

2018

THE TRANSCENDENT ATHLETE





SS18

OUTDOOR FOOTWEAR





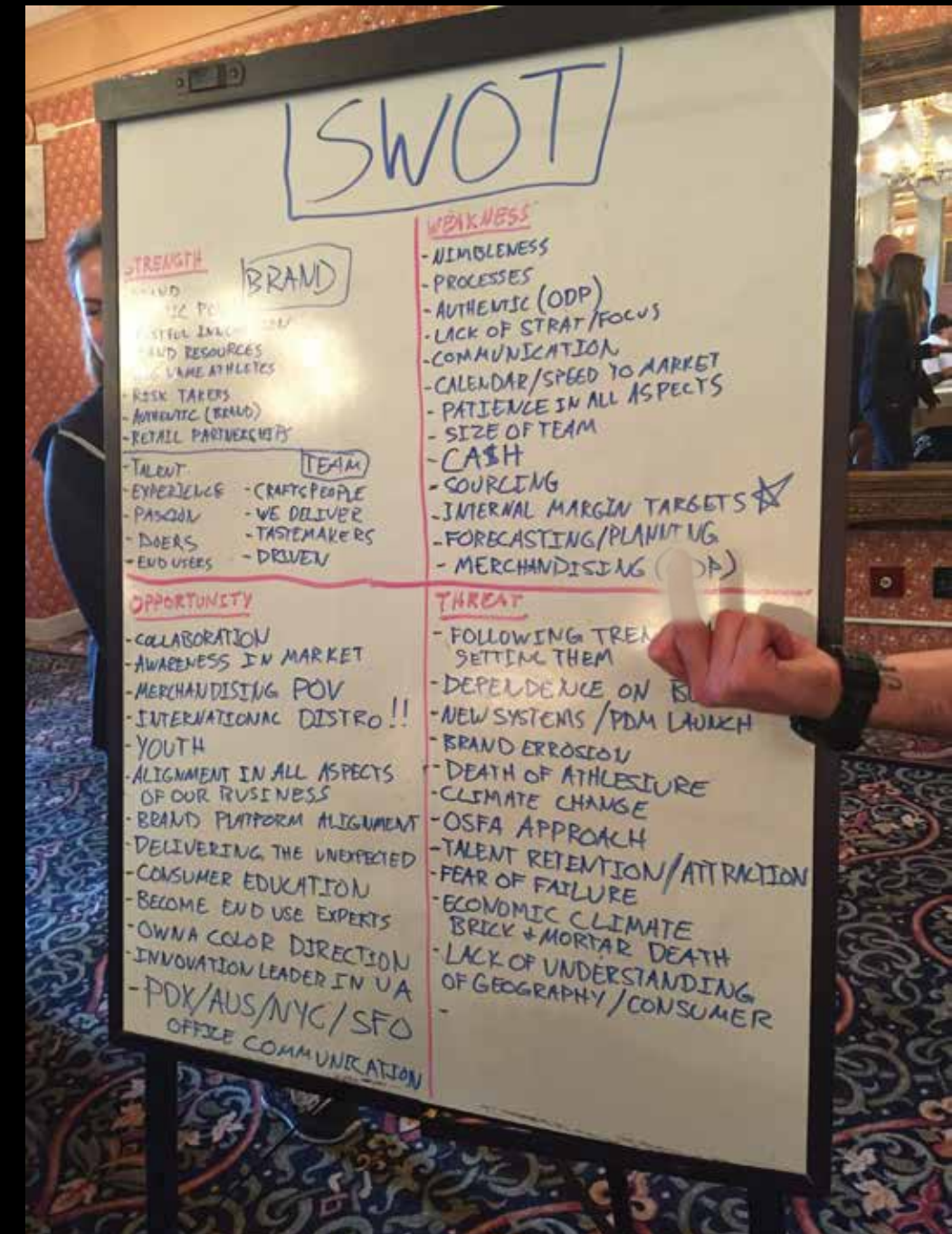
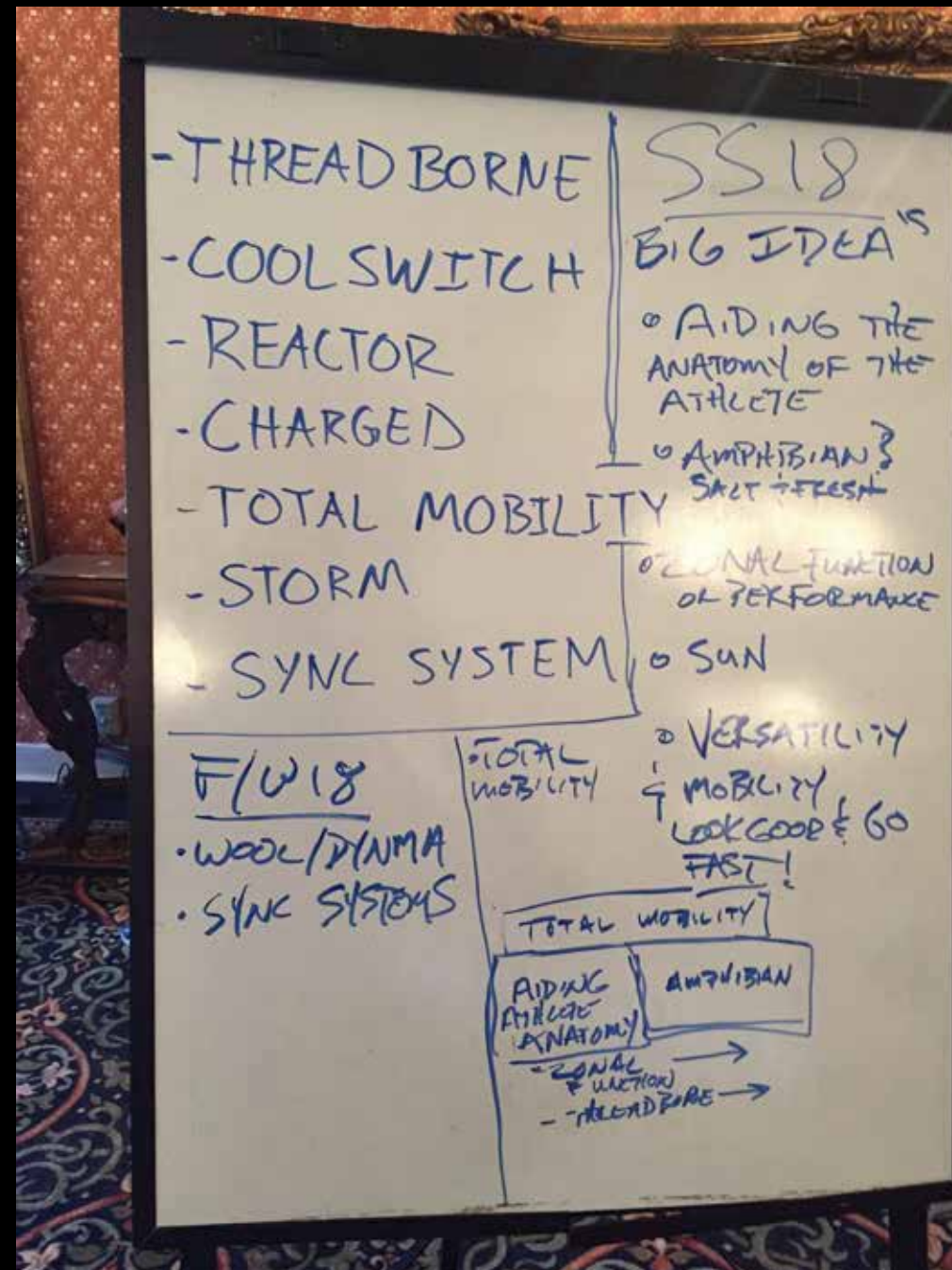
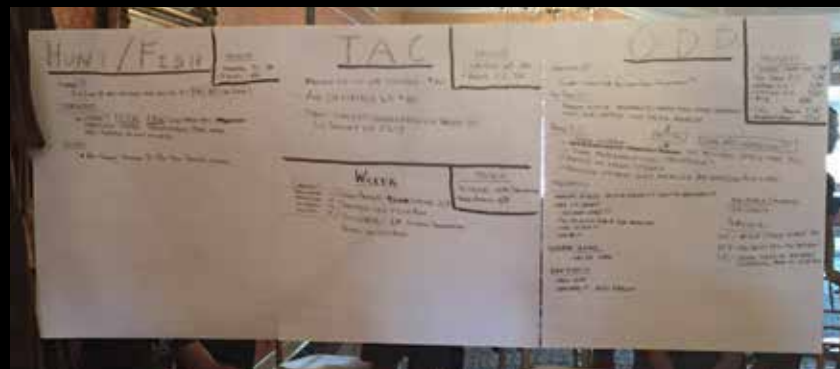
HOOD RIVER OREGON

