

MATEJ

DITTE

TINE

SKY

# KIDS

WHY DO  
KIDS HAVE  
SHOES?

PROTECTION

FLEXIBILITY

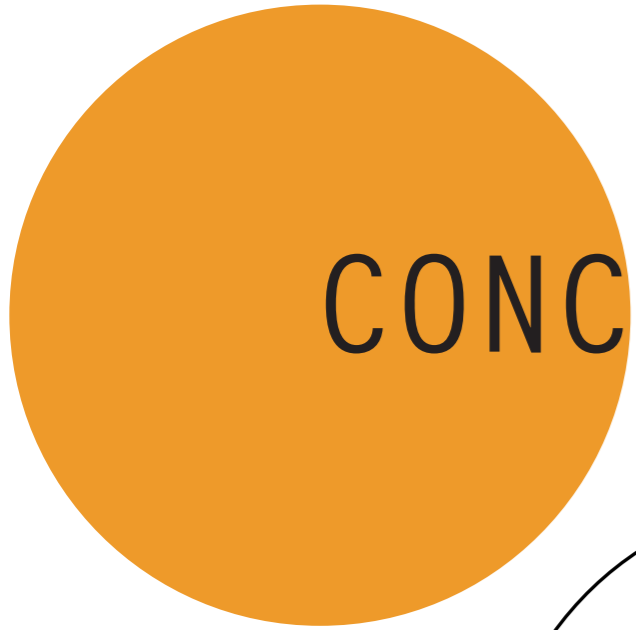
DURABILITY

FUN

CONSUMER

LUISE AND DAVID





# CONCEPT LAB

ALEX TYR.



eccc<sup>®</sup>



# CONCEPT LAB

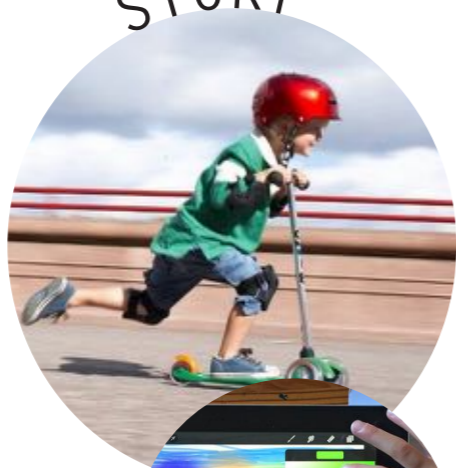
ALEX 5 YR.



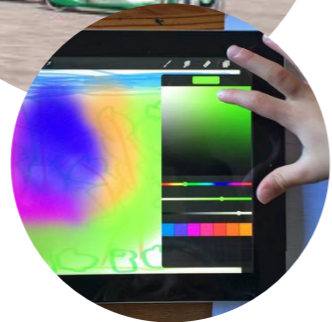
INSPIRATION



STORY

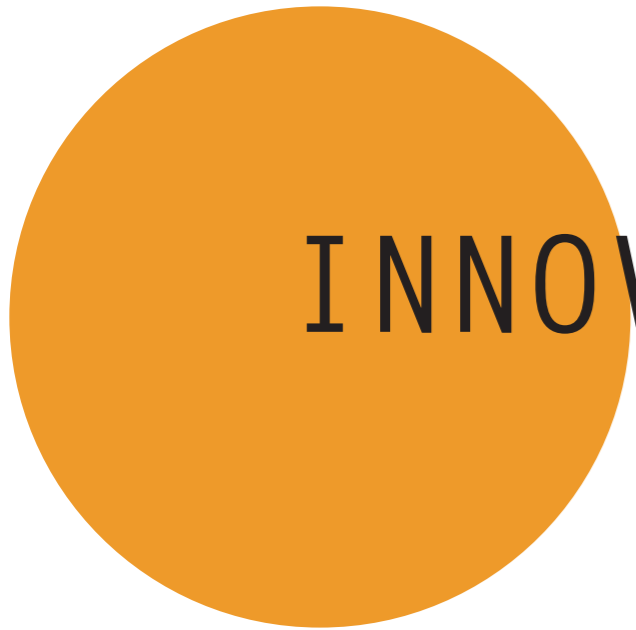


NEW & BETTER



eCCO®





# INNOVATION LAB



ALEX TOYR.



