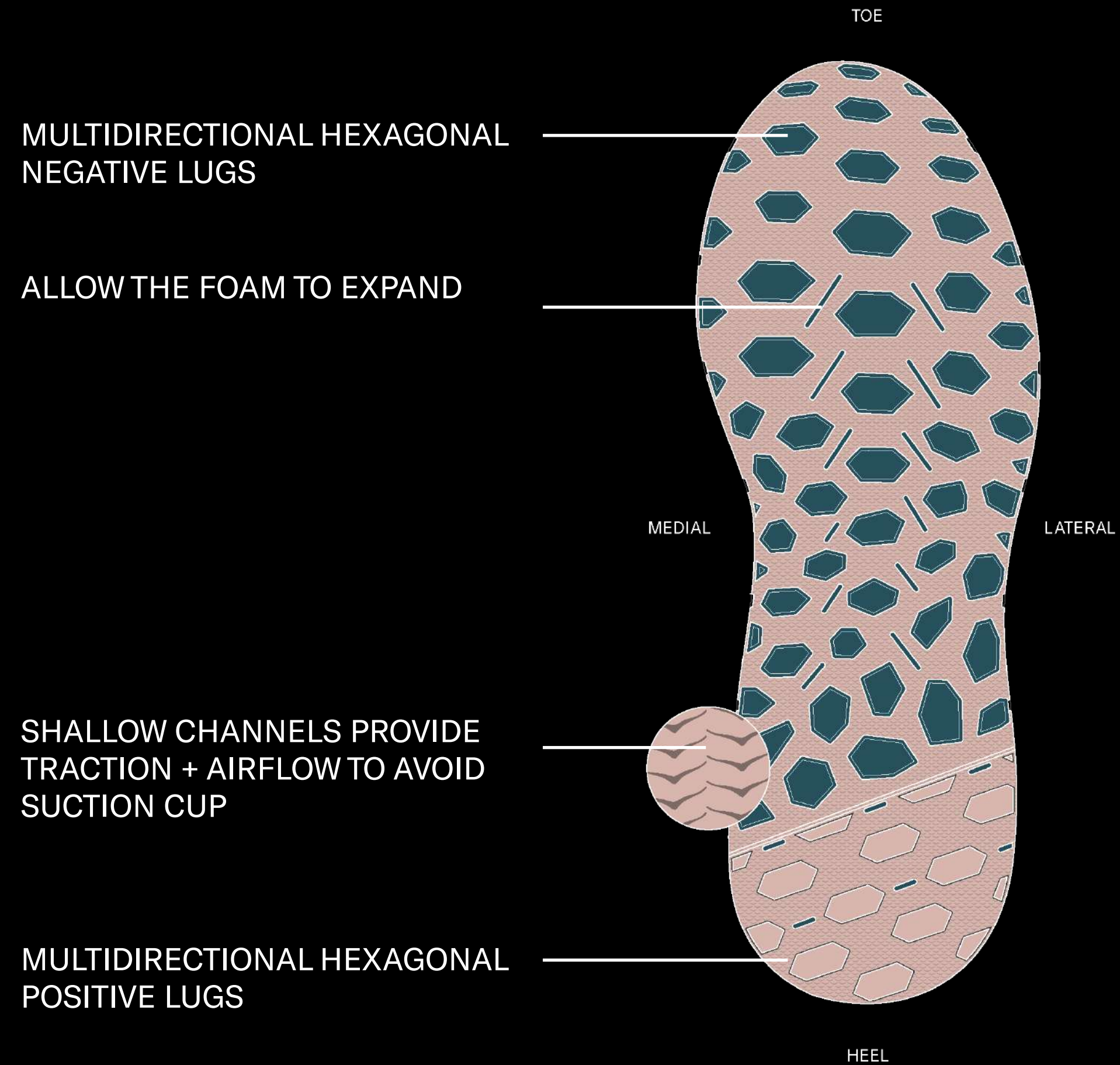


Hoka Hono

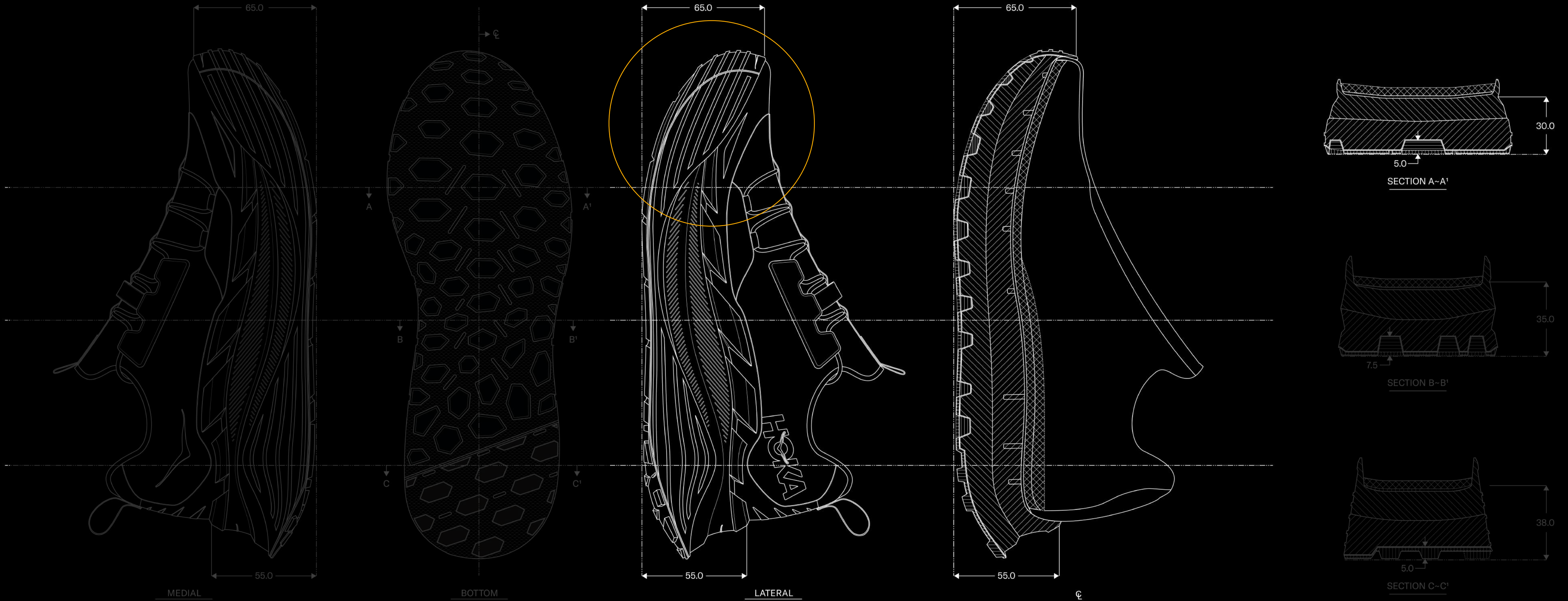


HONO - CONNECT

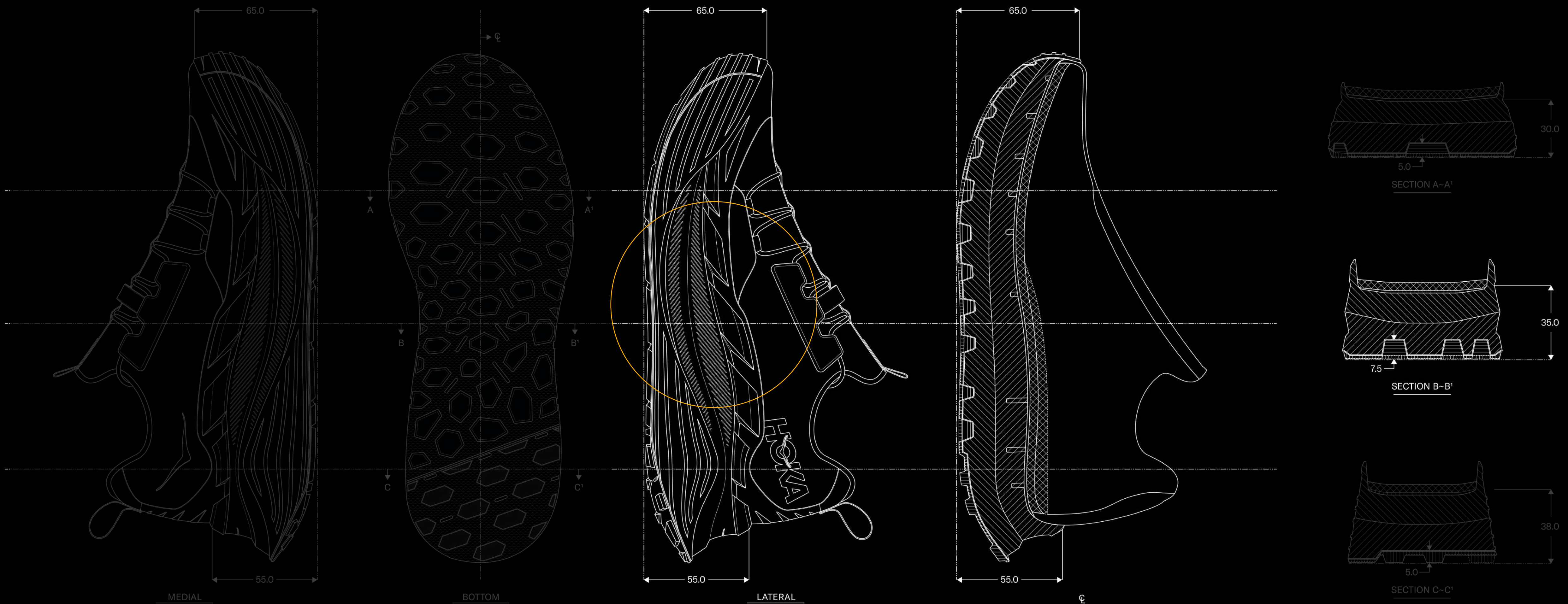
ENVIRONMENT
COMMUNITY
OURSELVES



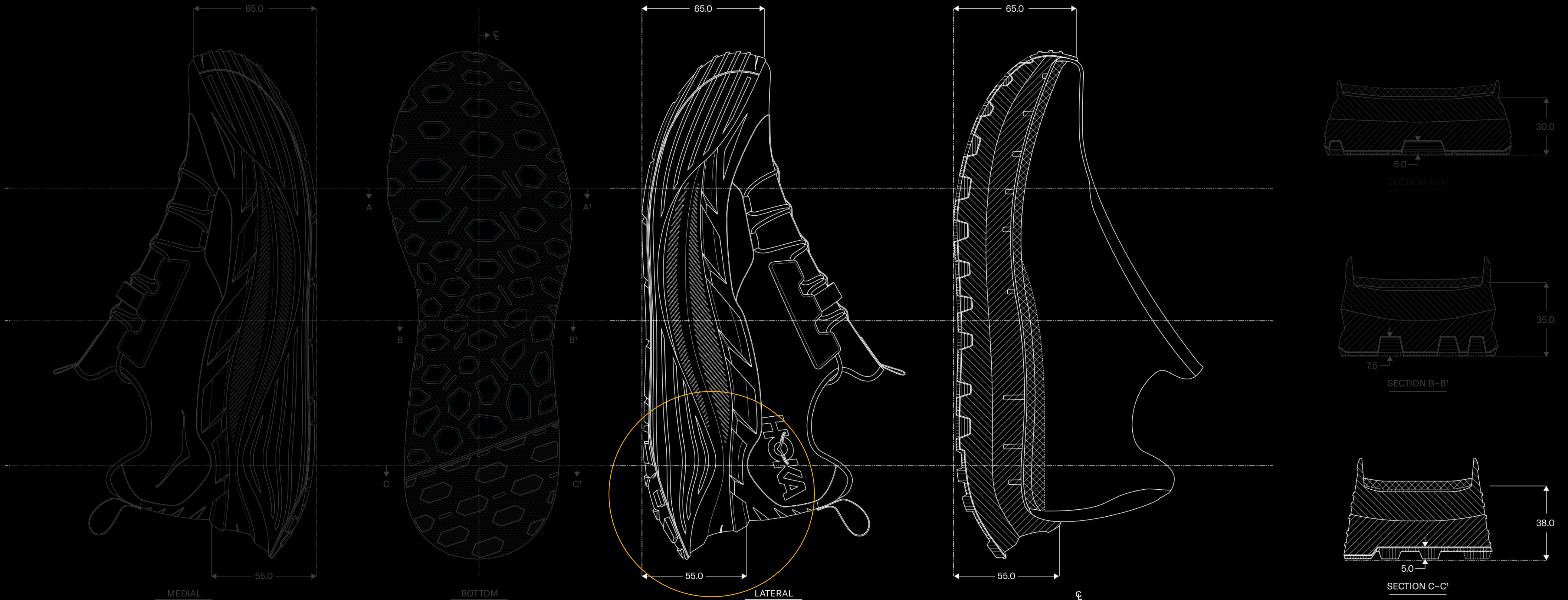
Section A~A¹



Section B~B1