OUTDOOR SUMMIT



OUTDOOR SUMMIT

OUTDOOR MARKETING / DEVELOPMENT / DESIGN / SALES ALL TOGETHER IN THE SAME ROOM TALKING SS'18





Compete with the Cold

16 BEST WINTER RUNNING SHOES OF 2015

GEAR PATROL



H2O

HIKE / TRAIL RUN


TACTICAL


Scupper

\$90

THREADBORNE

COOLSWITCH





Verge 2.0 Mid/Low

\$170-\$130

STORM

THREADBORNE

SYNC SYSTEM

MICHELIN





Berry - CSR

\$220



THREADBORNE





Speedfit 2.0

\$130

anafoam

THREADBORNE







Valsetz 3.0

\$120

anafoam





STC Update






Stryker WP


\$170

GORE

INVISI-FIT

MICHELIN





NEW UPPER
TOTALLY NEW
MATERIAL UPDATE

PROJECTS / ASSIGNMENTS

DESIGN INFLUENCES

GLOBAL
WARMING

SYSTEMS

SMART
ATHLETE

NEW
AESTHETIC

ANATOMY
BASED
DESIGN

HYBRIDS

INTELLIGENT
DESIGN

DESIGN INSPIRATION

ZONAL PERFORMANCE



THERMO REGULATION



SYNC



PROTECTIVE



VERSATILE



SEASONAL TOOLKIT

**SYNC
SYSTEM**

COOLSWITCH

THREADBORNE

MICHELIN

 **STORM**

GORE-TEX®

CHARGED 

SEASONAL OPPORTUNITIES

- **VERSATILITY FOR MULTISPORT**
- **FIT REDEFINED - THREADBORNE**
- **ARTICULATION FOR ACTIVE FIT**
- **ZONED SUPPORT AND VENTING**
- **SYNC SYSTEMS ACROSS UA**
- **TOUCH POINTS**