INSPIRATION



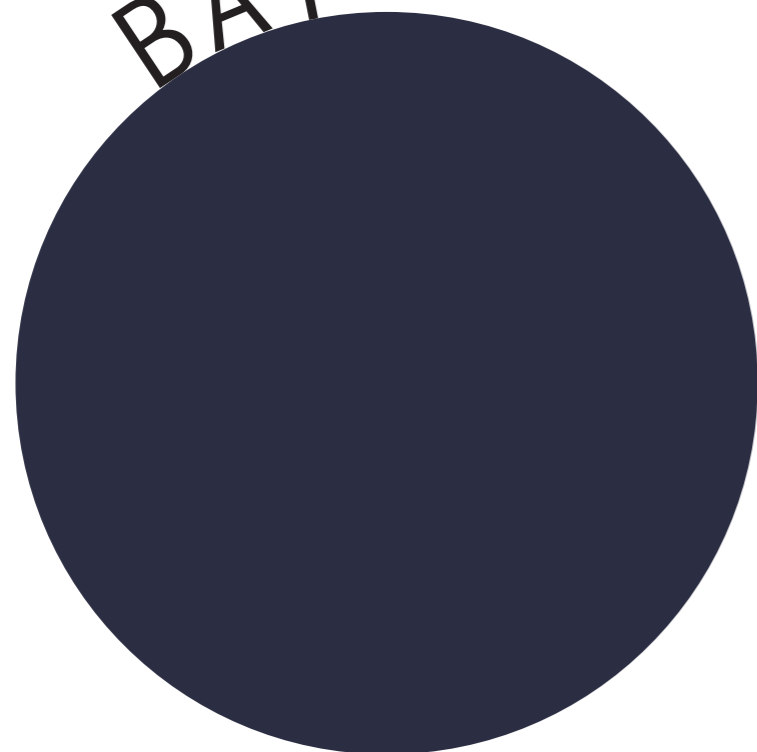
STORY



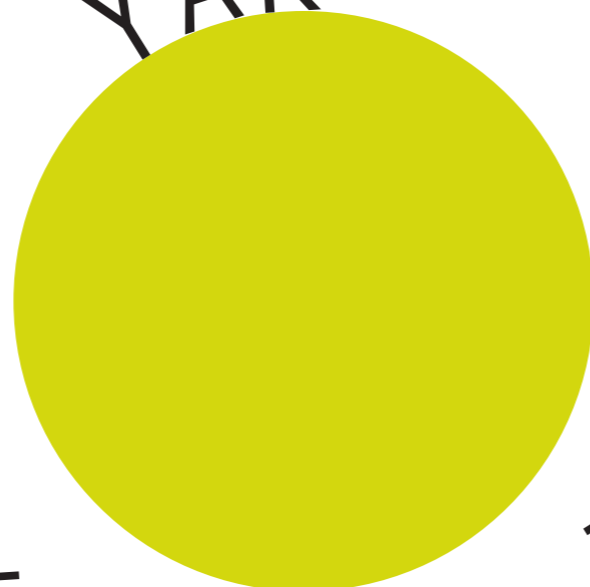
NEWER & BETTER



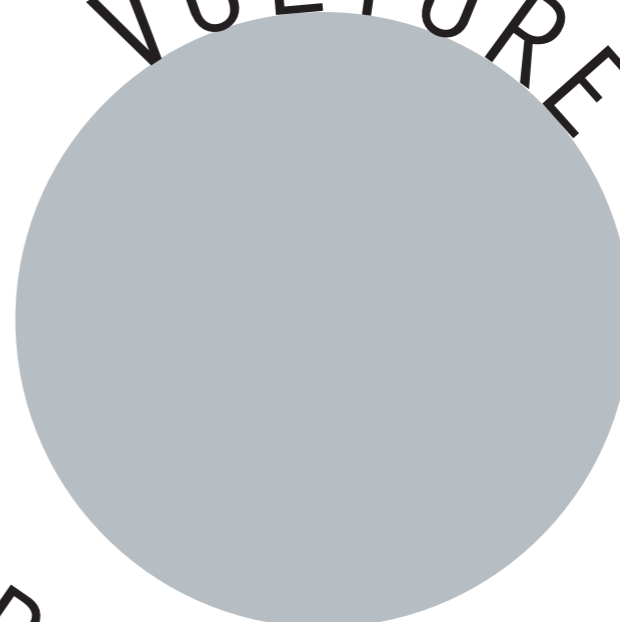
BAT



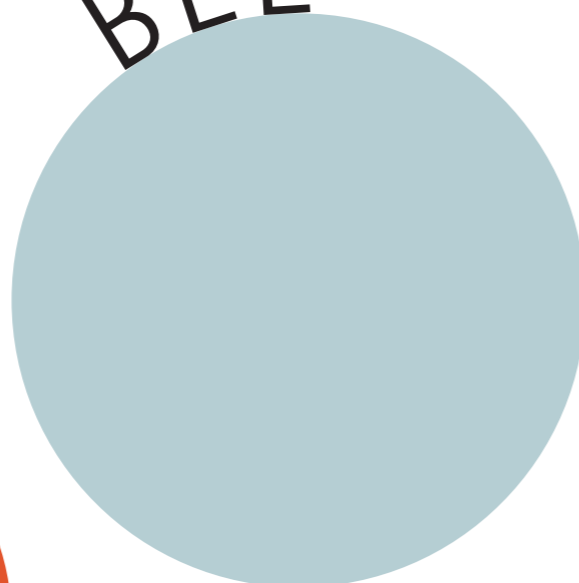
YAK



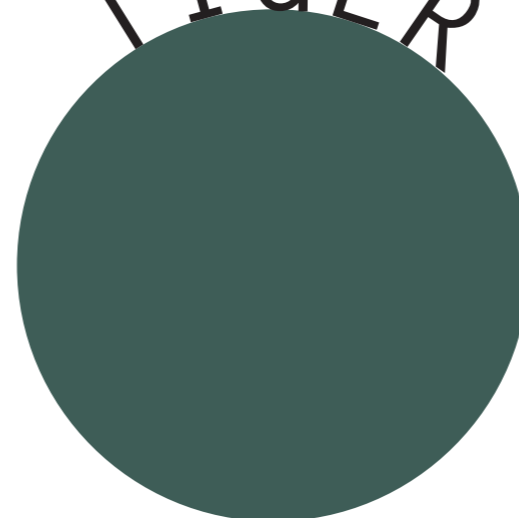
VULTURE



BEE



TIGER



LIZARD



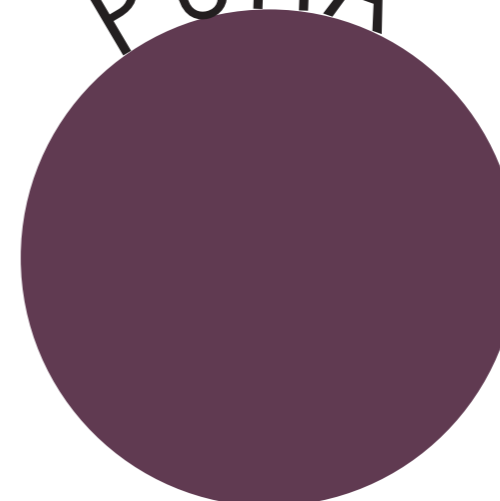
OX



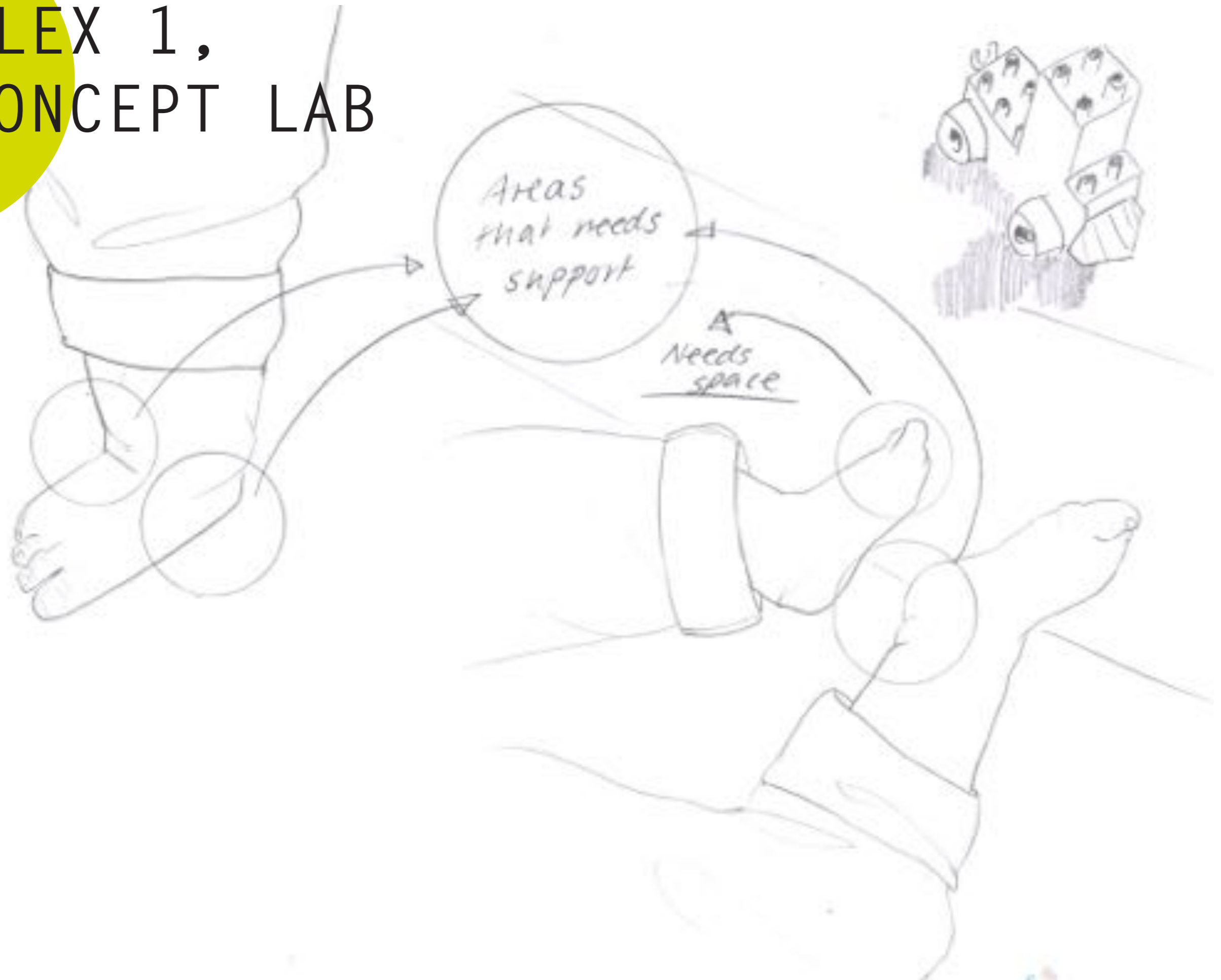
CHEETAH



PUMA

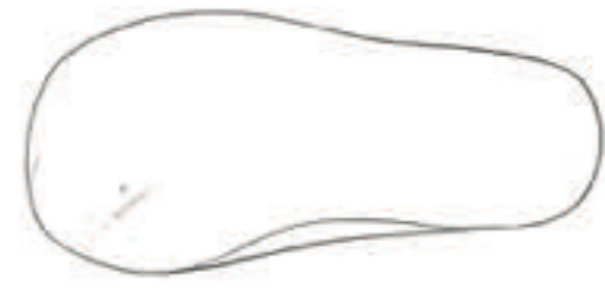
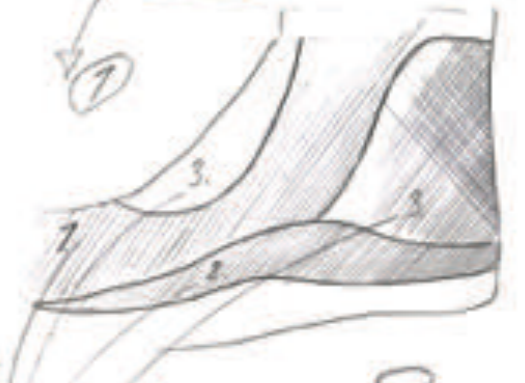
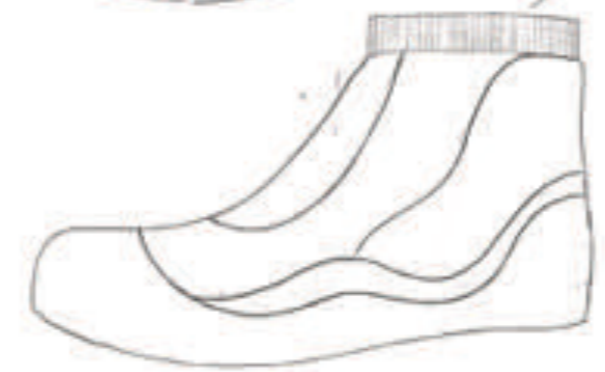
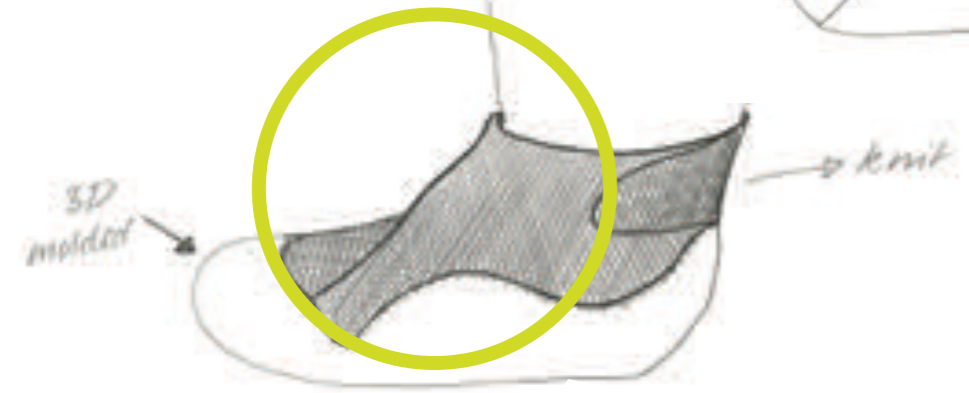
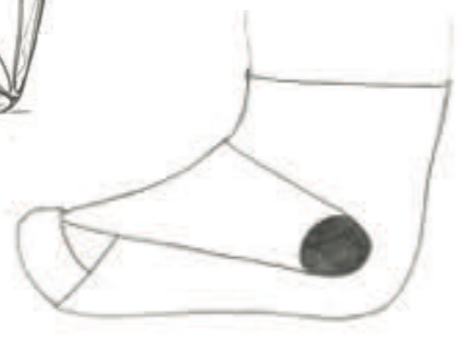
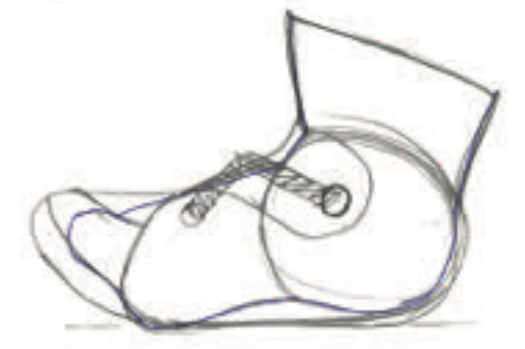
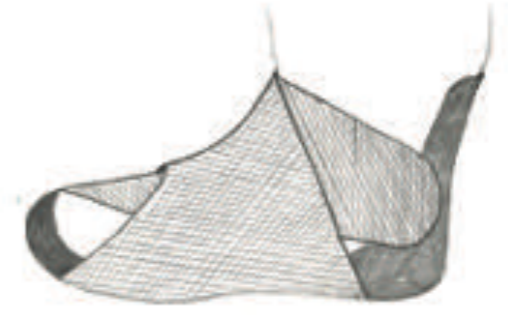
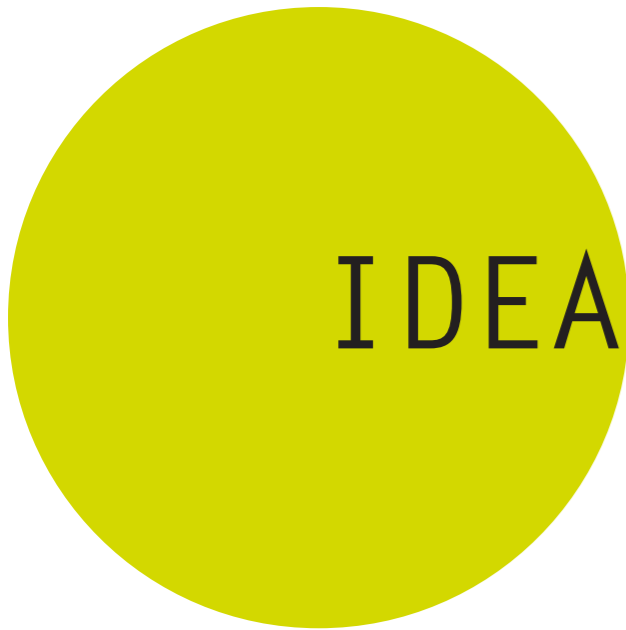


