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## INTRODUCTION

You won't let winter hold you back. You also won't let winter cramp your style.

In the ECCO Outdoor collection for Autumn/Winter 2020, engineered with some of our most radical technologies and materials for state-of-the-art performance and functionality, you'll feel free to go outside into the elements.

And even as winter closes in on hiking trails and city streets, you can enjoy a modern, premium aesthetic in a collection that introduces three new groups, from the femininity and elegance of ECCO SOLICE to the street-smart ECCO BIOM AEX and ECCO ZIPFLEX. Crafted from premium performance leathers from our own tanneries, and 'made for the elements', these are highly versatile products that you can just as easily wear in the city as in the wild.

Athletic performance collides with street style in the ECCO BIOM AEX, which is powered by ECCO's own BIOM® NATURAL MOTION® Technology, which is inspired by the science and the spirit of barefoot runners.

Inside the midsole is the revolutionary PHORENE™, an ultra-light and soft midsole material that supplies dramatic rebound, even when it is bitterly cold. A breakthrough for our FLUIDFORM™ Direct Comfort Technology, PHORENE™ is used in many of the products in this collection.

The ECCO ZIPFLEX has a progressive sole design that is inspired by a zip, and which offers extreme flexibility and state-of-the-art comfort, as well as a highly distinctive, contemporary aesthetic. For futuristic shock absorption, the group also features ECCO's SHOCK THRU technology.

The ECCO SOLICE is a sophisticated group of women's boots and shoes that are engineered for winter, with their highly advanced warmth and comfort, and a full rubber outsole that can handle snow and ice.

Anyone who adores being in nature will appreciate how ECCO's pioneering DriTan™ technology is used widely across this collection. DriTan™ significantly reduces the amount of water required for tanning, while also cutting the use of chemicals.

## AW20 OUTDOOR COMMERCIAL CALENDAR



Category	VITALITY	AMPHIBIAN	VELOCITY	ALTITUDE
Claim	Functional Outdoor Style	Breathability & Grip	Natural Motion & Lightweight	Grip & Stability
Description	From travel-focused day tripping to meditative open-air strolls, from hanging out at the campsite or passing through the airport en-route to the next adventure, the innovations that distinguish in these natural and versatile styles combine agility, comfort and convenience. The attitude is unfussy, honest and uncluttered while remaining fully committed to ECCO Outdoor's MADE FOR THE ELEMENTS design ethos.	When your path crosses fresh creeks or unexpected downpours you need lightweight, non-absorbent shoes that won't slow you down. The ultimate in breathability and drain, these openmesh, aquatic styles offer a quick-dry, quick-drain solution for swift movement in and around water. Paired with weightless comfort, and soft, flexible but commanding soles, they work well in wet, dry or soft conditions.	A new frontier for outdoor versatility with deep roots in the culture of fast-trekking. Combining agility and strength, these styles deliver light-weight speed, anatomical support, tactical protection and dynamic rebound for high degrees of energy in natural motion. Running-inspired performance-oriented innovations fit for rugged outdoor functionality.	The foundation to every seasoned hiker's wardrobe, focussed on technical prowess, stability and durability. Stay ahead of the rest o backpack hikes and rugged mountaineering with state-of-the-art support and protection the outperforms over long distances and towering elevations. These styles are built for mountains devotees with ankle support and lateral and medial considerations to propel you upwards.
Product Groups	ECCO BIOM 2GO ECCO BIOM FJUEL ECCO EXOSTRIDE ECCO MULTI-VENT ECCO SOFT 7 TRED ECCO SOLICE ECCO TRACK 25 ECCO UKIUK 2.0 ECCO ZIPFLEX	ECCO OFFROAD	ECCO BIOM AEX ECCO BIOM C ECCO BIOM C-TRAIL	ECCO BIOM TERRAIN ECCO EXOHIKE ECCO EXOSTRIKE

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### **ECCO BIOM 2GO**

MOTION X REBOUND • The infamous BIOM® — based on the natural shape and movement of the foot — enters a new realm with an upgrade of ECCO's revolutionary ultra-light PHORENE™ midsole and an all-year rubber outsole for traction. Built on ECCO's exclusive foot-shaped BIOM® last, using our pioneering FLUIDFORM™ Technology to frame and support the arches of your foot. Even in the coldest conditions, temperature-blind PHORENE™ provides extraordinary softness and remarkable rebound underfoot.

**Sizes**: 40-47



**F**LUIDFORM™





#### **MEN'S**



801904-51052 BLACK SUEDE/ANTELOPE YAK



801904-56695 BLACK/DARK CLAY SUEDE/ANTELOPE YAK



801904-52664 TITANIUM SUEDE/ANTELOPE YAK



801924-51602 BLACK/TARMAC TEXTILE



801924-56665 BLACK/TARMAC TEXTILE

## ECCO BIOM FJUEL

**DESIGNED TO KEEP UP WITH YOU** · Ideally suited to those who like to mix their activities between the urban environment and nature, the ECCO BIOM FJUEL is powered by innovative BIOM® Technology. Working with the natural curvature and shape of the foot, BIOM® gives greater efficiency of movement, resulting in an almost barefoot feel. With its eye-catching AthLeisure stylings, this sneaker-inspired design is a versatile shoe that's convenient, comfortable, and cutting-edge.

Sizes: 35-42, 39-48

**F**LUIDFORM™



#### **WOMEN'S**







837513-01291 CASHMERE Racer Yak

#### **MEN'S**



837514-01001 BLACK Ultimate Runners Yak



837534-01178 MOCHA Yabuck Yak



837534-11058 NAVY Zinnia Yak

### **ECCO EXOSTRIDE**

CUSHION YOUR STRIDE • This outdoor-ready sneaker brings the fast look from the trail to the street. With a three-component sole unit combining the softness of PU in the midsole with ECCO's SHOCK THRU point cushioning and a durable rubber outsole for grip, the ECCO EXOSTRIDE will keep you sure-footed and cushion your stride. Built on ECCO's exclusive foot-shaped last using pioneering FLUIDFORM™ Technology to ensure the footbed follows the natural shape of your foot for anatomical comfort. Available in sporty, light synthetics for maximum breathability or unique performance ECCO leathers, crafted in our own tanneries, for a premium aesthetic. Select styles feature GORE-TEX waterproofing to ensure your feet stay dry and some, a speed-lace system for quick adjustments and ease. Delivering advanced shock absorption in every step, the ECCO EXOSTRIDE keeps you comfortably on the go.