Section C~C1



Materials

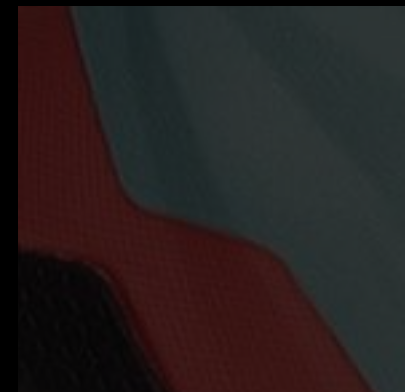
HOKA



UPPER:
ENGINEERED MESH



REINFORCEMENT:
TPU



MIDSOLE:
DUAL-DENSITY EVA

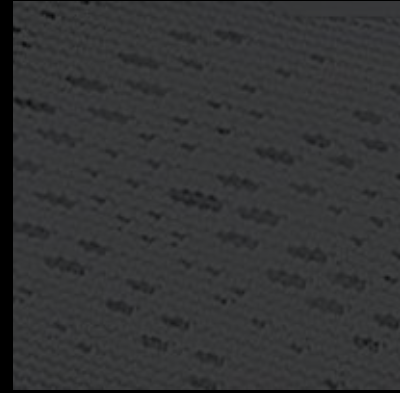


OUTSOLE:
BRUSHED RUBBER

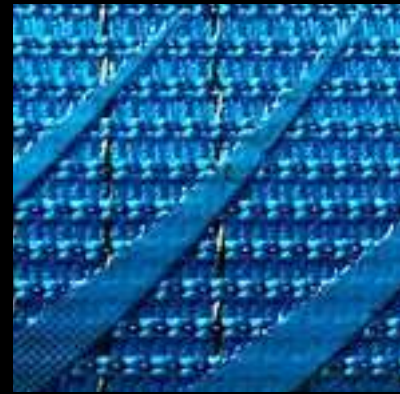