ALEX 1,  
CONCEPT LAB

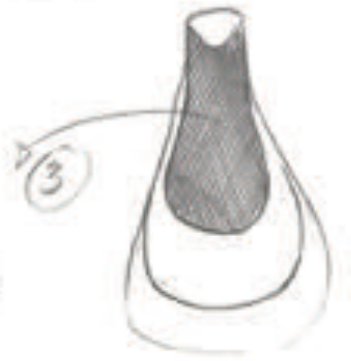




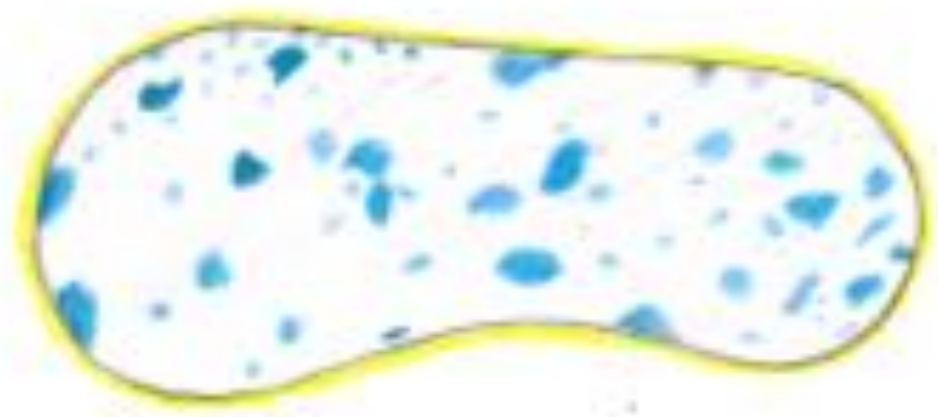
IDEATION

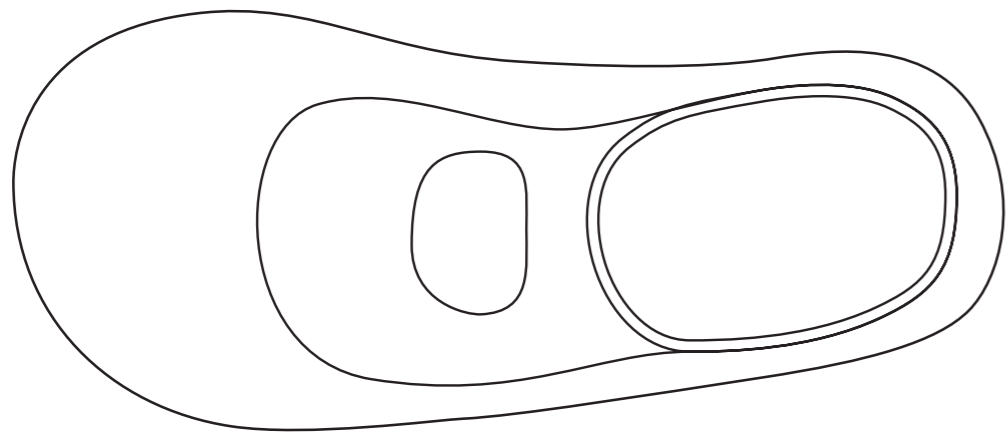
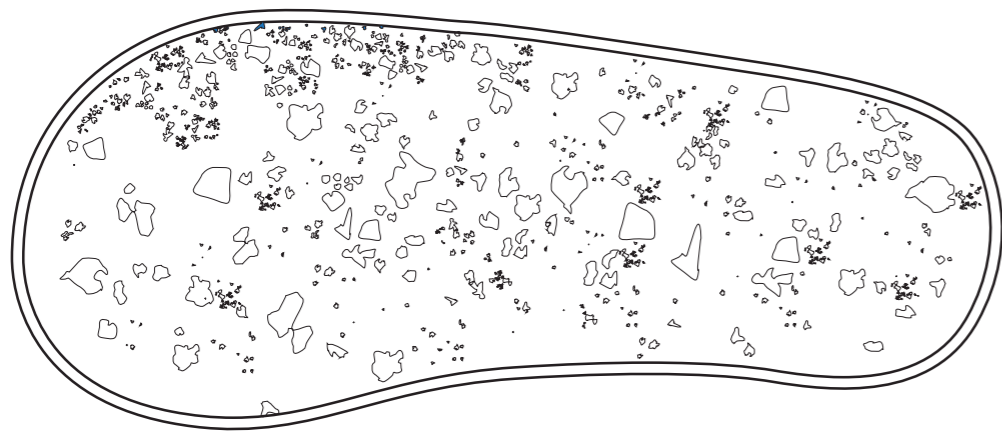
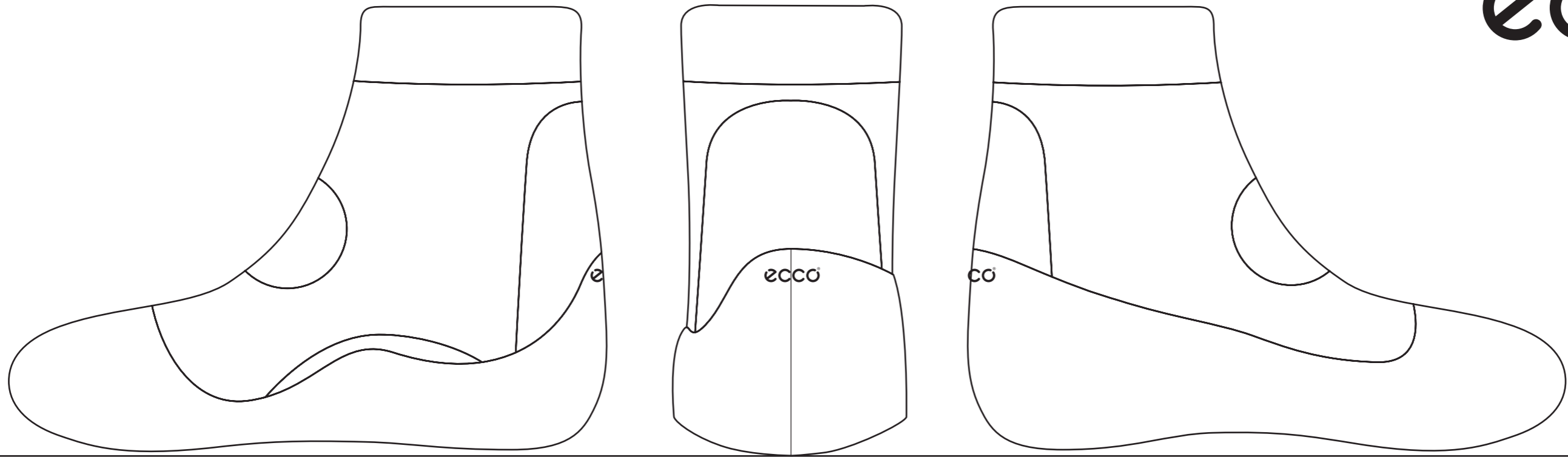


① less  
② ↓  
③ most  
Different densities  
TENSION / GAGE

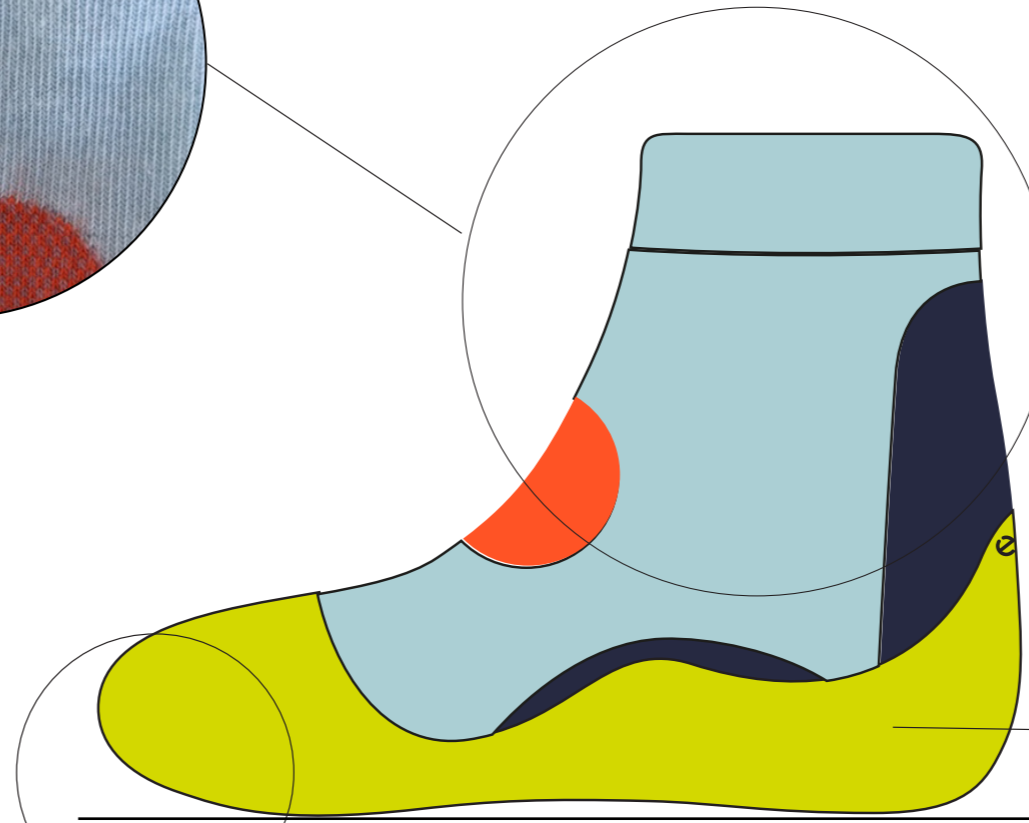
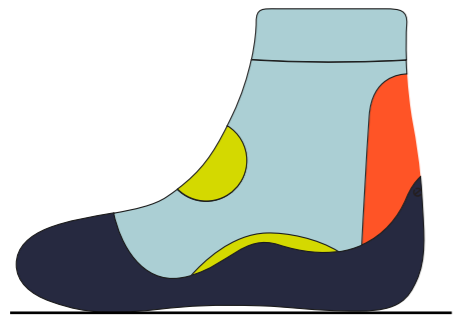
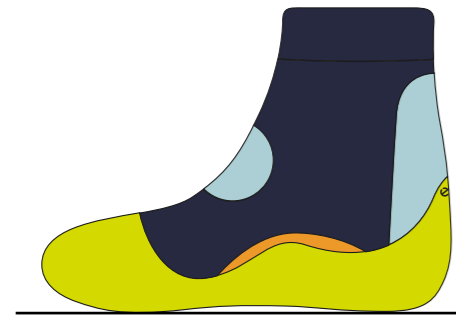