**Sizes**: 35-42, 39-46











835313-01480 NEW SYRAH Zinnia Yak



835313-01291 NEW CASHMERE Zinnia Yak



**F**LUIDFORM™

835313-01152 SHADOW WHITE Cirrus

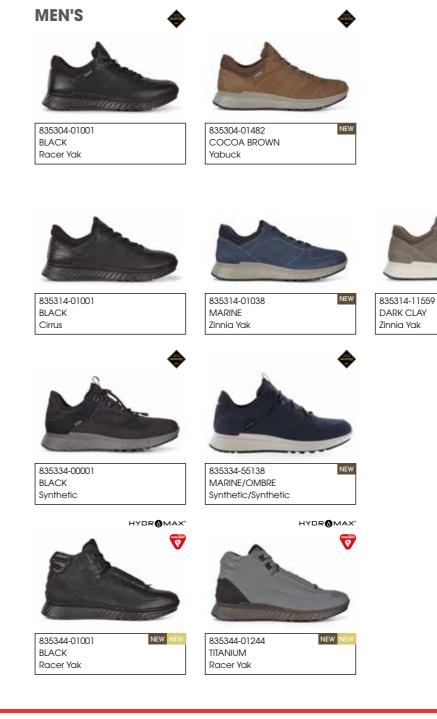


835333-00001 BLACK Synthetic

Cirrus



835333-52114 SYRAH/FIG Synthetic/Synthetic



### **ECCO MULTI-VENT**

**BREATHABILITY X WATERPROOF** • The ECCO MULTI-VENT is a waterproof, breathable and flexible outdoor shoe that excels in all areas: agility, comfort, and everyday performance. Whether you're taking the dog for a walk on the weekend, dashing to make an airport connection, or spending the weekend camping by the sea, our ECCO MULTI-VENT design offers all-day, 360° GORE-TEX SURROUND® waterproof construction, while still keeping you comfortably supported on an textile covered inlaysole. Choose from a range of ECCO Leathers and sporty synthetic textiles that are 'made for the elements' and all your outdoor adventures.

**Sizes**: 35-41, 39-46



**F**LUIDFORM™

#### **WOMEN'S**







880103-55860 NE SHALE Hyperlapse Dyneema/Textile



880123-01001 BLACK Dritton G5



880123-01477 DAMASK ROSE Yabuck Yak



880123-01576 SHALE Racer Yak



880123-01007 WHITE Dritton G5



880203-52121 BLACK/CORAL NEON Racer Yak/Decoration



880203-54184 PR NEW N WHITE/BLACK Racer Yak/Decoration

#### MEN'S



880104-52101
GRAPE LEAF/BLACK
Hyperlapse Dyneema/Textile



880104-52105
MIRAGE/MAGNET
Hyperlapse Dyneema/Textile



880124-01001 BLACK Dritton G8



880124-01244 TITANIUM Antelope Yak



880124-01007 WHITE Dritton G8



880134-52011
BLACK/BLACK/OLYMPIAN BLUE
Racer Yak/Textile/Decoration



880134-51751 TARMAC/BLACK/SULPHUR Racer Yak/Textile/Decoration



880204-55846 PR N BLACK/LIME PUNCH Racer/Decoration



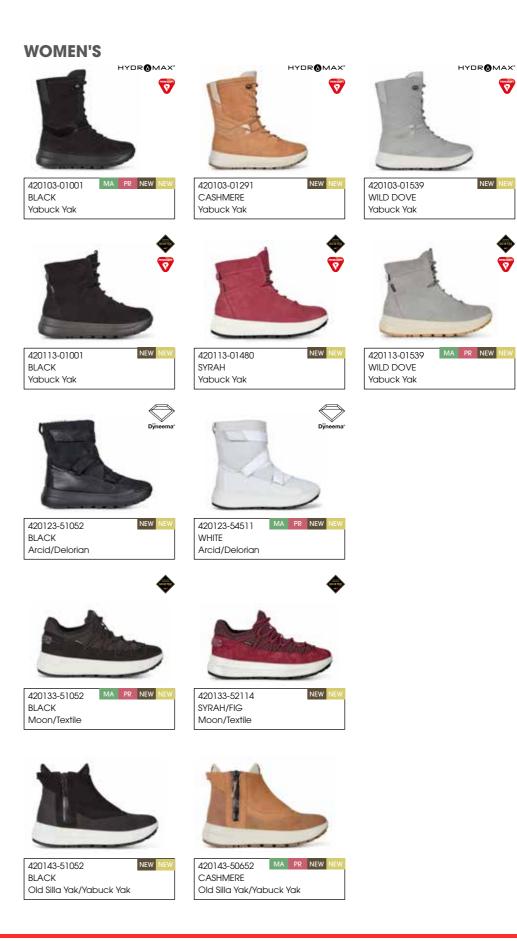
880204-58471 NEW N DARK SHADOW/FIRE Racer Yak/Decoration

## **ECCO SOLICE**

**COMFORT, WARMTH AND STYLE** • Practical and stylish, the ECCO SOLICE provides warmth, function, and most importantly, comfort. Crafted from premium ECCO leathers, this style is made for colder weather conditions where you need a little extra warmth. From the slopes to city streets, this collection of boots and shoes complete your look without compromising comfort. The ECCO SOLICE was designed for winter, able to handle snow and icy, wet conditions. All products within the platform have a clean, sophisticated design while still proving to be functional. Styles in the range feature 200g PRIMALOFT insulation, essential for insulation and warmth.