SS18 _ **COLOR**

SS18 COLOR STRATEGY

Q1 MINERAL MODE



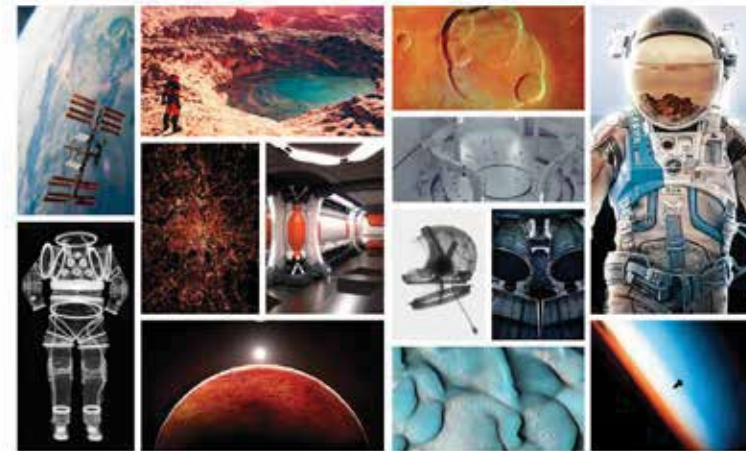
Q1+Q2 BLACK MATTER



Q2 SOLARIZED BRIGHTS



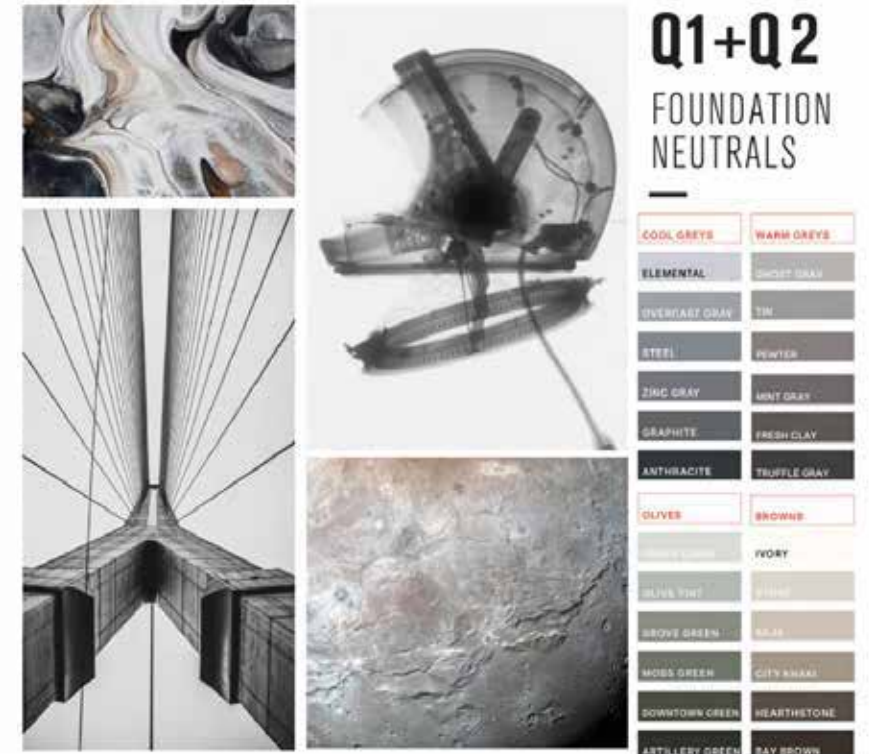
GOING BEYOND — COLOR Q1 & Q2



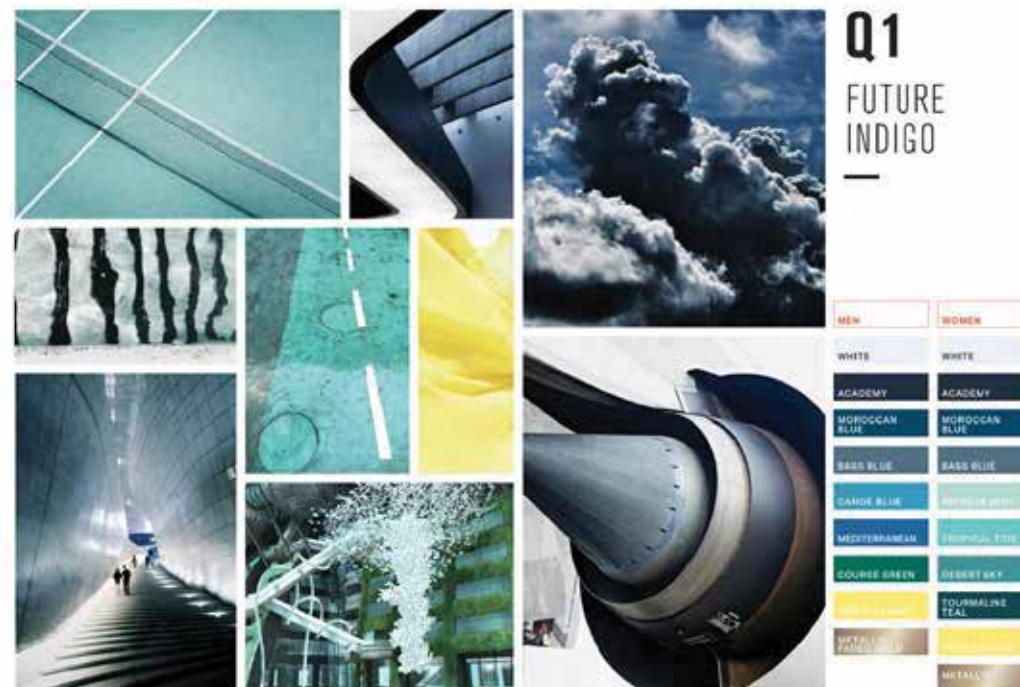
Q1+Q2 MODERN_METALLIC



Q1+Q2 FOUNDATION NEUTRALS



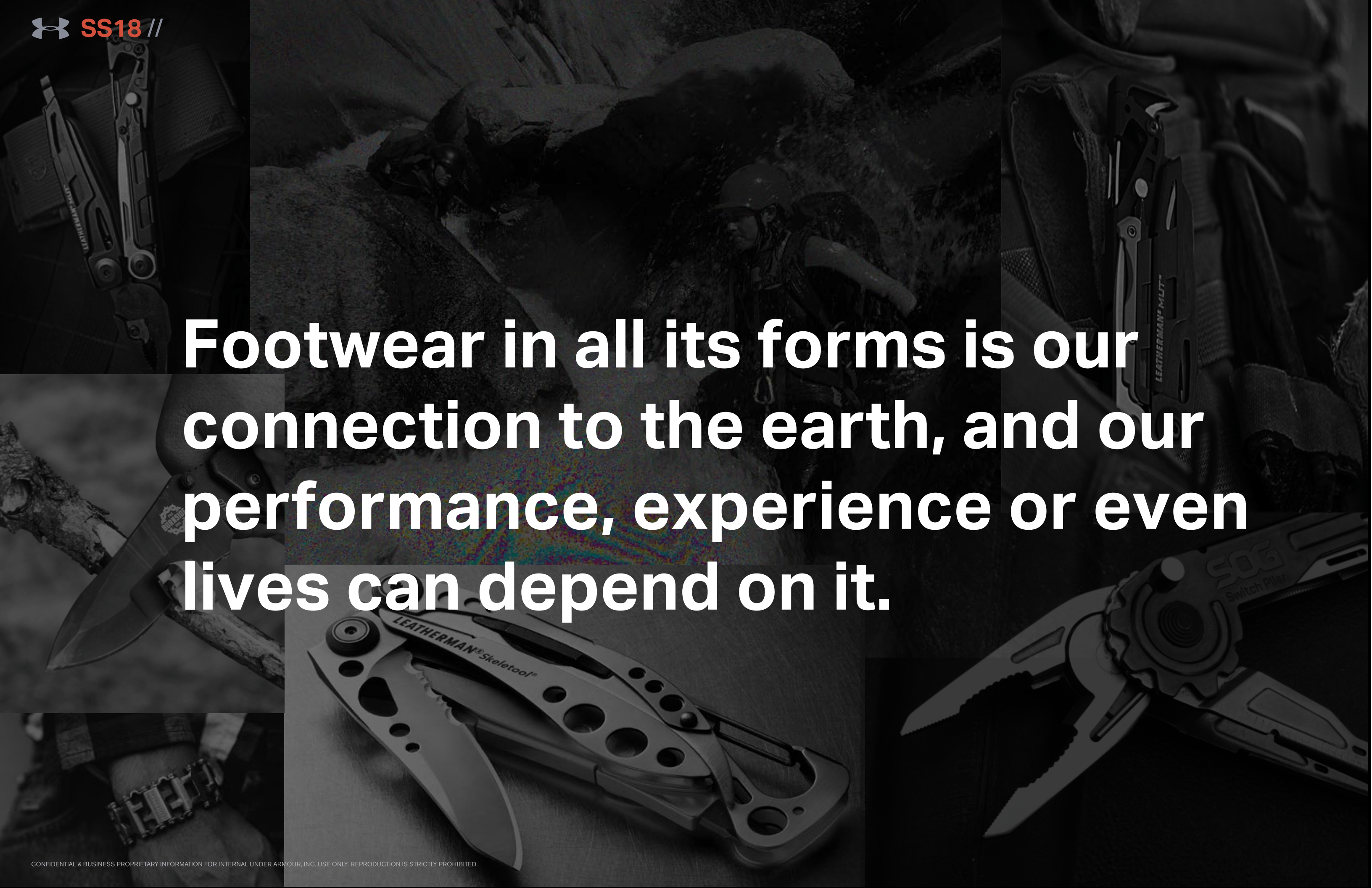
Q1 FUTURE INDIGO



Q2 FORMATION



Footwear is a tool.



**Footwear in all its forms is our
connection to the earth, and our