FUNCTION

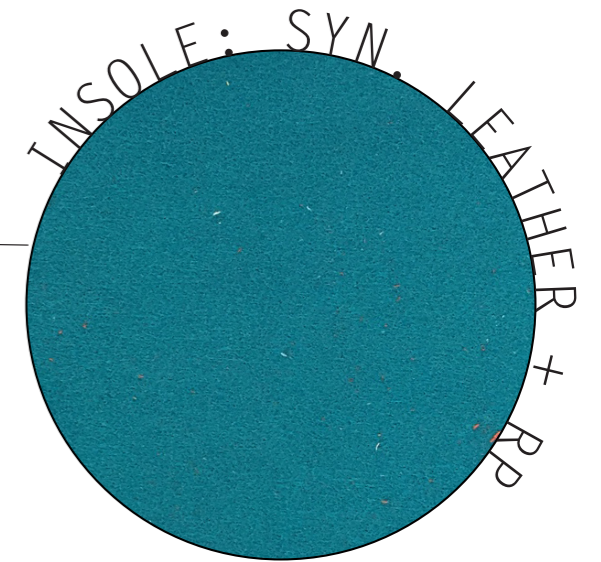
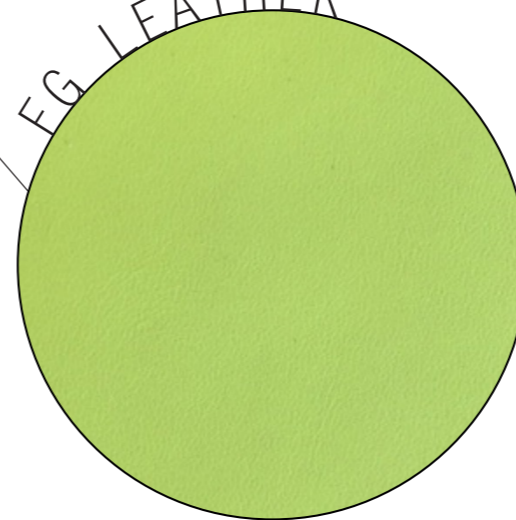




# MATERIALS // INFANTS AW 2018



EG. LEATHER

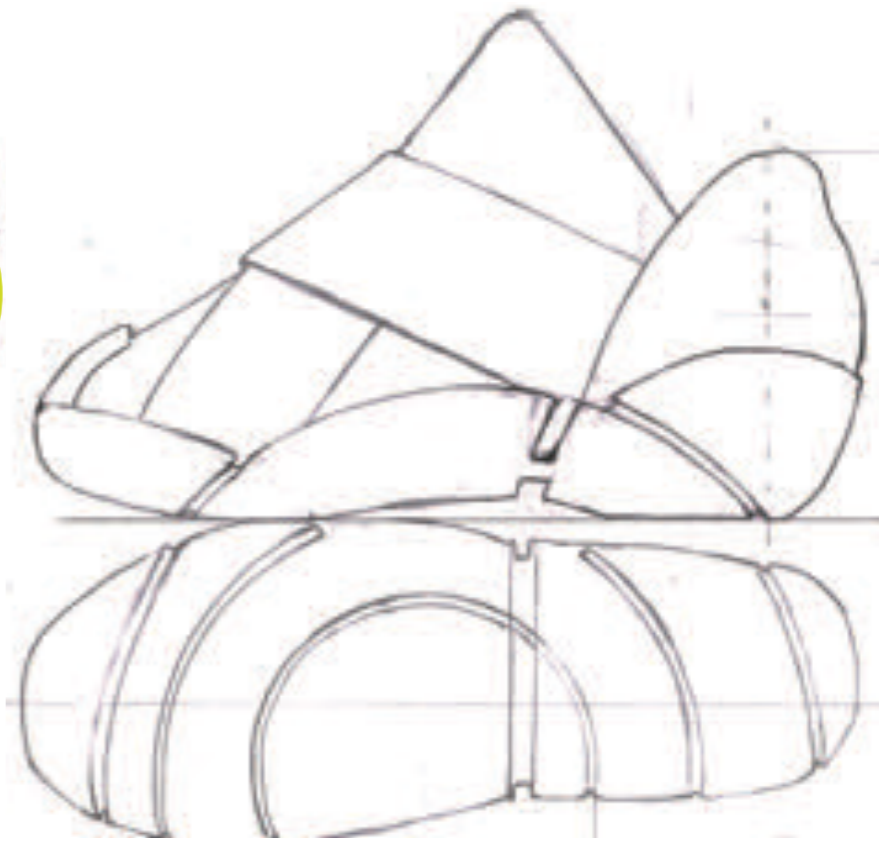
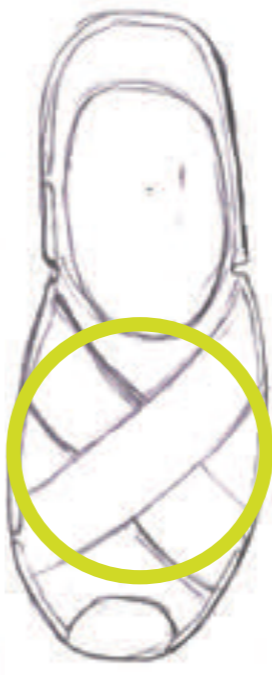
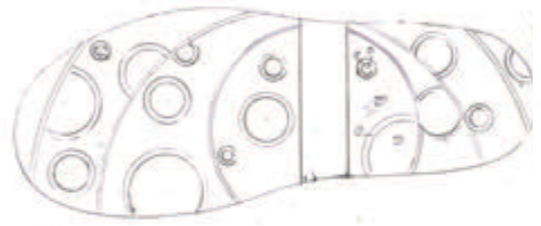
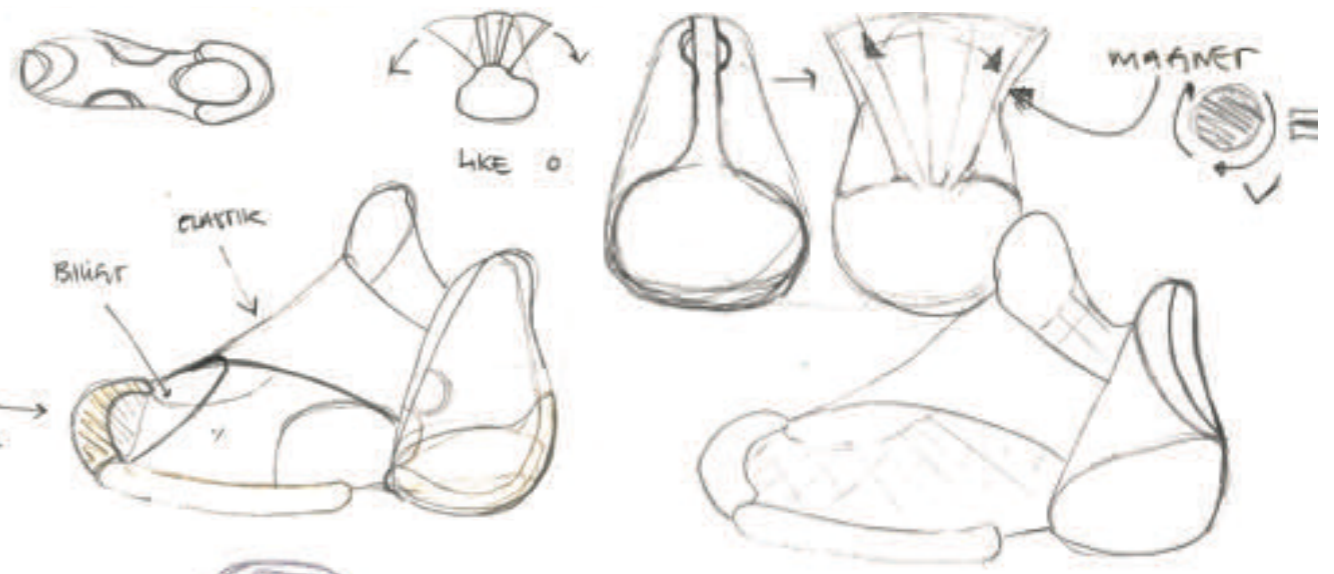
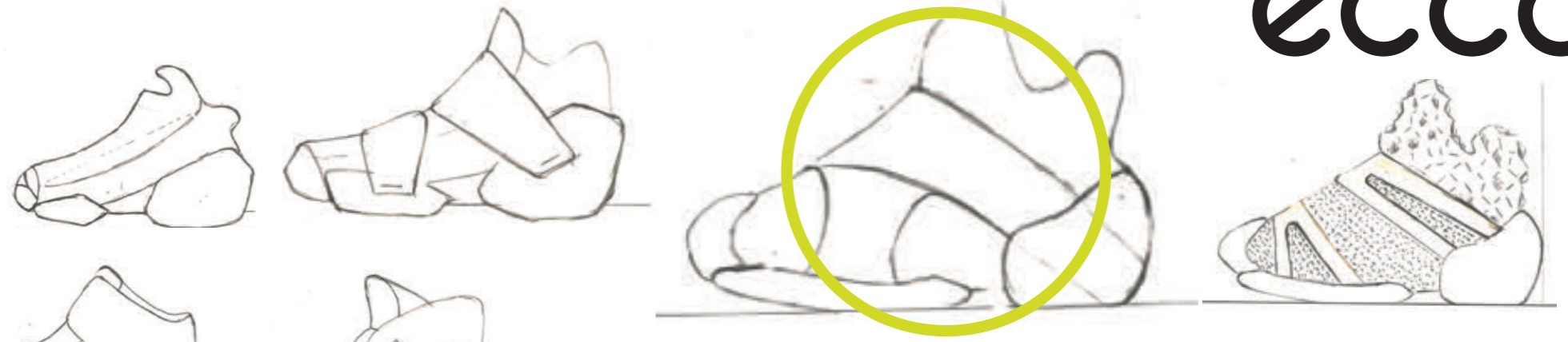
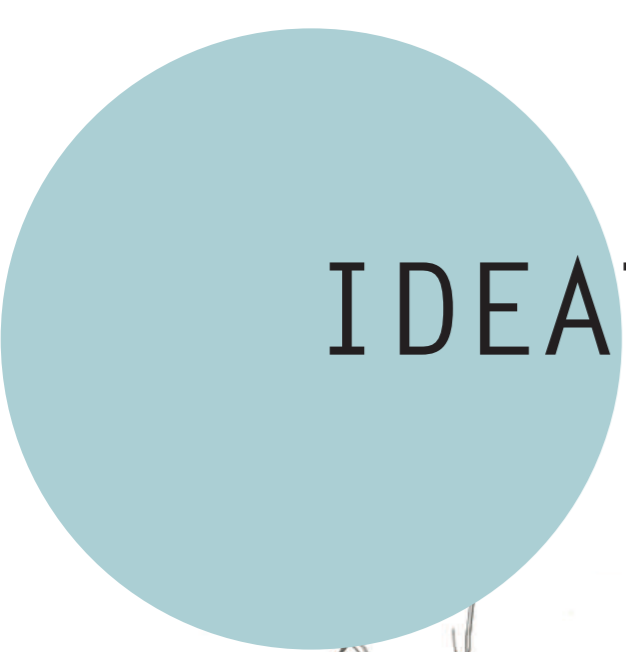