Sizes: 35-41

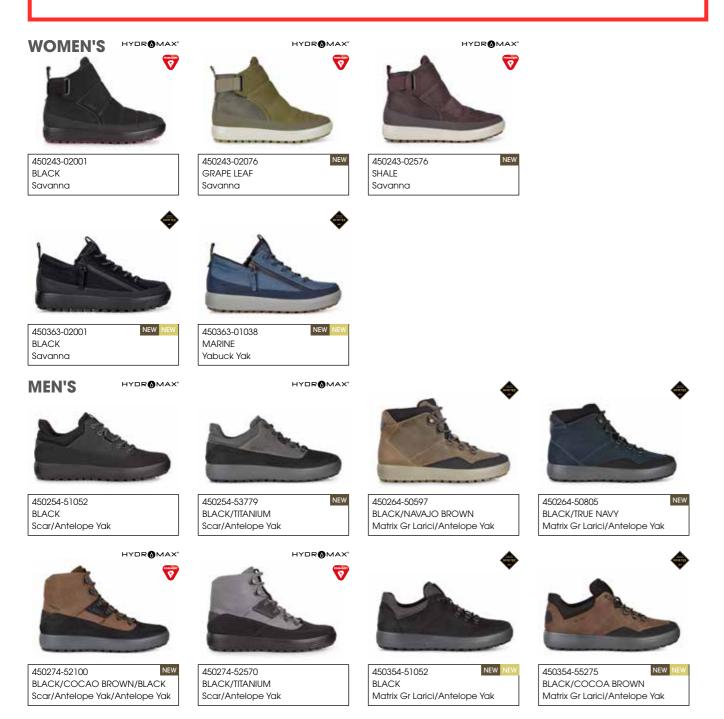




### **ECCO SOFT 7 TRED**

PERFORMANCE PACKED. EVERYDAY READY • The ECCO SOFT 7 TRED all-weather range has built-in functionality features to step easily in and out of the elements, such as a sturdy 'lug' outsole for grip. Trusted warmth in chilly conditions with PrimaLoft® fleece lining in select styles, GORE-TEX® waterproofing or HYDROMAX® water-repellency for comfort in wet weather conditions, ingenious reflective leather detailing to keep you visible at night, and a rugged leather mudguard for increased durability. Built on ECCO's exclusive foot-shaped last, using our pioneering FLUIDFORM™ Technology. Crafted from a mix of premium leathers, including the ECCO TECTONIC LUUM, that gives an appealing aesthetic making it also suited for stepping back into the office after kicking off the mud.

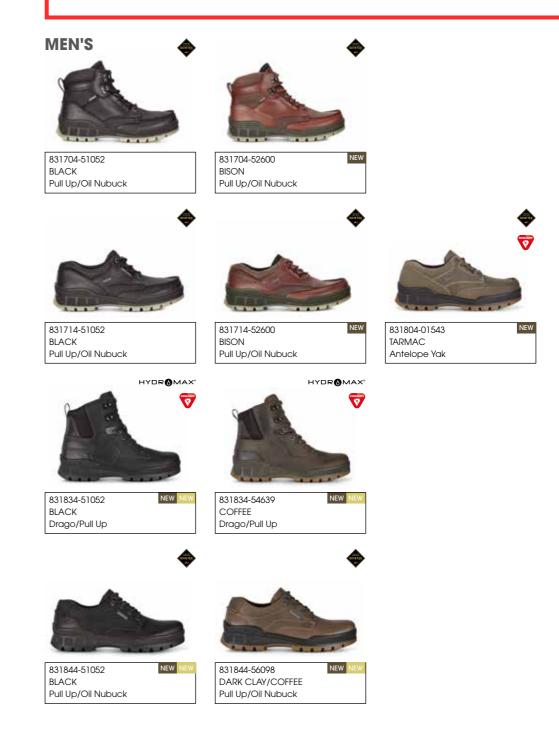
**Sizes**: 35-43, 39-48



### **ECCO TRACK 25**

**EXTEND YOUR COMFORT ZONE** • From skyscrapers to the forest floor, the ECCO TRACK 25 boldly takes you there. This style favourite of yesteryear has been modernised with the exclusive comfort technology of today. A waterproof utility boot with an anti-collapse shank, it also has a light, flexible sole with outstanding grip. Comfort and hard-wearing features throughout, allow you the freedom to head from one adventurous environment, directly to the next.

Sizes: 39-50



NEW NEW MATERIAL

NEW ARTICLE

## **ECCO UKIUK 2.0**

MODERN UTILITY MEETS FEMININE LUXURY · A contemporary winter boot with feminine appeal and plenty of cold weather functionality, the ECCO UKIUK 2.0 is super practical and easy to wear. A rubber outsole offers durable grip in winter conditions. Luxury extends underfoot, where ECCO's revolutionary ultra-light PHORENE™ midsole provides extraordinary softness and just the right amount of bounce – like walking on air. Built on ECCO's exclusive foot-shaped last using pioneering FLUIDFORM™ Technology to ensure the footbed hugs the natural curves of your foot for ultra-comfort in extreme conditions.