LATERAL

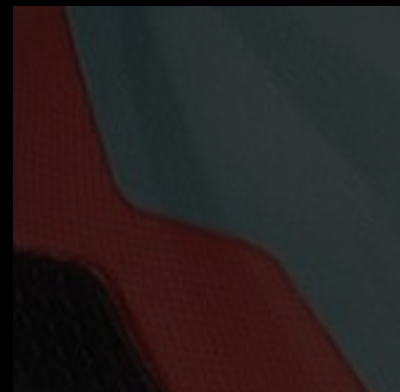
Materials



UPPER:
ENGINEERED MESH



REINFORCEMENT:
TPU



MIDSOLE:
DUAL-DENSITY EVA

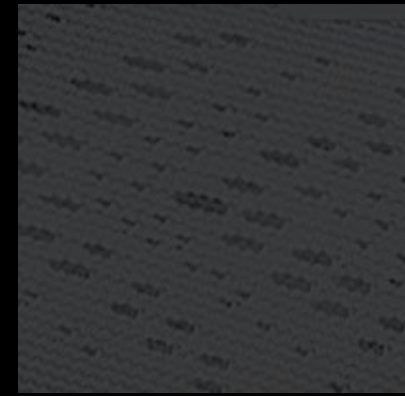


OUTSOLE:
BRUSHED RUBBER



LATERAL

Materials



UPPER:
ENGINEERED MESH



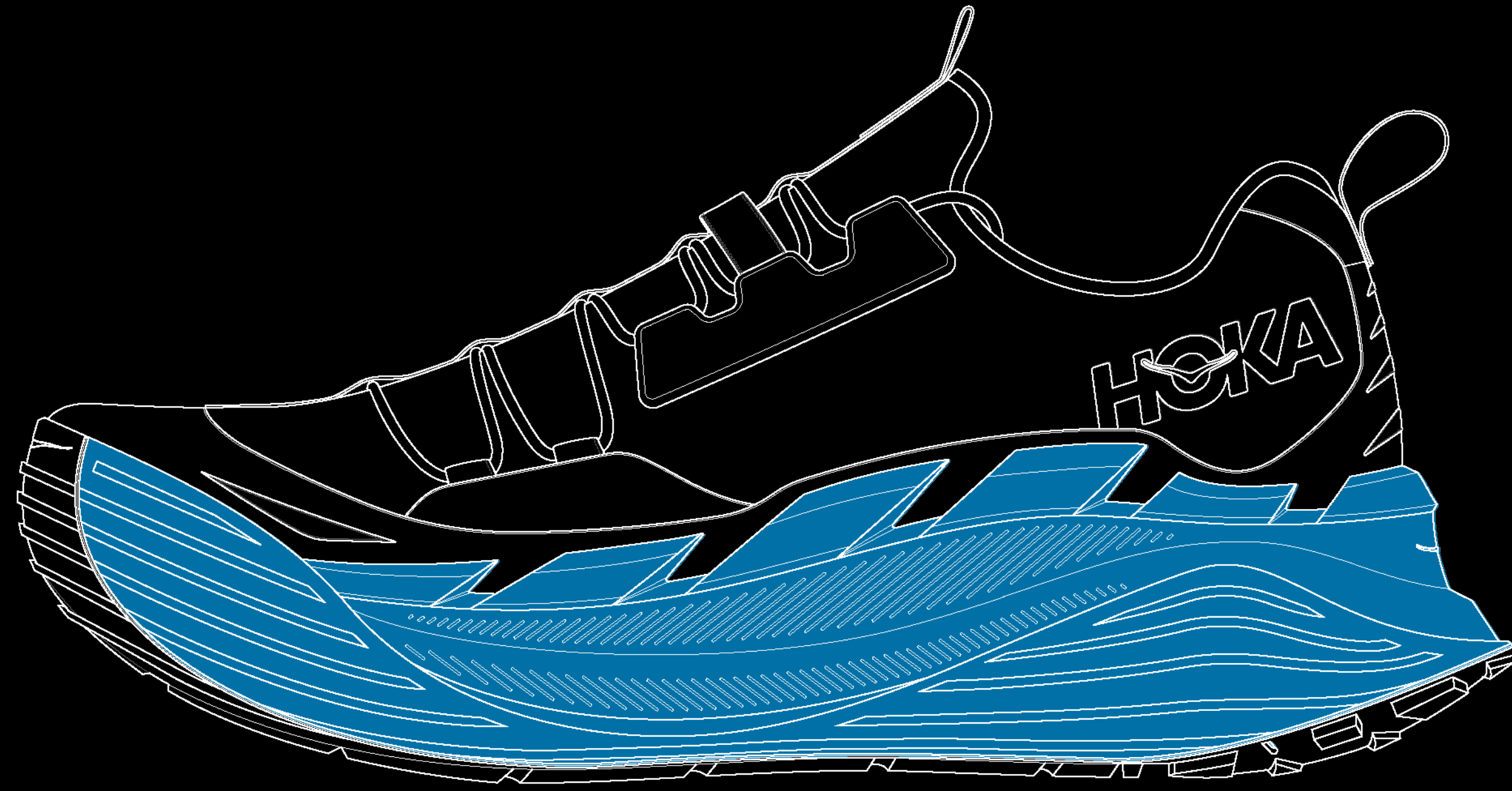
REINFORCEMENT:
TPU



MIDSOLE:
DUAL-DENSITY EVA

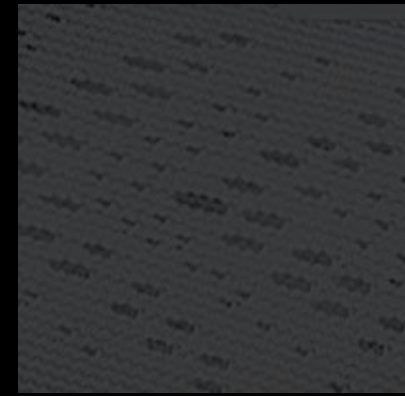


OUTSOLE:
BRUSHED RUBBER



LATERAL

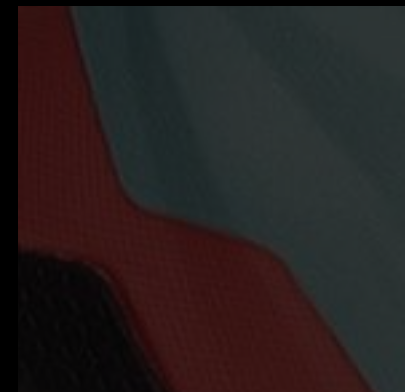
Materials



UPPER:
ENGINEERED MESH