PRIZE: 60 €

ALEX 5,  
CONCEPT LAB



IDEATION

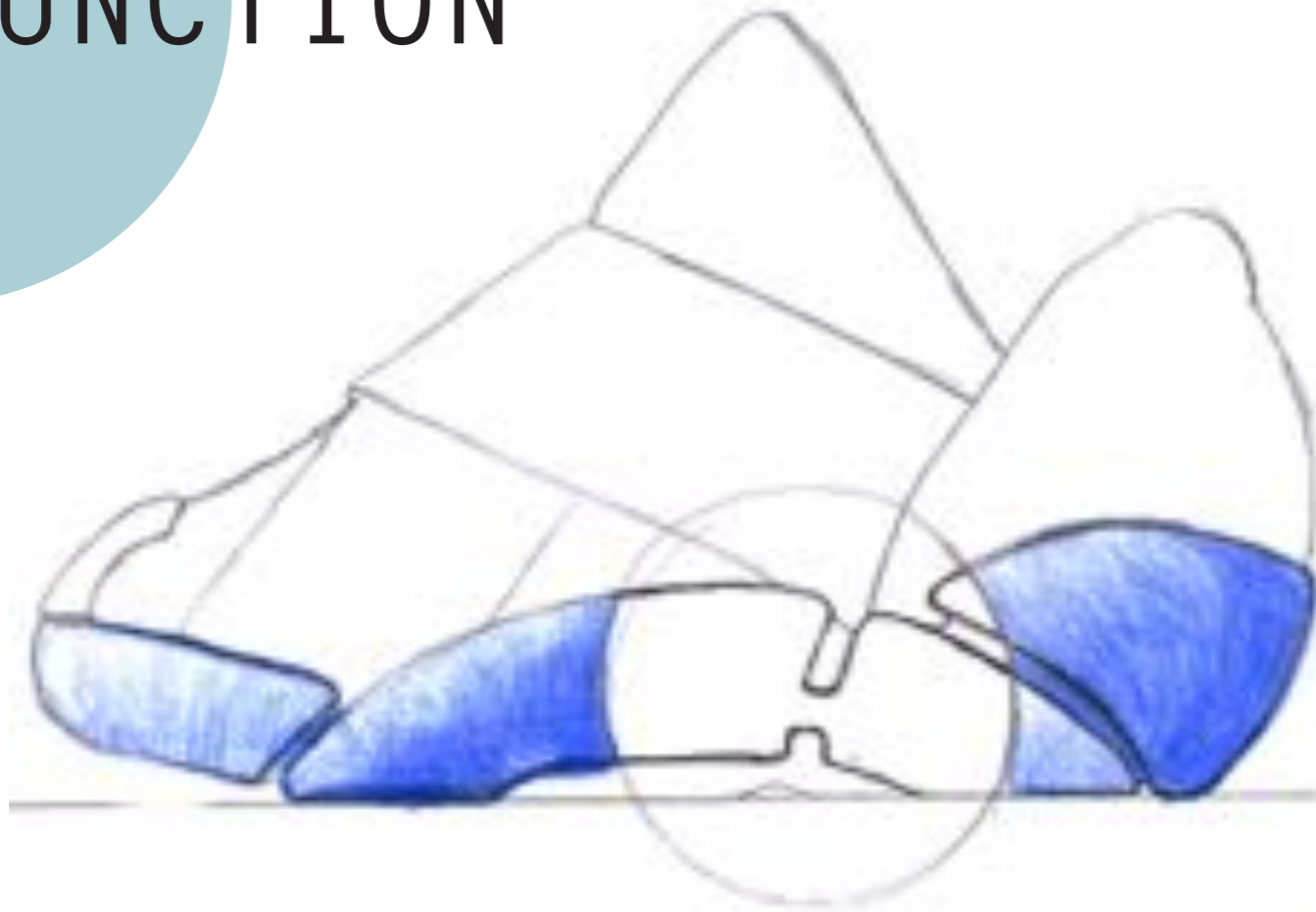


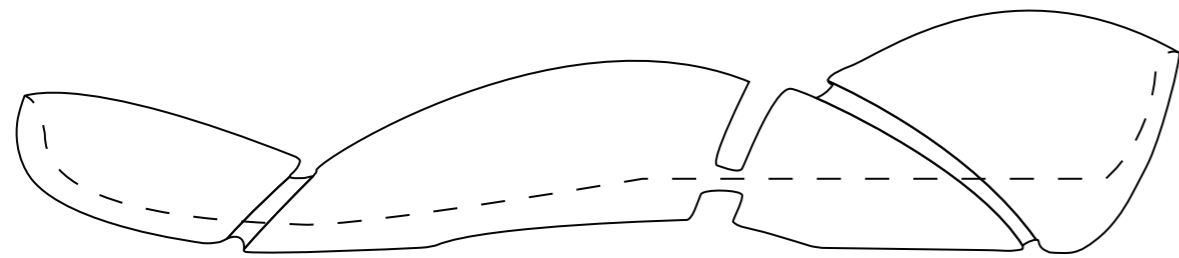
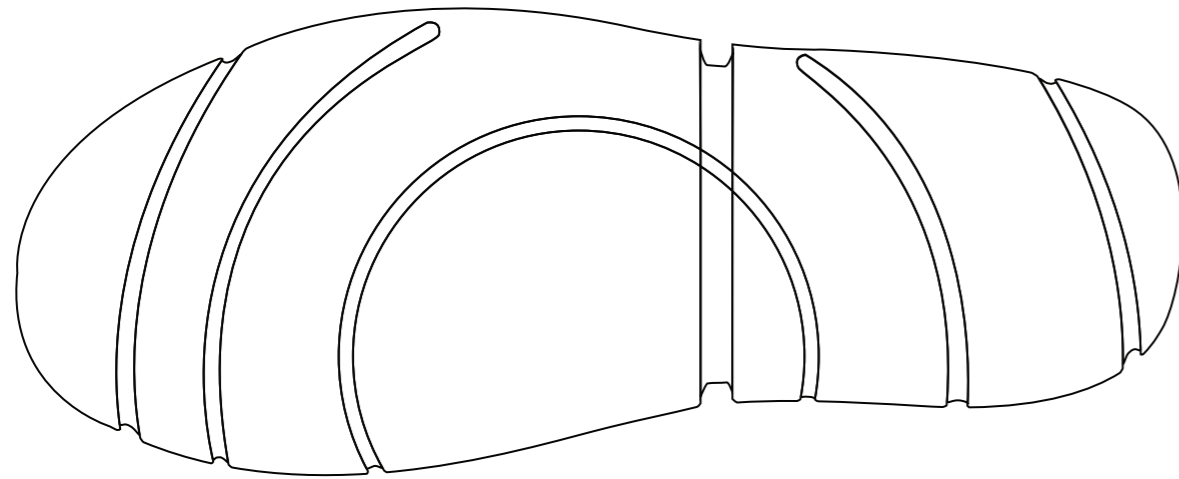
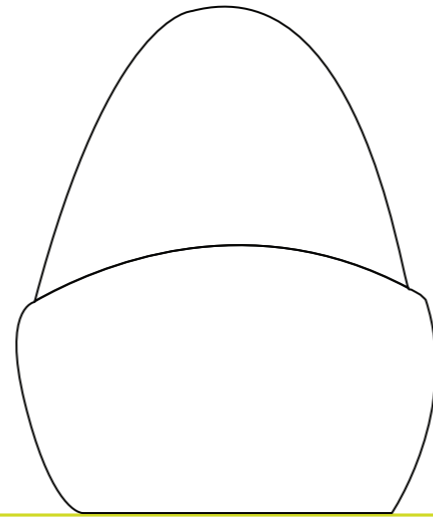
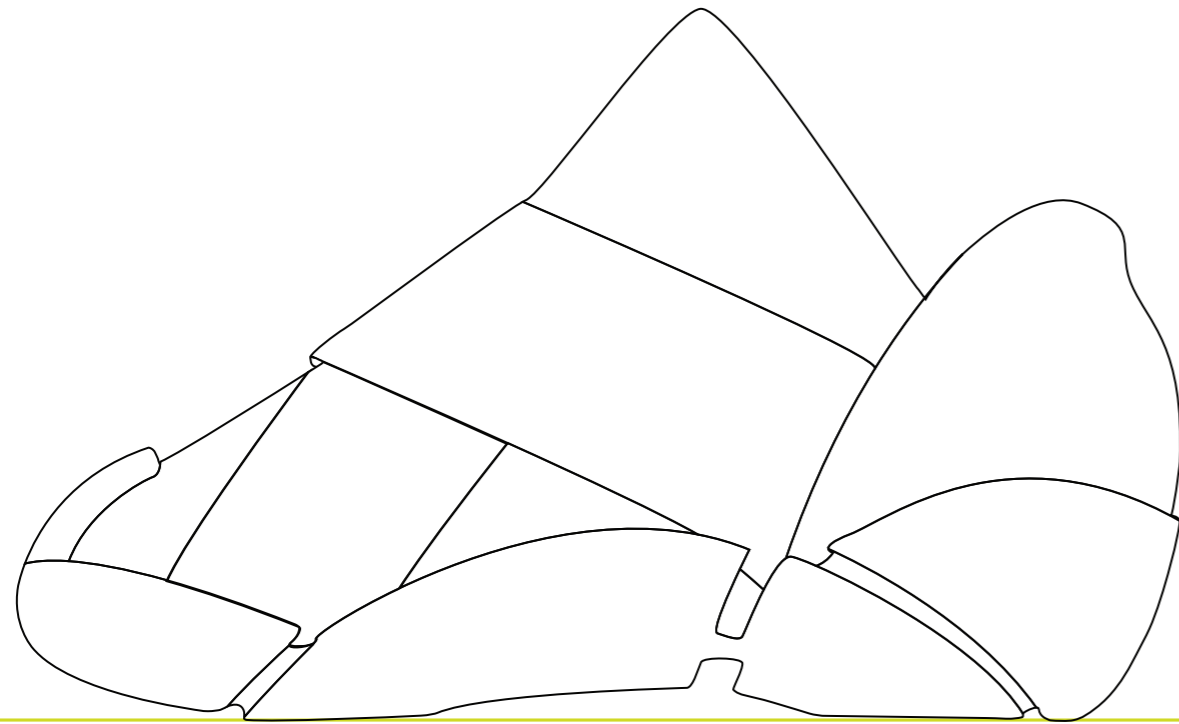
ÅBEN/LUKKE  
BAGFRA