**Sizes**: 35-42



### **WOMEN'S**



801613-51052 BLACK Doubleface Marlboro/Caldera



801613-05076 GRAPE LEAF Doubleface Marlboro/Caldera

HYDR**@**MAX°

HYDR**@**MAX®



801633-02001 BLACK Quarryk

801633-01539 WILD DOVE Roadmaster Yak



HYDR**()**MAX°

801633-01007 WHITE Racer Yak







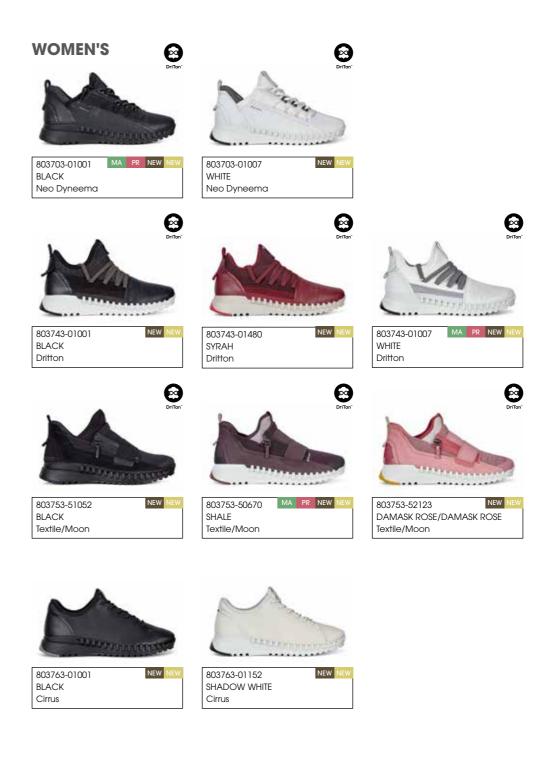
# **ECCO ZIPFLEX**

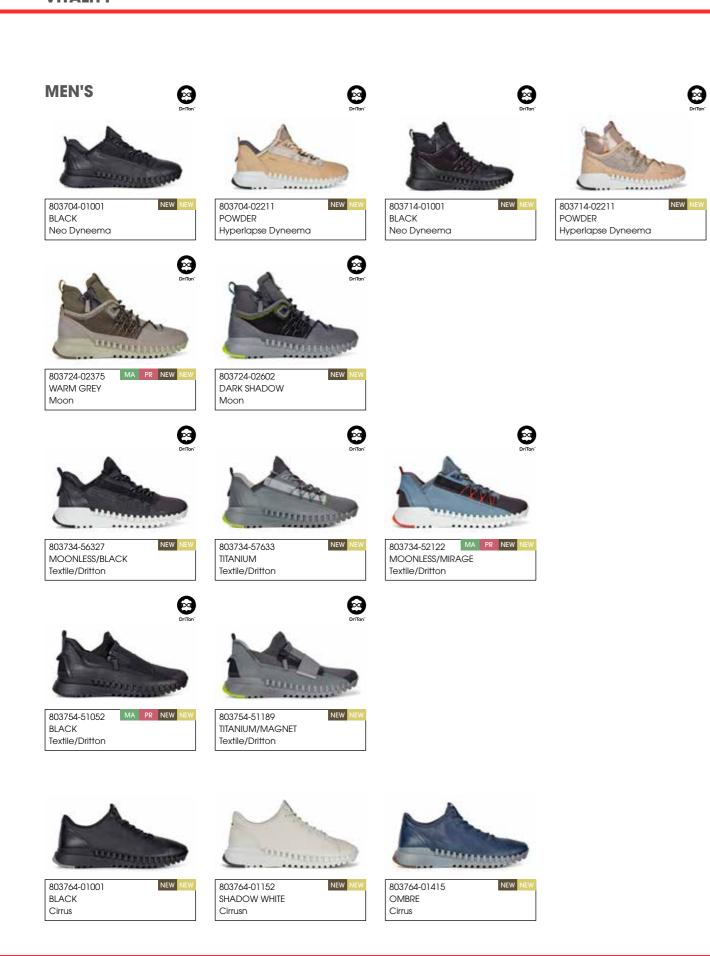
**FLEXIBILITY, FUNCTION & STYLE** • The ECCO ZIPLEX is a revolutionary ECCO design. Dynamic, this style functions effortlessly as an outdoor shoe that can handle weather and various terrains while also complimenting outfit. Boosted with SHOCK THRU Technology for impact protection, the zipper-inspired sole is paired with premium leather, giving you a look that also works casually. An ultra-flexible sole with a distinct aesthetic design, these are meant for city streets and outdoor strolls.

**Sizes**: 35-42, 39-47

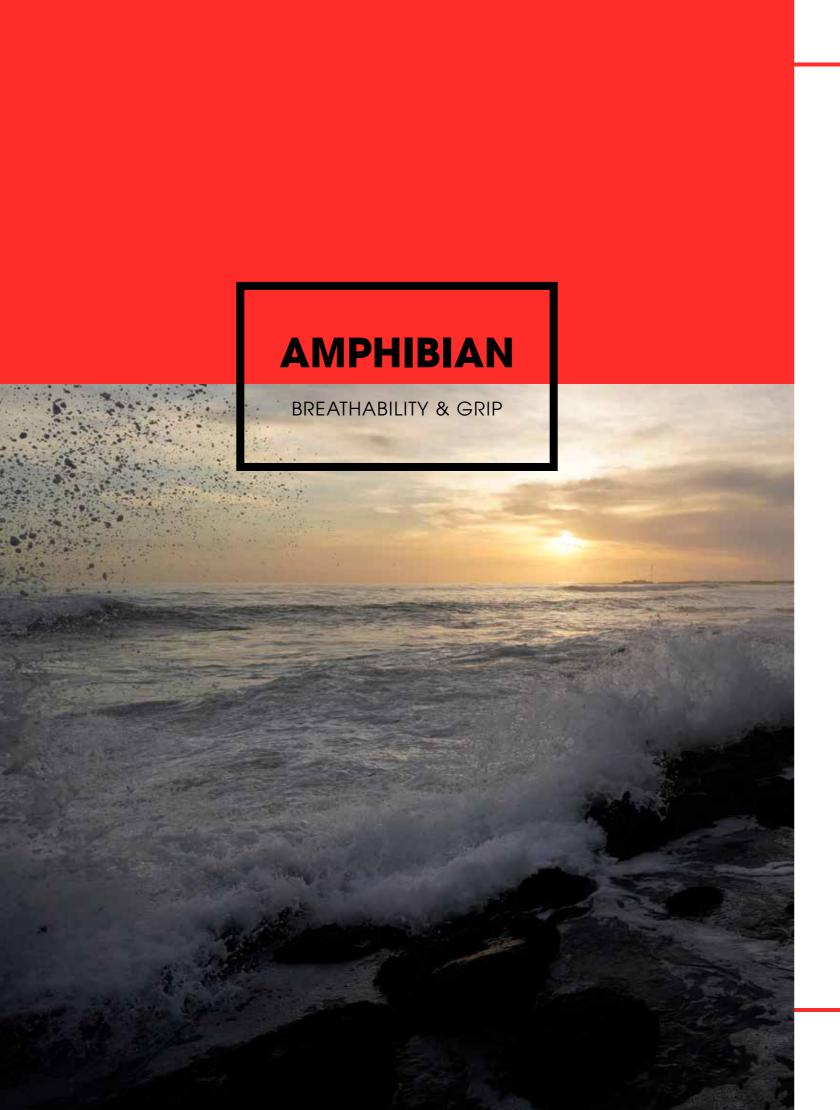












### **ECCO OFFROAD**

**DESIGNED TO EXPLORE** • The ECCO OFFROAD is the complete sandal for your adventures. This sandal has been designed to be robust and supportive, whilst offering superior everyday walking comfort, on and off the trail. Whether you are on a city adventure abroad, or simply enjoying nature close to home, your feet will still feel comfortable and free in the ECCO OFFROAD, even after hours of exploring.