performance, experience or even
lives can depend on it.**

**We need to critique our footwear
as functional, versatile gear like
everything else we use outdoors.**

Versatile

[VUR-SUH-tl]

adjective

1. having or capable of many uses:
a versatile tool.

Versatile

- Functionality drives the aesthetic or form

Versatile

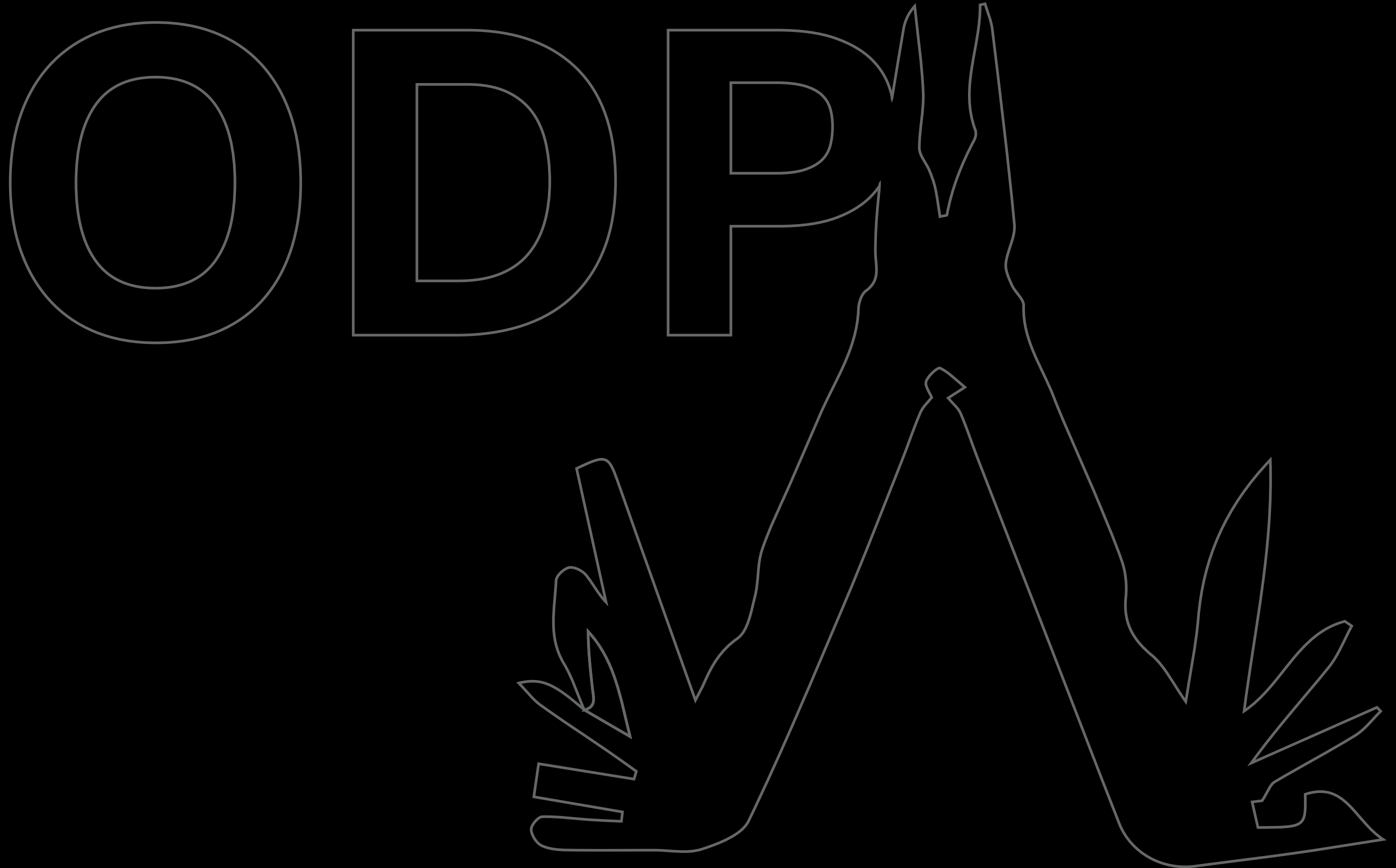
- Product that reveals its attributes with use and over time