storet  
træs 21



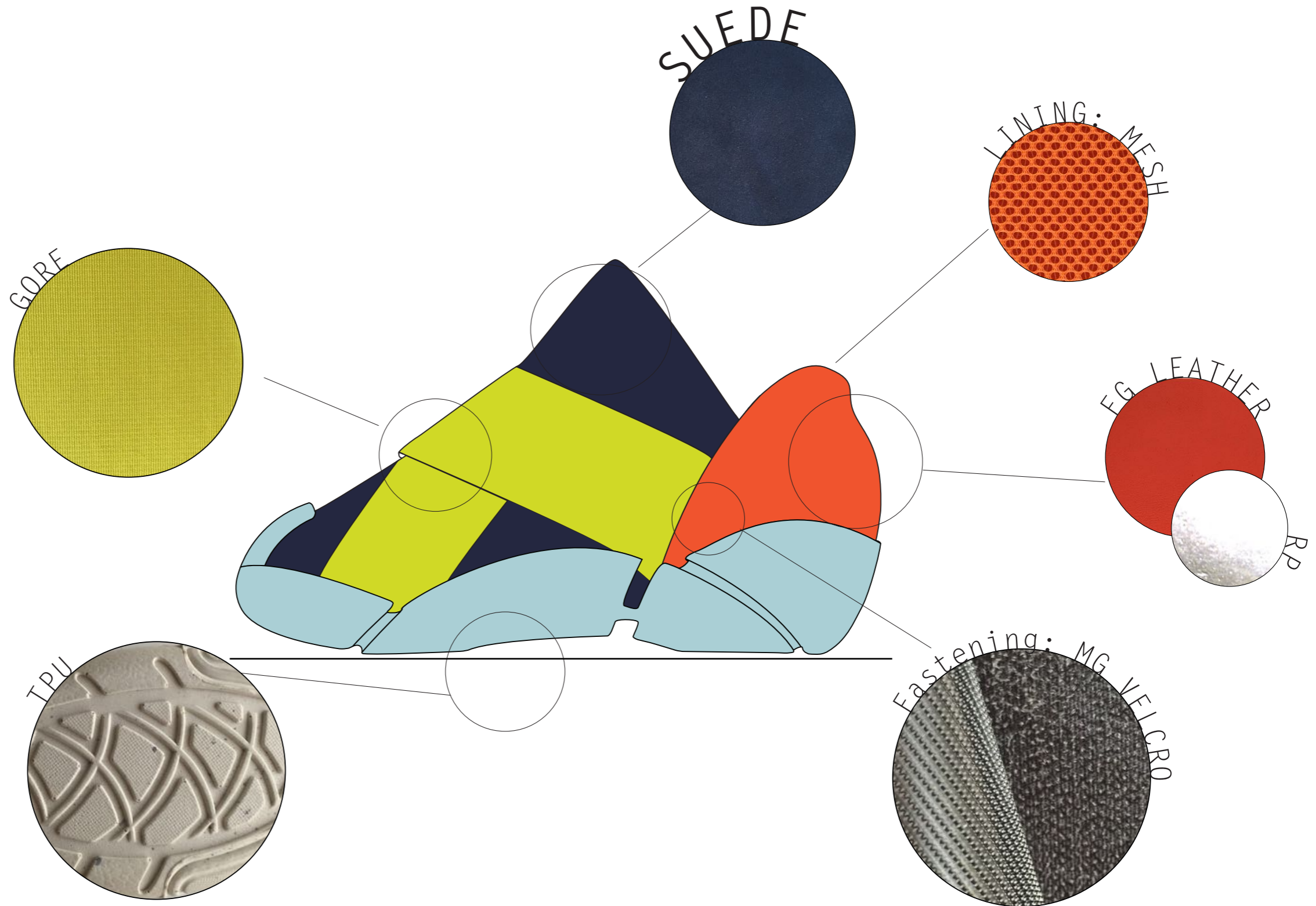
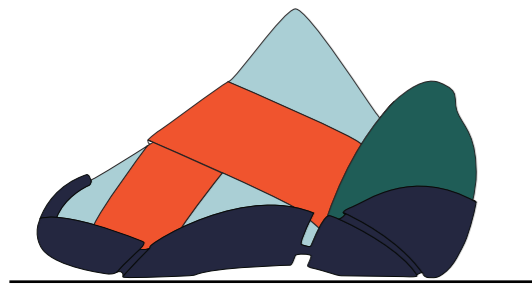
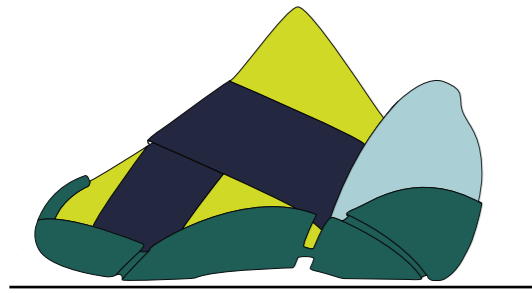
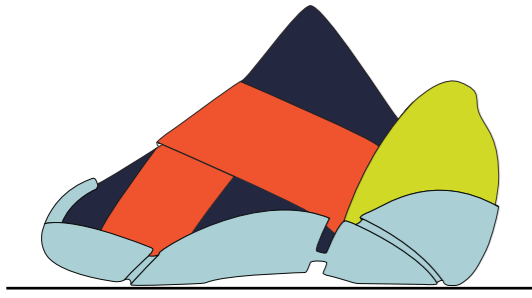
FUNCTION