Sizes: 35-43, 40-50





#### **WOMEN'S**



069563-50034
BLACK/MOLE/BLACK
Oil Nubuck/Oil Nubuck/Textile



069563-02175 BIRCH Yabuck



069563-54695 ATMOSPHERE/ICE W./BLACK Nubuck/Nubuck/Textile



822043-02001 BLACK Yabuck Yak



822083-52112 NEW
MULTICOLOR CASHMERE
Racer Yak/Roadmaster Yak/Suede



822083-52113 NEW
MULTICOLOR MARSALA
Racer Yak/Roadmaster Yak/Suede

#### MEN'S



069564-50034
BLACK/MOLE/BLACK
Oil Nubuck/Oil Nubuck/Textile



069564-56401 ESPRESSO/COCOA BROWN/BLACK Old Silla/Lhasa/Textile



069564-56396 TARMAC/MOON ROCK Oil Nubuck/Oil Nubuck/Textile



822044-12001 BLACK Oil Nubuck



## ECCO BIOM AEX

ATHLETIC EXPLORATION. Designed with the outdoor soul in mind, the ECCO BIOM AEX allows for you to explore city streets and the outdoors with ease. This shoe incorporates accent colours and varied textures, separating itself from the norm. With a soft and lightweight ECCO PHORENE™ midsole, the ECCO BIOM AEX naturally moves with the shape of your feet.

**Sizes**: 35-41, 40-46













NEW NE

802803-58261 GRAVEL Moon/Textile



802813-52116 BLACK Moon/Textile

802813-52112 MULTICOLOR CASHMERE Moon/Textile



802823-51052

Textile/Decoration

**BLACK** 

802823-52127 ROSE DUST/MARINE Textile/Decoration

802823-52128 WILD DOVE/BUFFED SILVER Textile/Decoration



802833-01001 BLACK Dritton



NEW N 802833-01163 GRAVEL Dritton















802814-52093 MULTICOLOR TIMBER Moon/Dritton

GRAVEL

Moon/Textile



802824--55846 MA PR NEW N BLACK/LIME PUNCH Textile/Decoration



802824-52124 NEW NE MARINE/FIRE Textile/Decoration



802824-54510 NEW NEW NEW WHITE/BUFFED SILVER Textile/Decoration



802834-01001 NEW NEW NEW Dritton



802834-01007 NEW N WHITE Dritton

### **ECCO BIOM C**

**DESIGNED FOR ACTIVITY** • Walk in comfort and style. Featuring the best of BIOM® NATURAL MOTION® and ECCO FLUIDFORM™ Technology, combined with premium yak leather and a lightweight rubber outsole, these stylish shoes match the natural curve of the foot, for a comfortable everyday walk. A sporty option for practical adventures.

**Sizes**: 35-41, 39-46

**F**LUIDFORM™



#### **WOMEN'S**



09150351707 BLACK Racer Yak/Decoration



09150301477 DAMASK ROSE Racer Yak



80027351707 BLACK Racer Yak/Decoration

### **MEN'S**



09150451707 BLACK Racer Yak/Decoration



80027451707 BLACK Racer Yak/Decoration

### **ECCO BIOM C-TRAIL**

POWERED BY SPEED, PERFORMANCE, AND STYLE · Made for speed and performance, the ECCO BIOM C-TRAIL is powered by innovative BIOM® Technology. Working with the natural curvature and shape of your foot, BIOM® gives great efficiency of movement, resulting in an almost barefoot feel. The unparalleled softness and dramatic rebound of ECCO's PHORENE™ midsole provides an extra boost, while the BIOM® X-TENSA Technology fixed over the bridge of your foot, minimises the play between your foot and the shoe - saving you energy. To keep you on even footing on loose terrain and slick surfaces, is a full-rubber, rugged tread outsole. A combination of unique performance ECCO leathers for a premium aesthetic and a sporty textile for maximum breathability and a lightweight feel - upliffing your next fastpacking adventure.