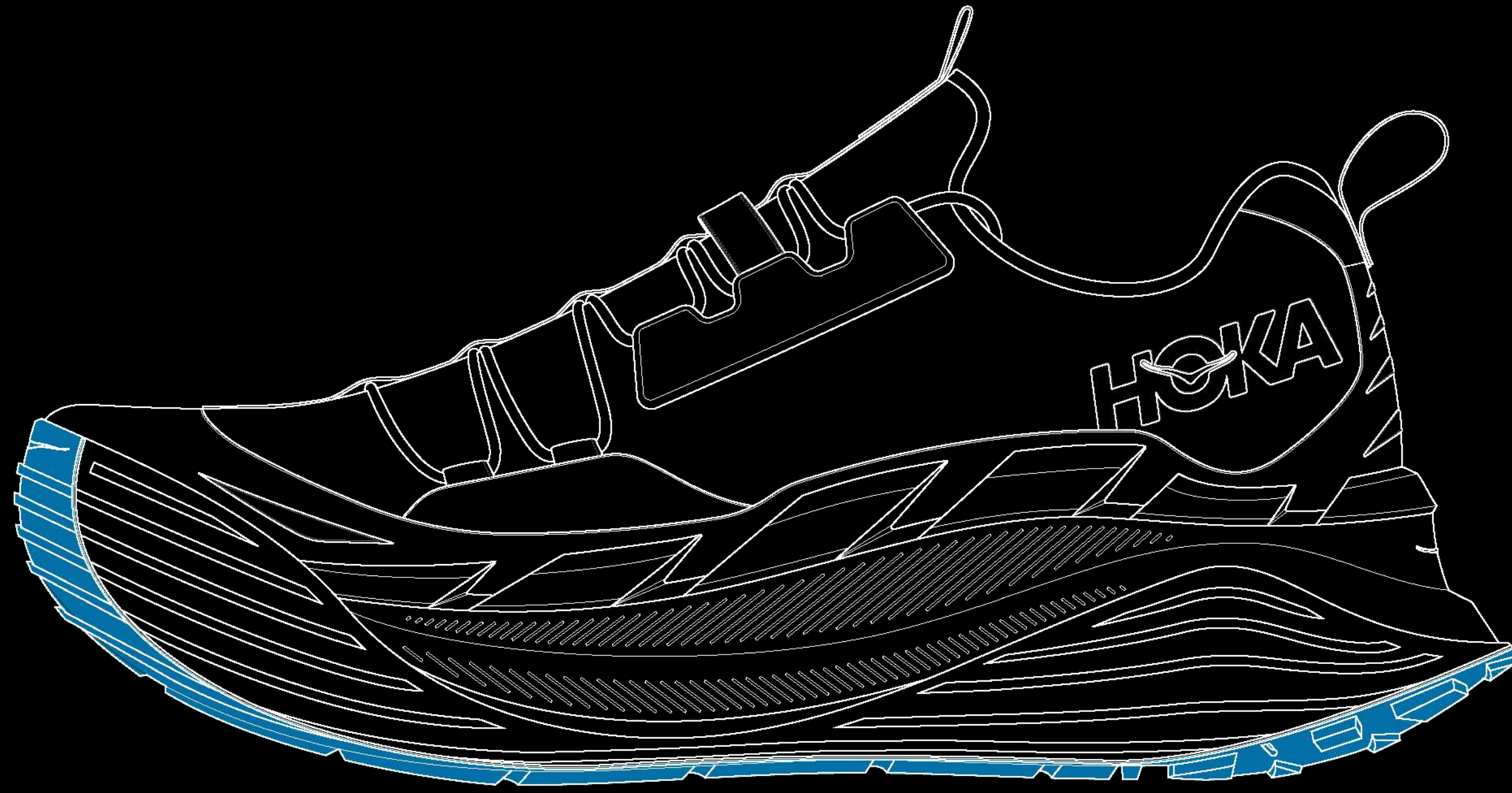
REINFORCEMENT:
TPU



MIDSOLE:
DUAL-DENSITY EVA



OUTSOLE:
BRUSHED RUBBER



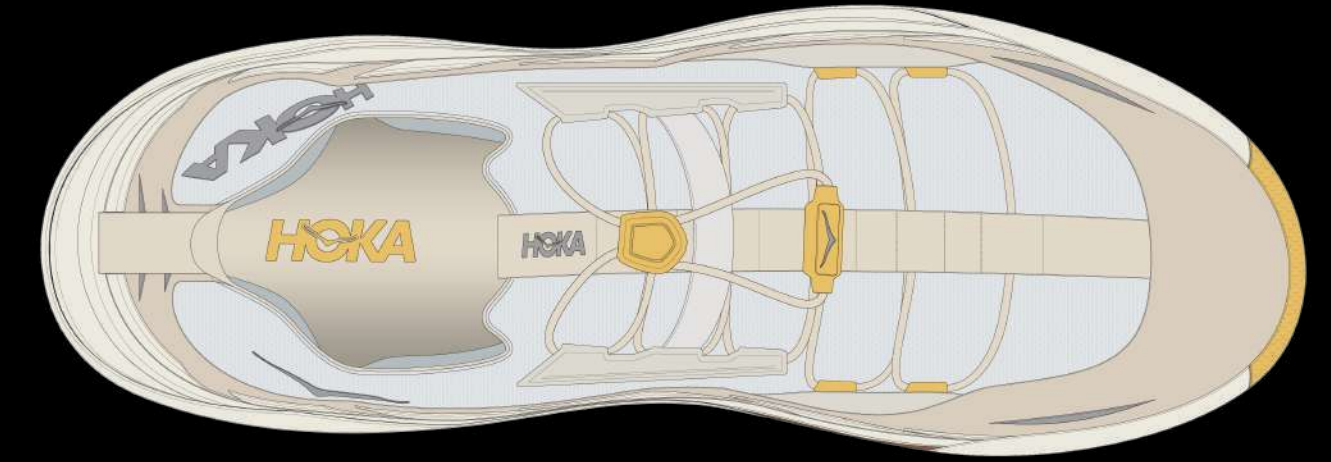
LATERAL

Melrose Morning



LOS ANGELES >

THE NEUTRAL PALETTE LENDS ITSELF TO THE MORNING