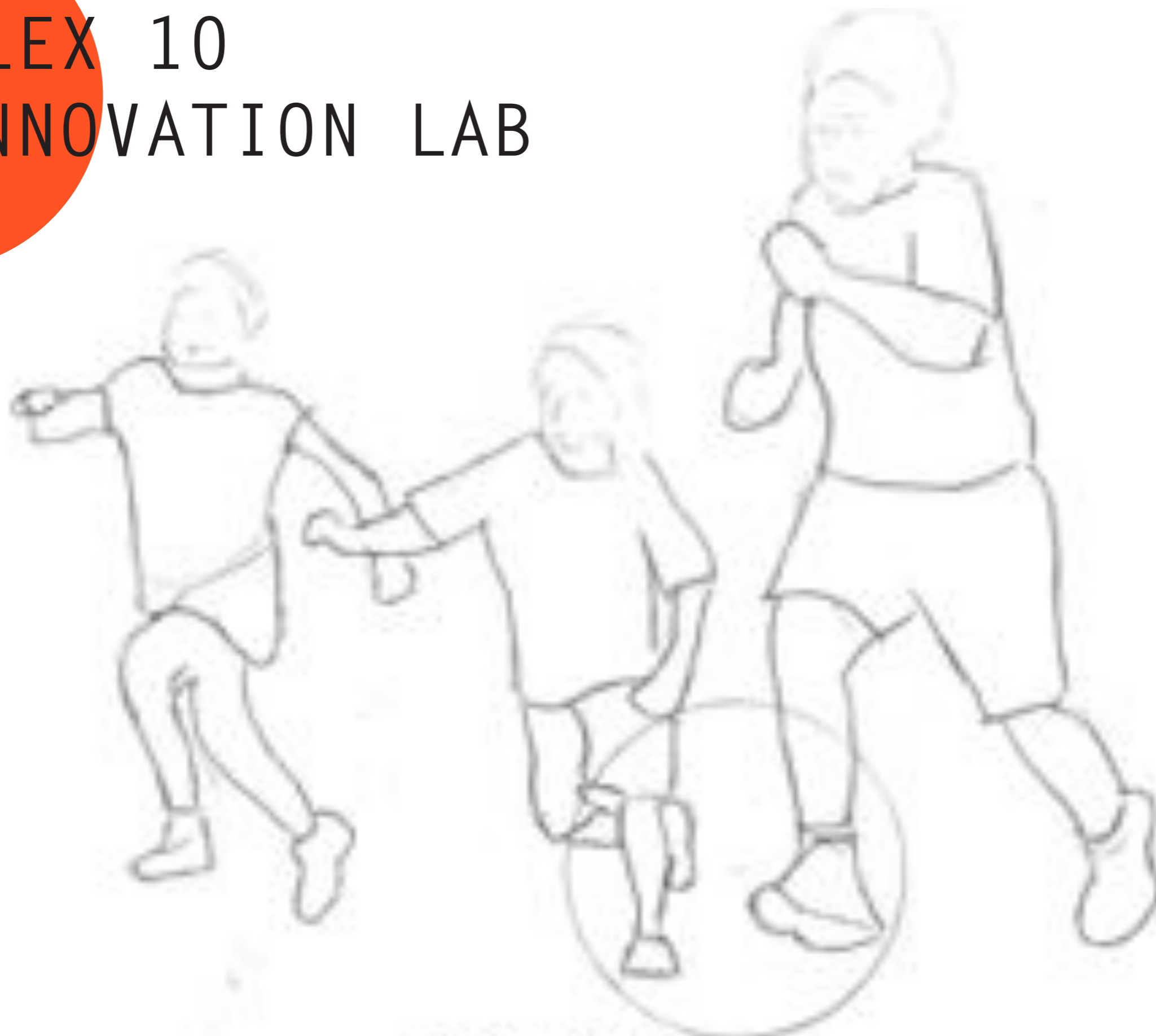


# MATERIALS// KIDS AW 2023



PRIZE: 85 €

ALEX 10  
INNOVATION LAB

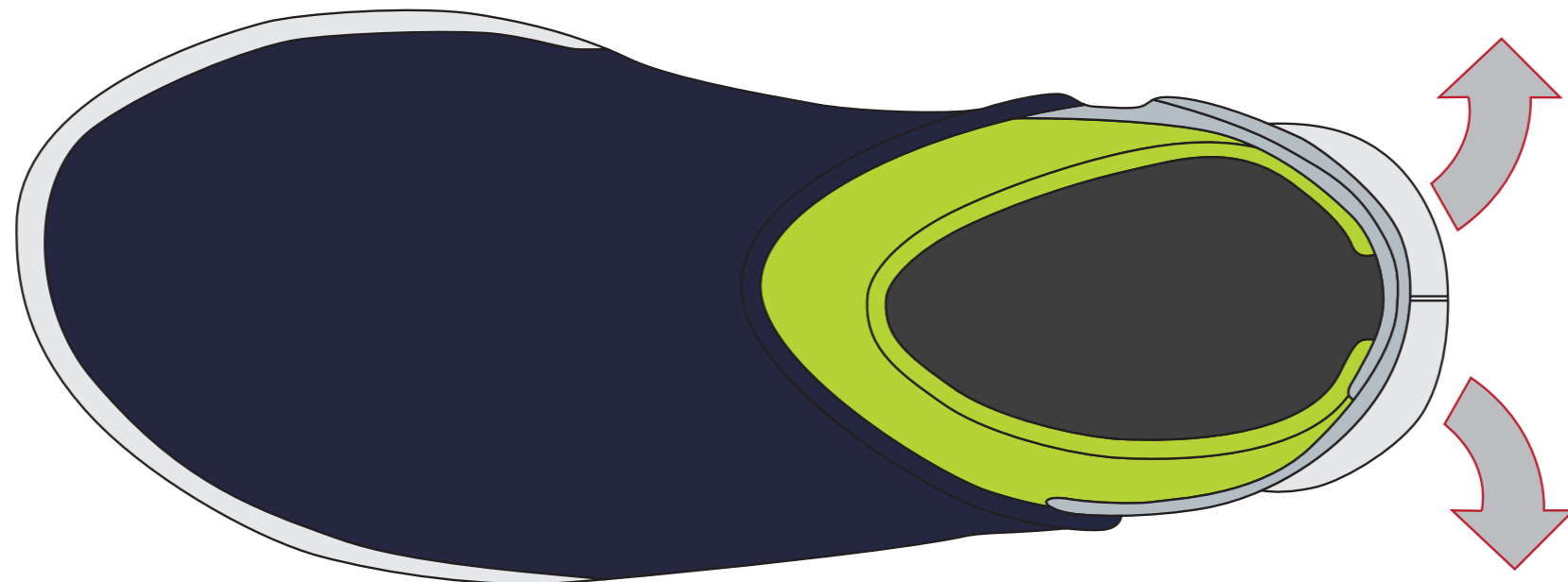
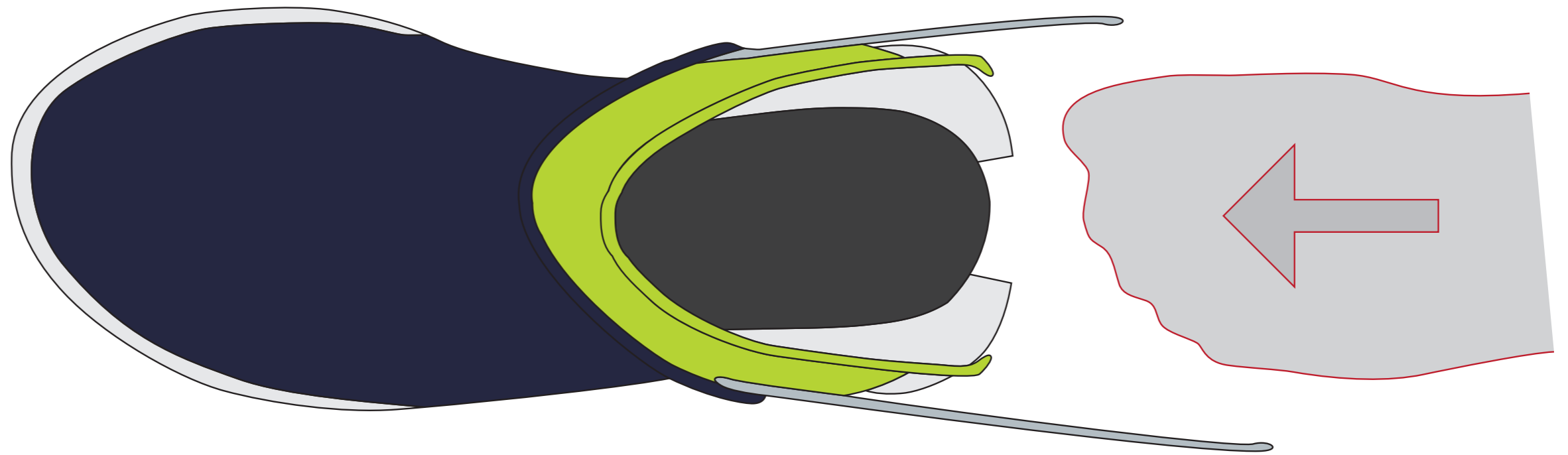