**Sizes**: 35-41, 39-46

**F**LUIDFORM™





#### **WOMEN'S**







803113-52118 MARSALA/BLACK Racer Yak/Textile



803113-51227 WHITE/BLACK Racer Yak/Textile

803143-01477

DAMASK ROSE

Antelope Yak

803103-52112

MULTICOLOR CASHMERE

Roadmaster/Textile/Arenal

HYDR**@**MAX°



HYDR**@**MAX°

803143-01001 BLACK Antelope Yak



803153-51052 MA PR NEW N BLACK Racer Yak/Textile

803153-55961 TITANIUM/WILD DOVE Racer Yak/Textile

#### **MEN'S**







803104-52108 MULTICOLOR MIRAGE Arenal/Racer Yak/Textile/Roadm



803114-52109 BAYGREEN/BLACK Racer Yak/Textile



803114-54142 WARM GREY/BLACK Racer Yak/Textile



803114-51227 WHITE/BLACK Racer Yak/Textile

HYDR**@**MAX



803144-01001 BLACK Antelope Yak



HYDR**@**MAX®

803144-01559 DARK CLAY Antelope Yak



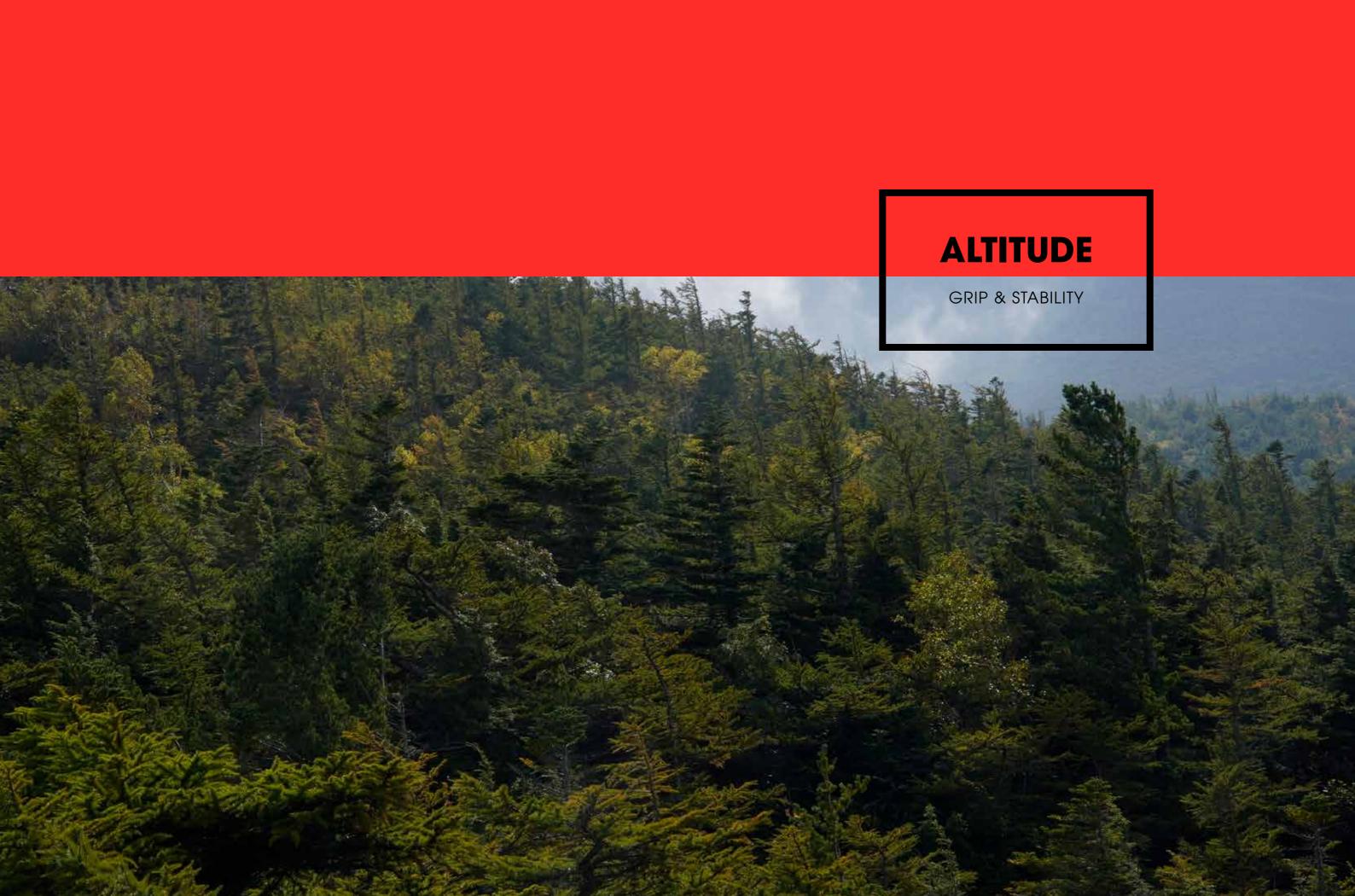
803154-51052 BLACK Racer Yak/Textile



803154-54142 NEW N WARM GREY/BLACK Racer Yak/Textile



803164-51052 BLACK Racer Yak/Textile



#### **ALTITUDE**

### **ECCO BIOM TERRAIN**

GO WILD WITH NATURAL MOVEMENT • Powered by ECCO's BIOM® NATURAL MOTION® Technology, this lightweight and athletic hiking boot will encourage you to move more naturally in the wild. Inspired by barefoot runners, the low-to-the-ground BIOM® sole construction provides a natural position for the foot and superb ground adaptation. With the foot-fitted BIOM® last working in combination with another ECCO  $innovation, FLUIDFORM^{\text{\scriptsize IM}}\ Direct\ Comfort\ Technology,\ the\ ECCO\ BIOM\ TERRAIN\ has\ a\ flexible\ sole\ for\ all-day\ cushioning\ and\ comfort.\ With$ a rugged rubber outsole providing grip and traction on rough terrain, this boot is suitable for all your outdoor adventures. The GORE-TEX® waterproof construction keeps the foot dry.

Sizes: 36-42, 40-48

**F**LUIDFORM™









823583-50802 BLACK/SHALE Scar/Antelope Yak



823584-51052 **BLACK** Scar/Antelope Yak



823584-56665 BLACK/TARMAC Scar/Antelope Yak

### **ECCO EXOHIKE**

REBOUND × TRACTION × STABILITY · Bred for lightweight trail efficiency, the ECCO EXOHIKE™ intelligently merges fully functional attributes with an athletic design. Advanced stability is combined with the unparalleled softness and dramatic rebound of ECCO'S PHORENE™ ribbed midsole and matched with a MICHELIN rubber outsole featuring a one-of-a-kind tread pattern for trail-grabbing capability. A T.PU 'PROSOMA' heel cup wraps the heel to provide protective support and a snug fit, while a specialised grip grid in the midfoot constructed of rubber bristles, acts as a brake for secure footing. ECCO EXOHIKE™ offers you soft, flexible comfort, as well as support, protection, grip, and durability on the trail - so you can enjoy your surroundings to the fullest.