ENTHUSIAST AND PRE-LUNCH LATTER REGULAR.



Top



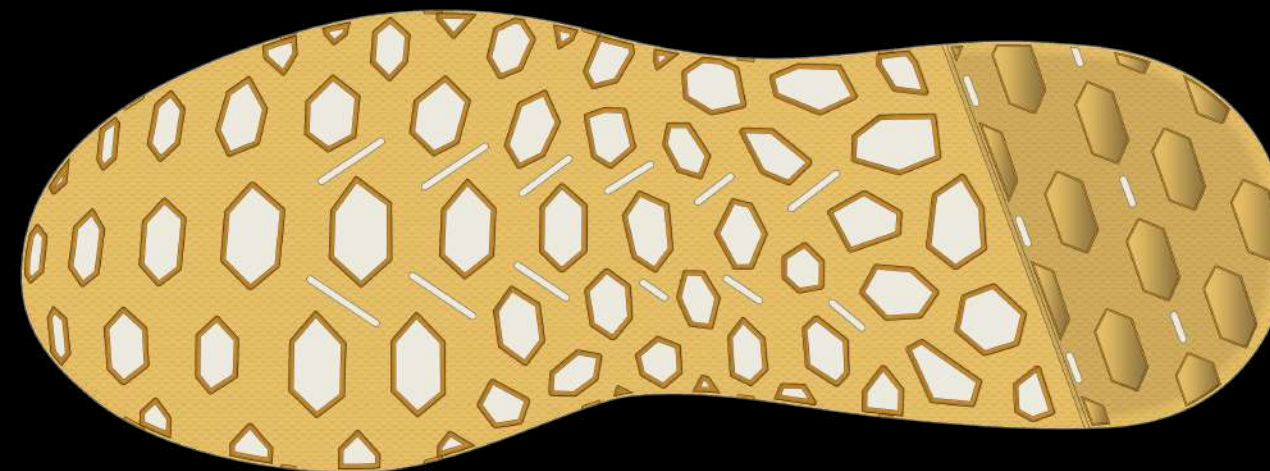
Lateral



Back



Medial



Bottom

Gaia Spirit



GRIFFITH TRAILS >

THE COOL MOUNTAINOUS TONES
CONNECT US BACK TO THE LAND AND
REMINDS US TO STAY GROUNDED.