IDEATION

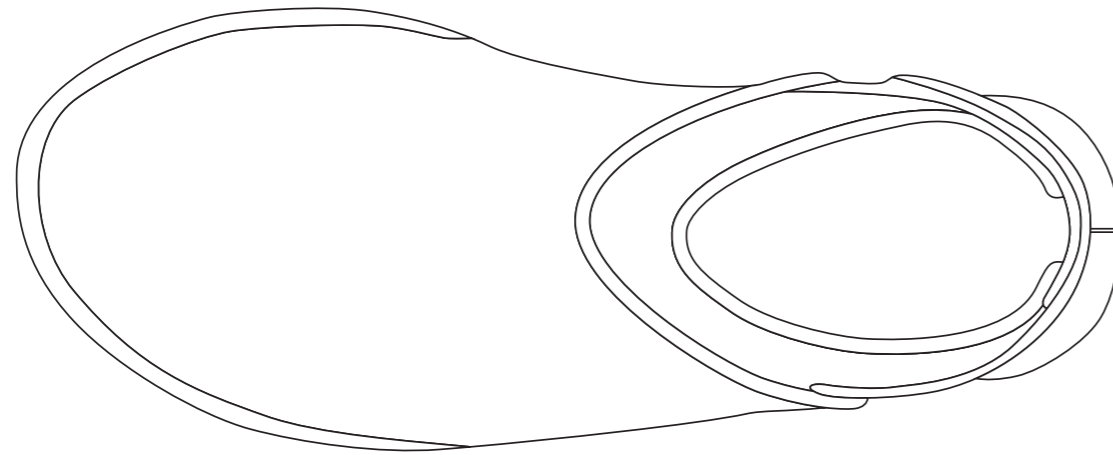
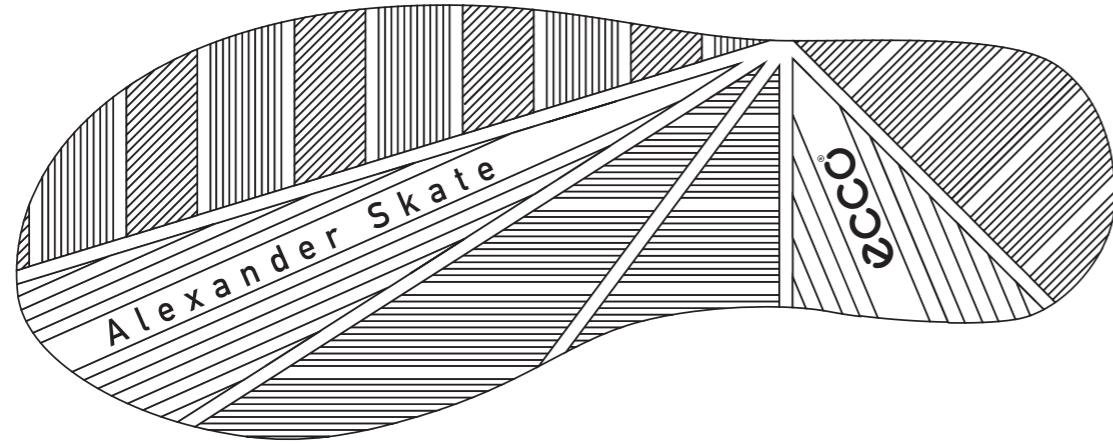
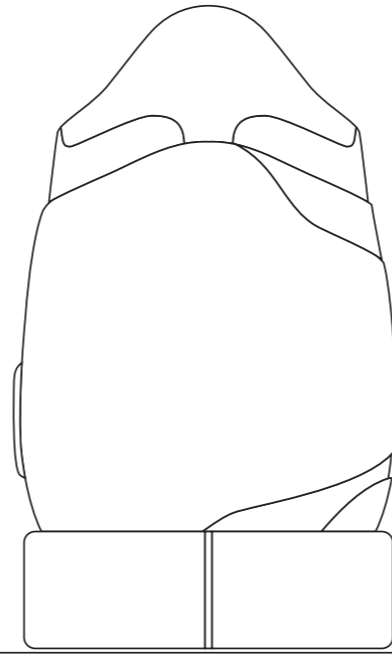
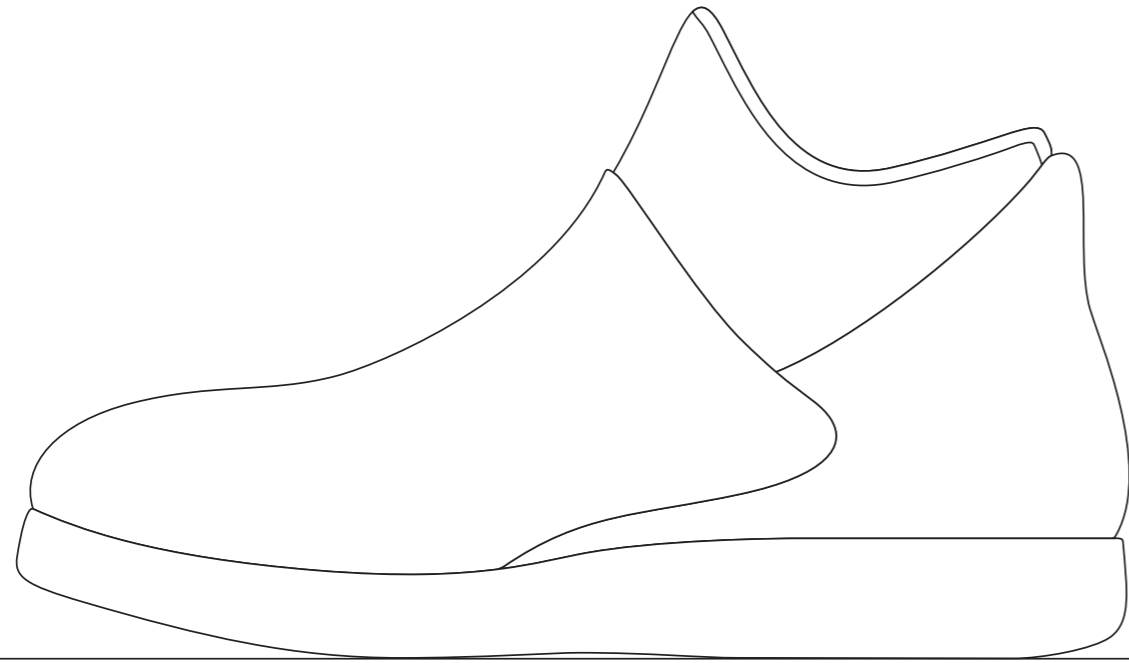




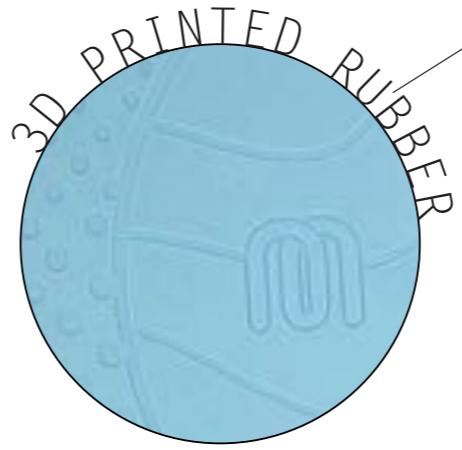
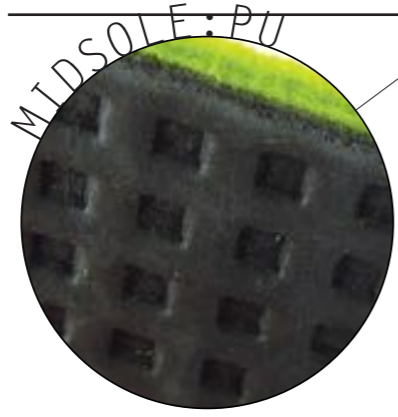
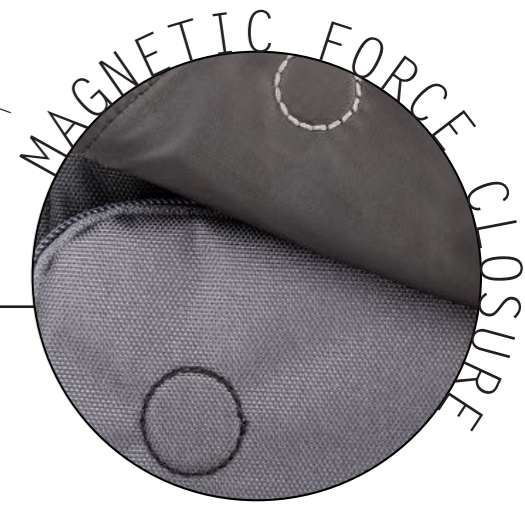
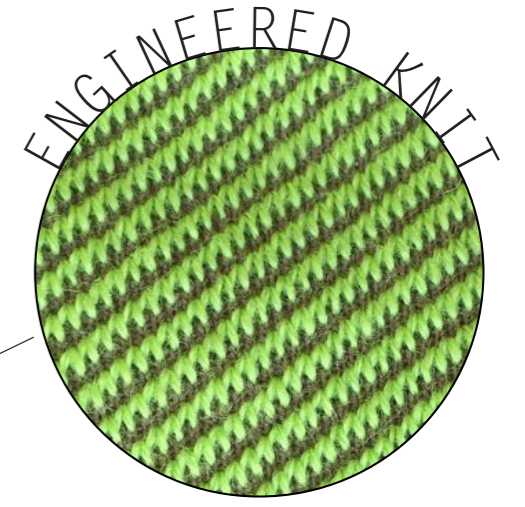
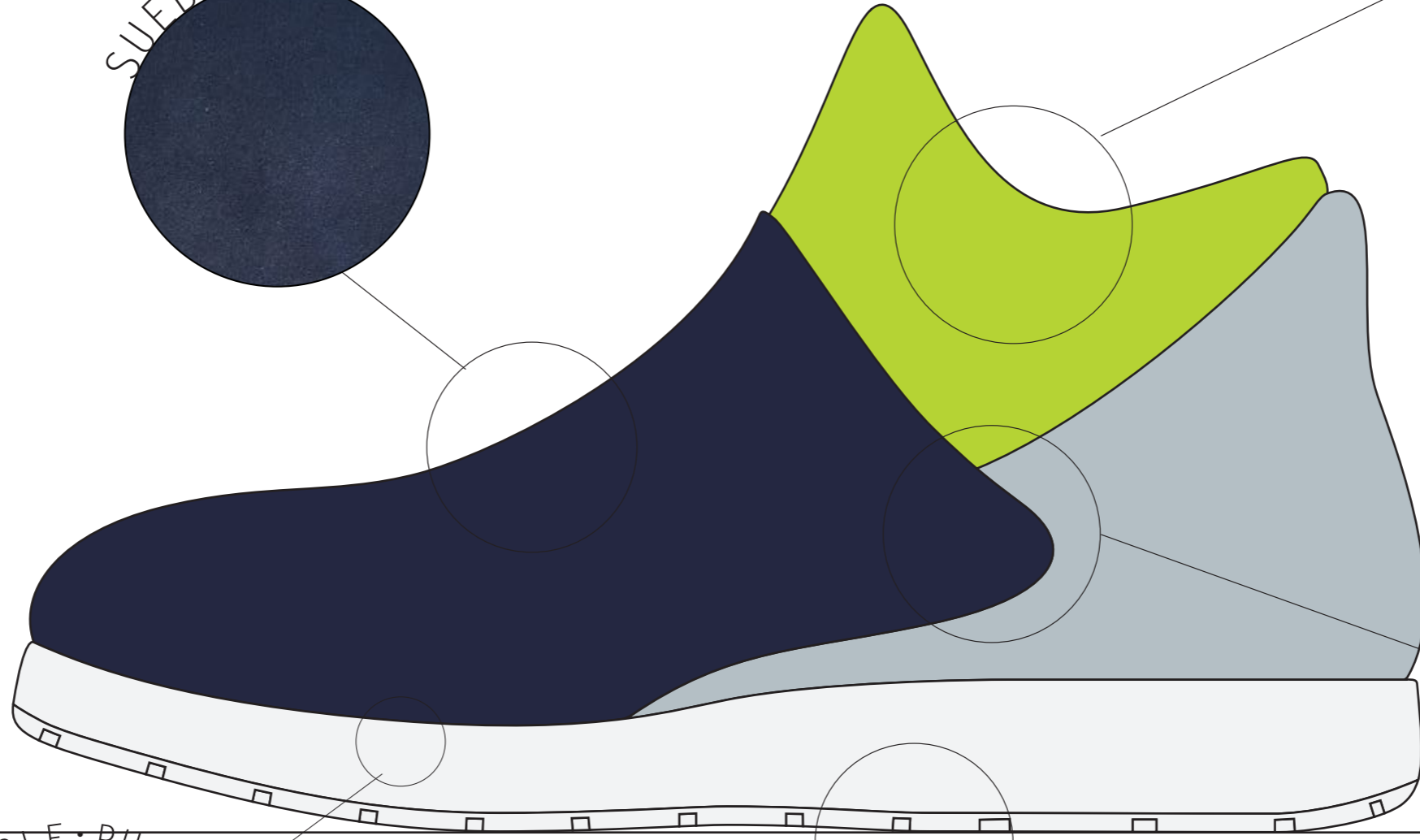
# FUNCTION



ecco®



# MATERIALS // JUNIOR AW 2028



PRIZE: 120 €

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# THANK YOU

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