Sizes: 36-41, 40-46

FLUIDFORM" PHORENE

prosoma







840703-01001 BLACK DRITTON



840703-02244 TITANIUM MOON



840723-01211 **POWDER** Hyperlaps Dyneema HM



840713-51052 BLACK DRITTON / TEXTILE



840713-51836 FIG / SANGRIA MOON / TEXTILE



840713-54302 TITANIUM / CONCRETE MOON / TEXTILE



840704-01001 BLACK DRITTON



840704-02602 DARK SHADOW NYALA



840704-02409 CAYOTE NYALA



PR NEW 840744-02211 POWDER Hyperlaps Dyneema HM



840734-51052 BLACK SCAR / DRITTON



840734-59300 MOCHA/COCOA BROWN SCAR / NYALA



840734-51771 BLACK / LAKE SCAR / NYALA



840734-57480 BLACK / FIRE SCAR / NYALA

### **ECCO EXOSTRIKE W**

SHIELDED STRENGTH • Inspired by the ECCO EXOSTRIKE<sup>TM</sup> for men, the women's version makes an even bigger style statement, not seen before in high-end performance outdoor shoes and boots. Combining many of the same fully functional features, such as a two-component ECCO FLUIDFORM<sup>TM</sup> sole with durable rubber outsole, the ECCO EXOSTRIKE<sup>TM</sup> W makes the most of the unparalleled softness, sound shock absorption and dramatic rebound of PHORENE<sup>TM</sup>, in its ribbed midsole. But the focus on feminine details is not lost, with a range of premium, progressive ECCO Leathers from our own tanneries, and fashion-forward styles.

**Sizes**: 35-41

**F**LUIDFORM™









832353-01034 CAMEL Yabuck Yak



832353-01076 GRAPE LEAF Yabuck Yak



832473-51052 BLACK Yabuck/Roxy







832963-01211
POWDER
Hyperlapse Dyneema

832973-05001

BLACK

Suede



Suede

### **ECCO EXOSTRIKE M**

**SHIELDED STRENGTH** • Taking the rugged landscape of the outdoors into a world of high-end modernistic aesthetics, the ECCO EXOSTRIKE<sup>TM</sup> combines fully functional attributes with street-smart styling, and innovative design. This revolution in ECCO design comes from a triple-threat attack that includes the unparalleled softness and dramatic rebound of PHORENE<sup>TM</sup> ribbed midsole, matched with an eye-catching external P.U heel stiffener, and trail-grabbing rubber outsole. Some styles features a T.PU toe cap for additional protection and deliver excellent grip and durability, as well as hi-tech insulation, thanks to a power coalition with industry leaders Michelin and PrimaLoft®.

**Sizes**: 39-47









HYDRMAX

832304-01034 CAMEL Yabuck Yak



832304-01602 DARK SHADOW Yabuck Yak



832314-51052 BLACK/BLACK Delorean Dyneema/Sambale



832444-01001 BLACK Yabuck Yak



832444-01482 COCOA BROWN Yabuck Yak



832484-51052 BLACK TPU/Meridian Dyneema



832484-50696
WHITE/BRIGHT WHITE
TPU/Neo Dyneema



832964-01211 POWDER Hyperlapse Dyneema







832994-55718 NEW NEW COFFEE/COCOA BROWN Scar/Yabuck



833804-01001 NEW NEW Sinner

Suede

**PRODUCT INDEX WOMEN'S PRODUCT INDEX MEN'S** 

### **VITALITY**



ECCO EXOSTRIDE

ECCO SOLICE

ECCO UKIUK 2.0

ECCO BIOM C

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### **PREMIUM MATERIALS**



#### **DRITAN**

The history of the tanning industry goes back 10,000 years – and the process was always thought

To be impossible without the use of large amounts of water. ECCO leather's new DriTan™ technology breaks the paradigm and is now set to change the leather industry.

In a unique process developed by our in-house applied research lab, proprietary tanning agents preserve the leather's natural collagens without the use of added water. After 5 years of research the ECCO leather applied research team changed the tanning process.

DriTan™ by ECCO leather is a step in the tanning process and uses the moisture already present in the hides. The resulting leather is indistinguishable from traditionally tanned leather in terms of quality, characteristics, stability and lead-time. Besides saving huge amounts of water, the technology also considerably reduces the amount of chemicals used and lowers the wastewater production. Approximately 20L per hide — the same amount that every human needs to live on each day.

DriTan™ saves 20 litres of water per hide equal to 25 million litres of water saved annually — enough water to keep 9.000 people hydrated for one year. And is saving 600 tons of sludge that go to landfills per year.



#### **TECTONIC LEATHER**

Like the earth's tectonic plates that move and evolves over ages, ECCO TECTONIC Leather has a shifting structure that reveals itself over time.

Using a special re-tanning process, the crust of the leather becomes super hard, like the surface of the earth, with an additional resin further tightening its surface. By adding a softening process, the hard crust starts to crack, and form an organic crackled effect.

Despite having a stone polished, crackled surface, ECCO TECTONIC leather maintains its strength and structure, and lends itself well to high-end fashion applications, and also softer versions with nubuck.



#### **YAK LEATHER**

The yak is a remarkable animal that thrives in extreme conditions of the Tibetan Plateau. Characteristics that protects yaks from warm summers and cold winters in the mountains results in an exceptional multi-season leather. Due to the thin, compact woven collagen fibre and closed fine grain, it's possible to cut the hides into thin layers, thus reducing the weight without sacrificing performance.

Yak has a unique look that varies significantly from hide to hide. The aged, rugged appearance is emphasized by strong markings and natural characteristics, which are highly visible. Yak leather is robust and abrasion resistant yet breathable, with a soft hand feel and excellent stretch and return traits.



#### DYNEEMA BONDED LEATHER

A union of apparent opposites combines the luxurious look and feel of premium ECCO leather, with the unprecedented strength of DYNEEMA® — creating DYNEEMA® BONDED Leather by ECCO: the thinnest yet strongest leather in the market.

When bonded with ECCO's premium full grain and nubuck leathers, paper-thin DYNEEMA®, which is 15 times stronger than steel, weight per weight, forms a world-first, super strong, Ultra-Thin™ tumble-dried performance leather. The secret of DYNEEMA® BONDED Leather by ECCO is rooted in a multi-phase development sequence – involving pre-tanning, bonding and finishing stages – that blends the characters of each material, to create leathers with strong, light, outstanding performance, while still maintaining its luxurious handle.

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As the experts in advanced material technology solutions,
PrimaLoft has set sustainability forward with
the first-ever 100% recycled, biodegradable\* synthetic fiber, for
insulation and fabric applications.