Top



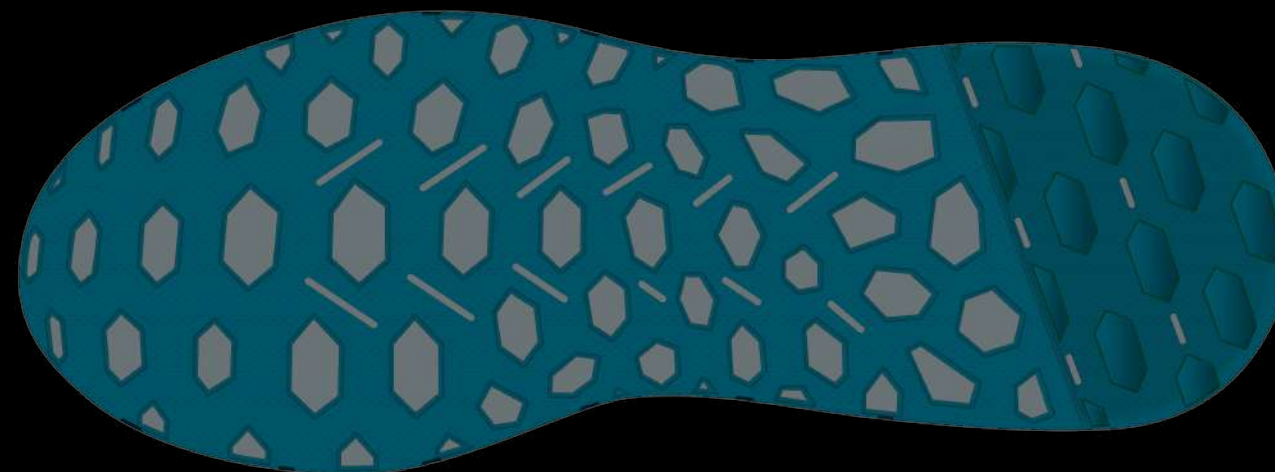
Lateral



Back



Medial



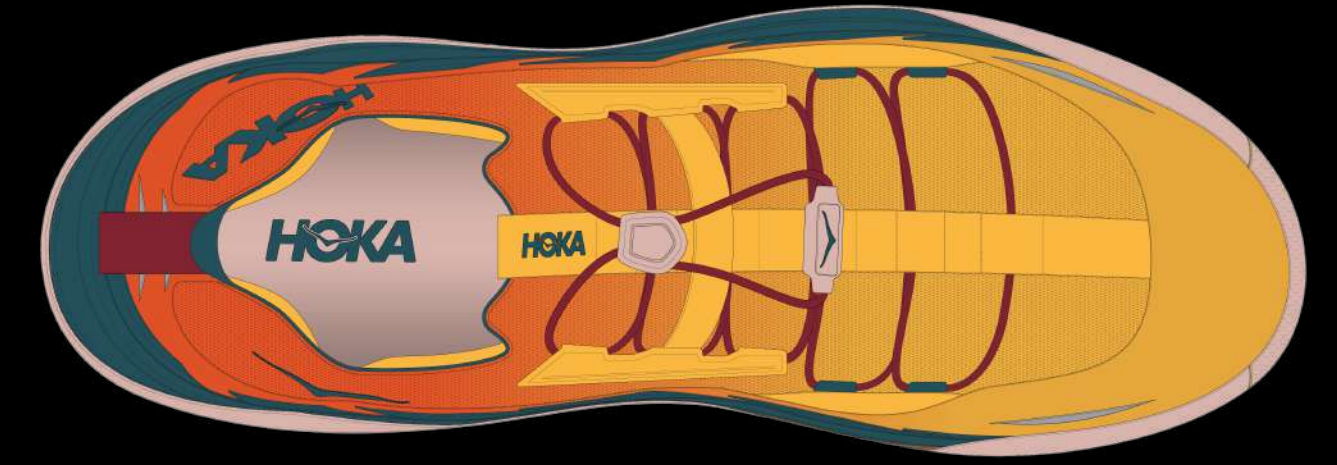
Bottom

Hoka Energy



HOKA ENERGY >

ELECTRIFYING BRIGHTS
REARRANGED FROM THE HOKA
EXISTING LINEUP.