Versatile

- Performs regardless of the conditions and terrain our athletes encounter

Versatile

- We will encode our product with discreet details that will enhance and inform the experience



UA VERGE



STYLE NAME: VERGE 2.0

STYLE#:



UPDATE



Best Hiking Shoe: Under Armour Verge Mid GTX

In a category filled with hard-to-distinguish designs, this boot stands way, way out. It's easier to imagine Stephen Curry rocking it on the court than seeing it on the display wall at REI. The fit is more basketball shoe than hiker, with a pliable mesh upper and welded overlays that conformed to our feet, creating a snug but not restrictive cradle. Down below, however, this is a classic hiker: a TPU shank in the midsole offers support, and a Michelin-rubber outsole with aggressive lugs gives supreme grip. We had to pay attention to foot placement on rough terrain, because **the Verge** doesn't provide much protection against jagged rocks, but that's a small compromise for a hiker that offers the best mix of comfort and agility of any we've ever worn.

Price \$170 Weight 13.1 oz

STYLE NAME: VERGE 2.0

STYLE#:

THREADBORNE CHARGED GORE-TEX®



STYLE NAME: VERGE 2.0

STYLE#:

COMPETITION



CARRERASDEMONTANA.COM





**“THE FIT IS MORE BASKETBALL SHOE
THAN HIKER”**



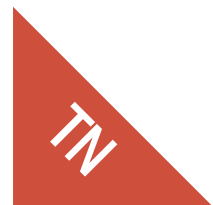
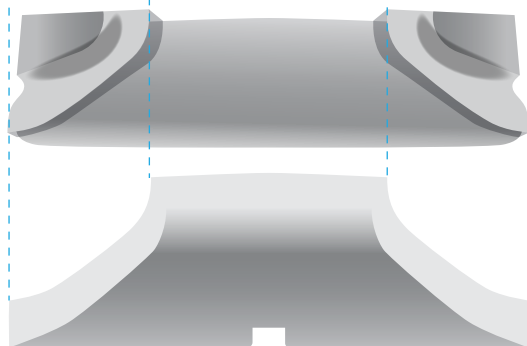
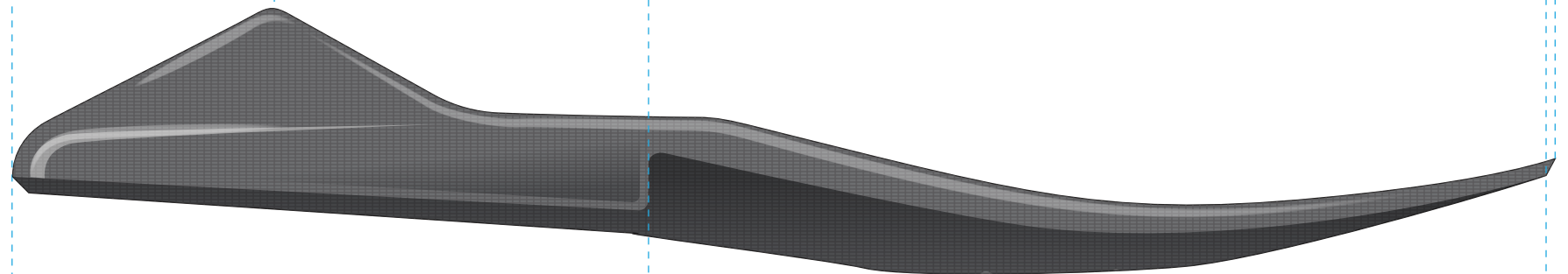
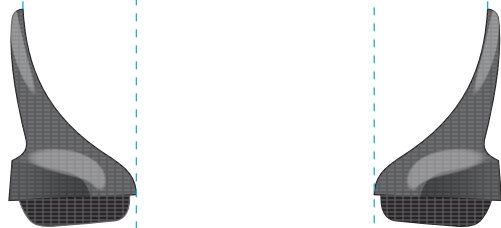
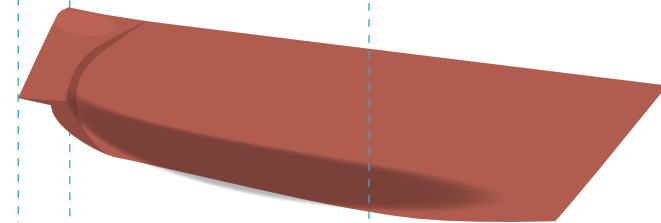
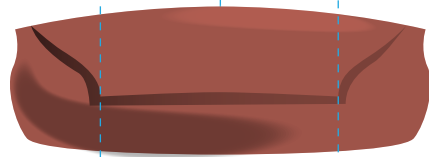
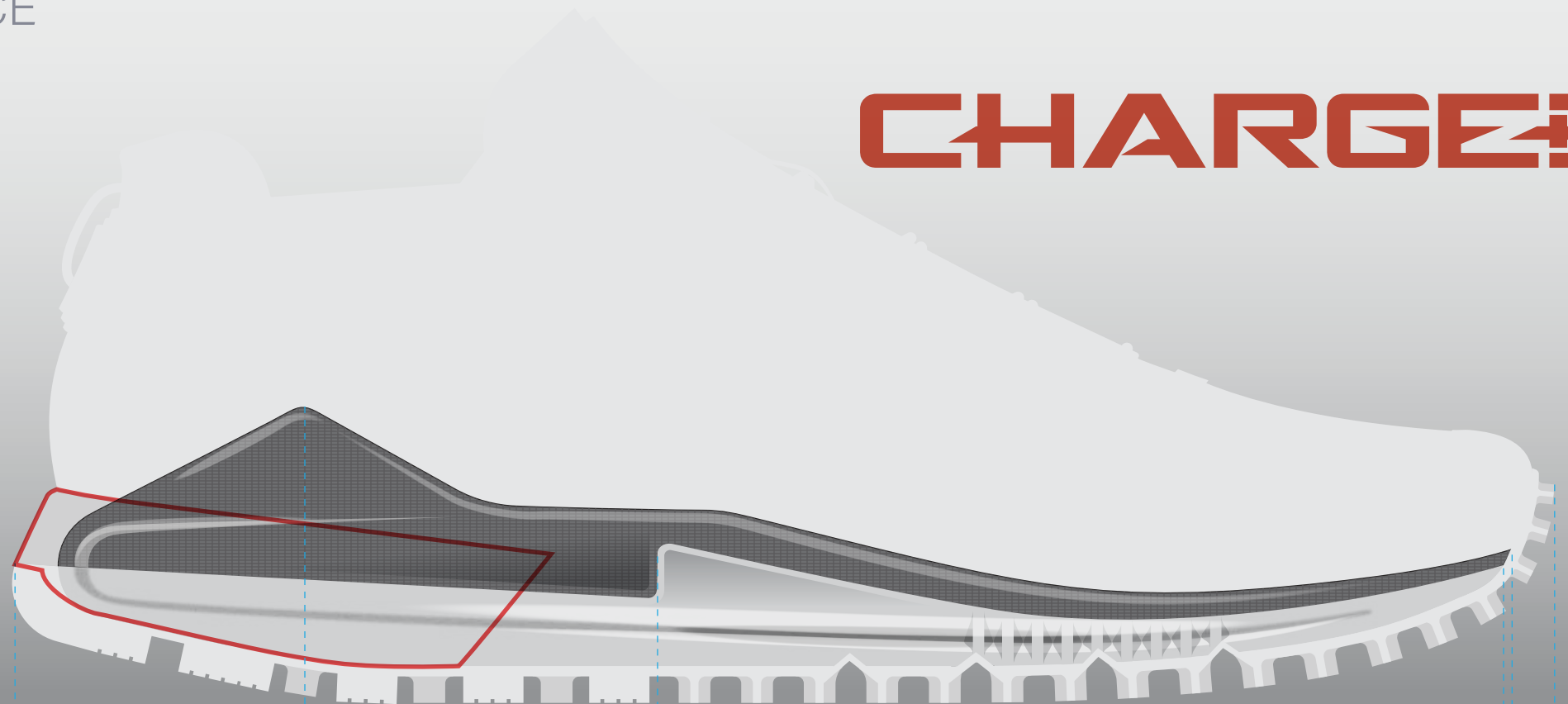
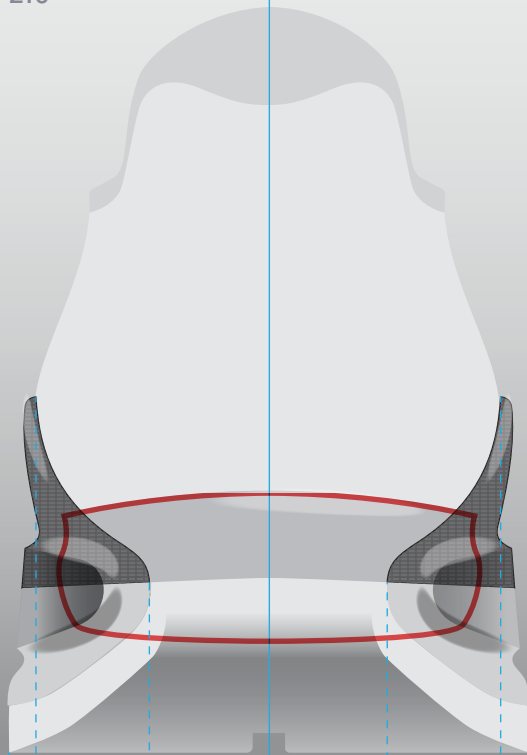
**“HIKER THAT OFFERS THE BEST MIX
OF COMFORT AND AGILITY
OF ANY WE’VE WORN”**



STYLE NAME: Verge 2.0

STYLE#:

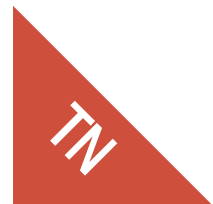
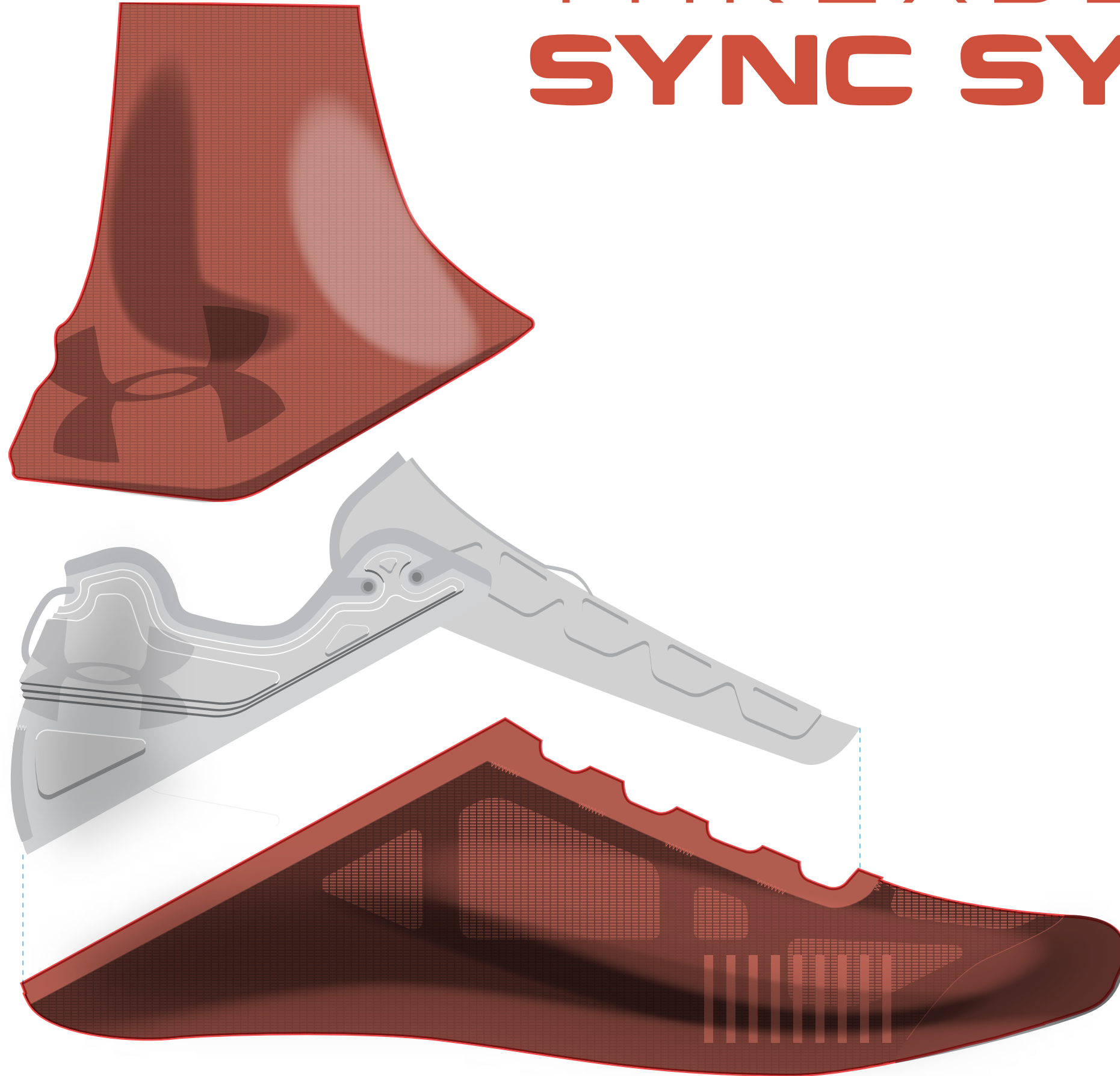
CHARGED