Because we believe there is always a better answer. One of the ways PrimaLoft is Relentlessly Responsible™.



## What We're Up Against



Second to oil the clothing industry is the largest pollution creator in the world.



plastic bottles

= 1 billion



#### 500,000 tons

of plastic microfibers are released into the ocean each year from the washing of textiles – equivalent to more than 50 billion plastic bottles. 1 Source: Ellen MacArthur Foundation: A New Textiles Economy: Redesigning foshion's future

2 Source: "Production, use, and fate of all plastics ever made' R.Geyer et al., *Science Advances* 



**Less than 10%** <sup>2</sup> of plastics produced globally are actually recycled.

\*93.7% biodegradation in 586 days under ASTM D5511 conditions. 65.5% biodegradation in 639 days under ASTM D6691 conditions.

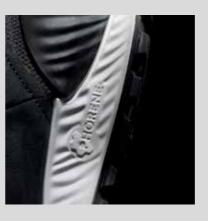
### **INNOVATIVE COMFORT**



#### **ECCO FLUIDFORM**

Developed by ECCO over three decades, FLUIDFORM<sup>TM</sup> is a technology that enables us to create ergonomically advanced soles. By injecting a resilient, shock-absorbent material directly into the shoe mould, we bond the sole to the upper instantly and seamlessly, without the compromises common with glued or stitched assemblies. The result is a reliable and durable union between the upper and the sole unit, which offers a finely-tuned balance of cushioning and rebound.

All ECCO Outdoor shoes feature a one-piece shoe construction. Without any glue or stitching, we ensure a long-lasting product that is highly capable for outdoor activities and different types of weather conditions.



#### **PHORENE**

A revolutionary innovation for ECCO – offering lightweight dynamic power and trail-grabbing torque that has surpassed all hopes and expectations.

PHORENE's™ game-changing breakthroughs are revealed by looking at its performance in key laboratory scores. When comparing its 'weight-to-volume' with midsole P.U (MS.PU), PHORENE™ is 33 percent lighter at the same volume, and its 'shock absorption' is twice as effective. PHORENE™ also returns 50 percent more energy than the current MS.PU being used, but it is its results in cold conditions that are most impressive. Pushed to extreme sub-temperatures of -40C, PHORENE™ still maintains its softness and pliability, as well as 'step-in' comfort – making it ideal for rugged, outdoor activities.



#### **BIOM NATURAL MOTION**

More than 2500 athletes' feet were scanned during the development of BIOM® – which stands for 'BIOMECHANICAL OPTIMASATION'. The technology was created in collaboration with the sport university of cologne.

Your foot guides to activate its own natural systems for shock absorption and motion. With a low-to-the-ground construction, you will experience greater feeling, flexibility and stability. The flexible and twistable sole construction leads to a more natural movement of the foot. It becomes less bouncy, gives more powerful pushoff and is less inwards falling.

An antomical last the matches the natural curves of the foot, together with ECCO's own FLUIDFORM™ Technology gives an outstanding glove-like fit.

### **INNOVATIVE COMFORT**



#### **RECEPTOR**

Named after sensory nerve endings, the ECCO RECEPTOR® Technology enables your foot to better feel its surroundings. It improves your stability and balance, while also cushioning you foot. By replicating the flex pattern of the bare foot, RECEPTOR® also stops you from over-compensating with your foot, leg and back muscles.

A specially rounded heel enhances the heel-strike, while an integrated internal mid-foot shank provides anatomical support throughout the mid-stance phase, and dual flex grooves give you a more efficient push-off.



#### **MICHELIN**

For over a century Michelin has taken pride in developing reliable, high performance tires for all types of vehicles across the world. Exercising experience to deliver quality and drive innovation.

Today the expertise in rubber compounds, grip and durability has gone offroad to create the next breed of technical soles for outdoor sports footwear. After all, shoes are to people what tires are to a vehicle. The one connection between man and earth.

From the trails and terrain that define your sport, and the people who perform at the highest tiers, to the gear that helps you get the most out of your sport. Sole power empowers and inspires the adventurers and the achievers whose home from home is on or off the beaten track.



#### **PRIMALOFT**

Comfort and innovation are as intertwined as the fibers in the insulation. Together, it makes it possible to fully "feel the performance" in any climate, in any condition.

Originally developed to serve the needs of the U.S. Army, who desired a water resistant, synthetic alternative to goose down, primaloft, inc. Is recognized globally as the proven leader and constant pioneer of innovative comfort solutions.

The insulation set the standard in comfort for any condition. Each series offers a range of features to help you find your comfort. Think warmth without bulk, lightweight softness, water resistance and compressibility that mimics goose down.

### **INNOVATIVE COMFORT**



#### **ECCO HYDROMAX**

HYDROMAX® is an ECCO developed treatment used to achieve water resistance in high-quality leather without the use of an added membrane.

It is a water-repellent process for leather that helps feet stay dry and comfortable, while shoes remain soft and supple over time. The purpose is to keep feet dry in all normal weather conditions. Free you to run, train, walk or simply explore all year-round.

ECCO HYDROMAX® is strong, durable and highly breathable. A treatment introduced during the tanning process. HYDROMAX® keeps the leather soft, supple and breathable, preventing it from hardening after repeated use in demanding conditions and during everyday use.



#### **GORE-TEX & GORE-TEX SURROUND**

We integrate a very thin and ventilated GORE-TEX membrane between the leather upper and lining before carefully sealing them. This prevents external moisture penetration, while allowing the foot's natural moisture to escape. By attaching the membrane to both the outer and inner lining material, the various layers are not able to move apart, which means less moil. Using this technology enables us to create outdoor shoes that keep your feet dry, comfortable and ventilated – even on the wettest journeys.

GORE-TEX SURROUND is the same 100% waterproofing membrane. However, the GORE-TEX SURROUND membrane completely envelops the foot, offering 360-degree protection. When paired with our exclusive side ventilation system, we are able to offer enhanced breathability to even the soles of your feet. This means that your feet will get fresh air, and stay dry and comfortable even at higher temperatures.

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