Top



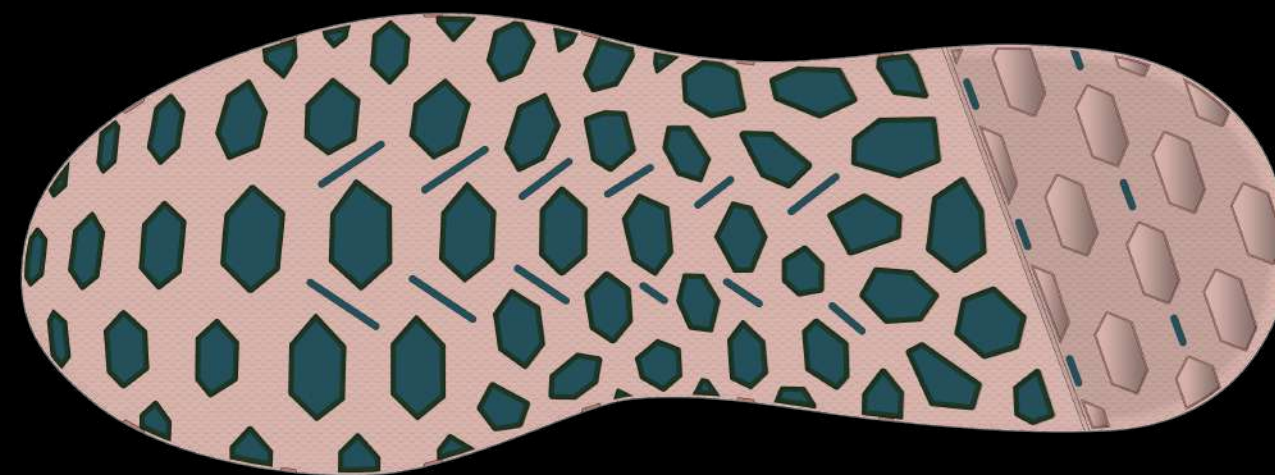
Lateral



Back



Medial

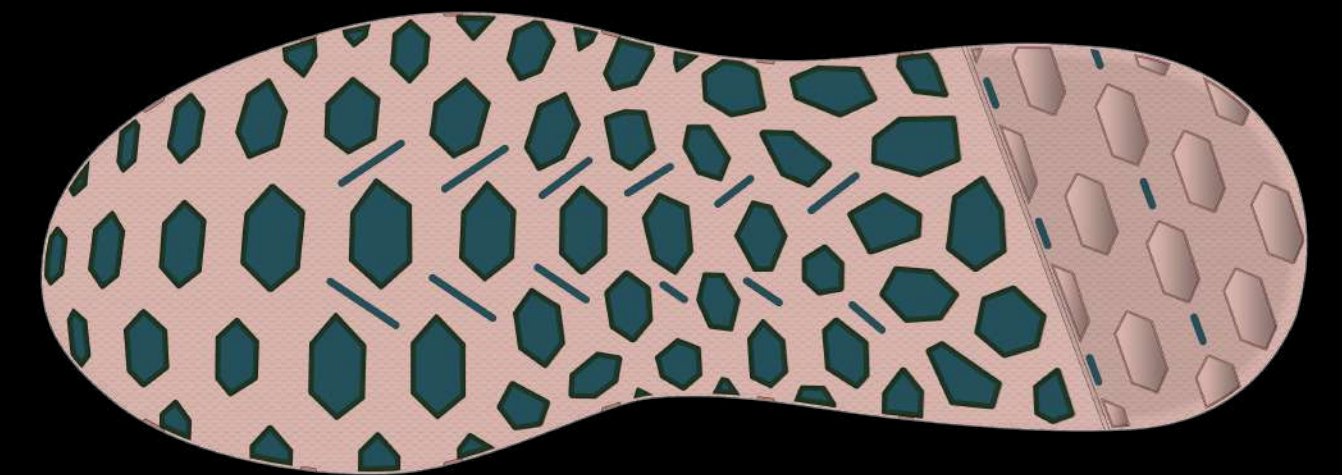
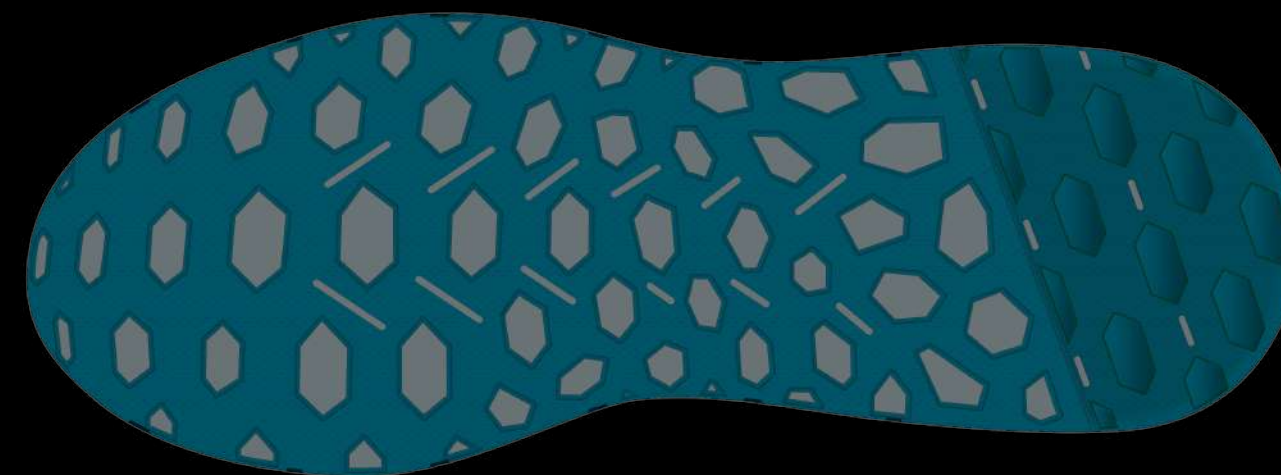
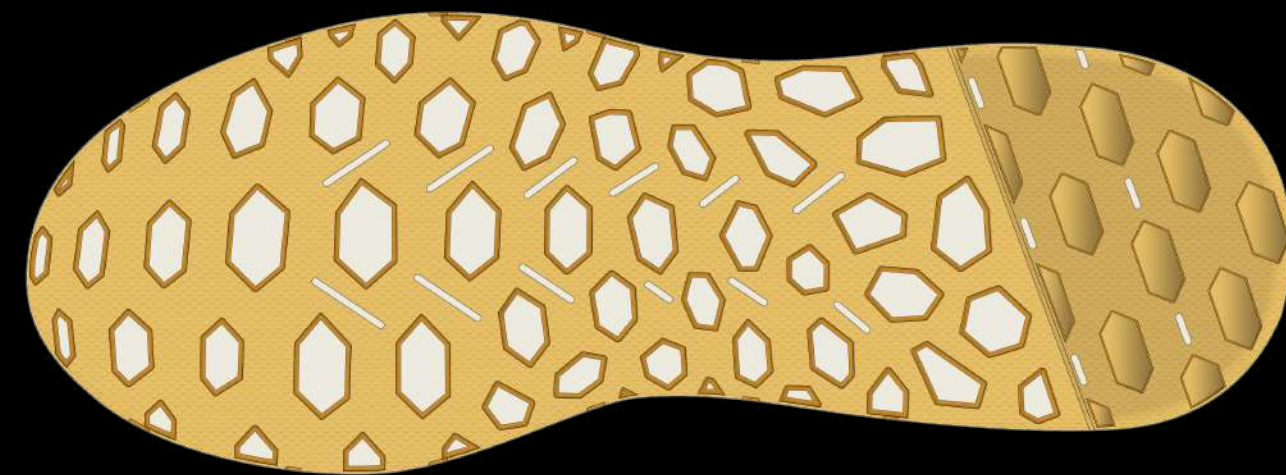


Bottom

Hoka Hono



THE HOKA HONO IS ABOUT STRENGTHENING OUR WELL-BEING BY BLENDING OUR CONNECTION BETWEEN GREEN AND GREY SPACES.



MELROSE MORNING

GAIA SPIRIT

HOKA ENERGY



Thank You