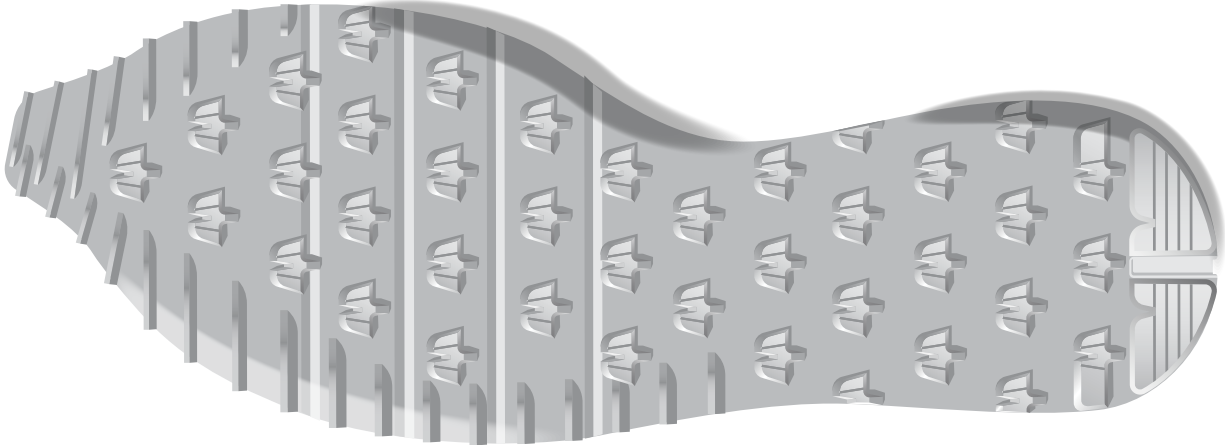
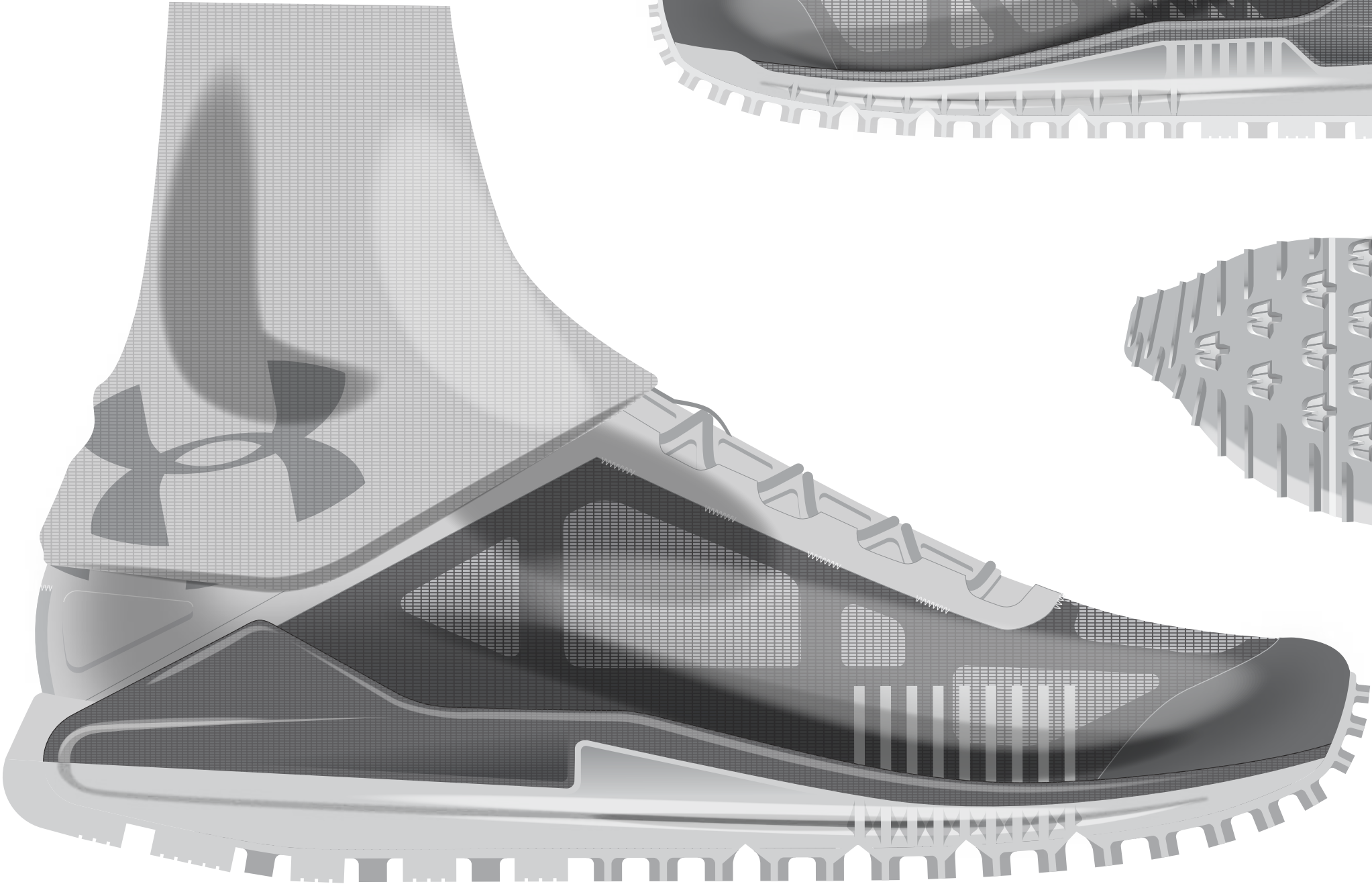
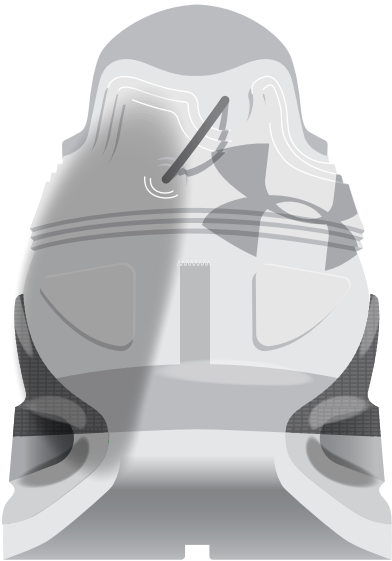
STYLE NAME: Verge 2.0

STYLE#:

THREADBORNE SYNC SYSTEM

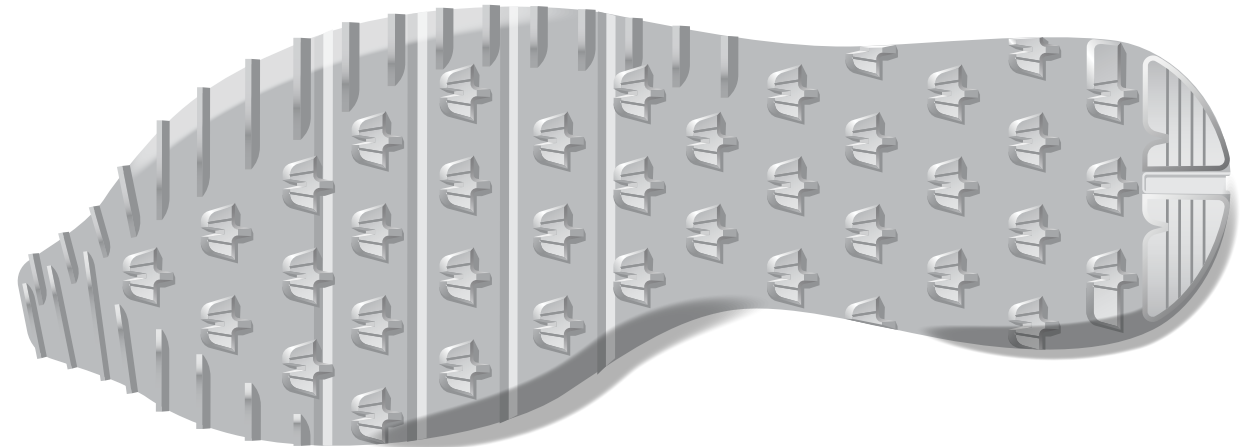
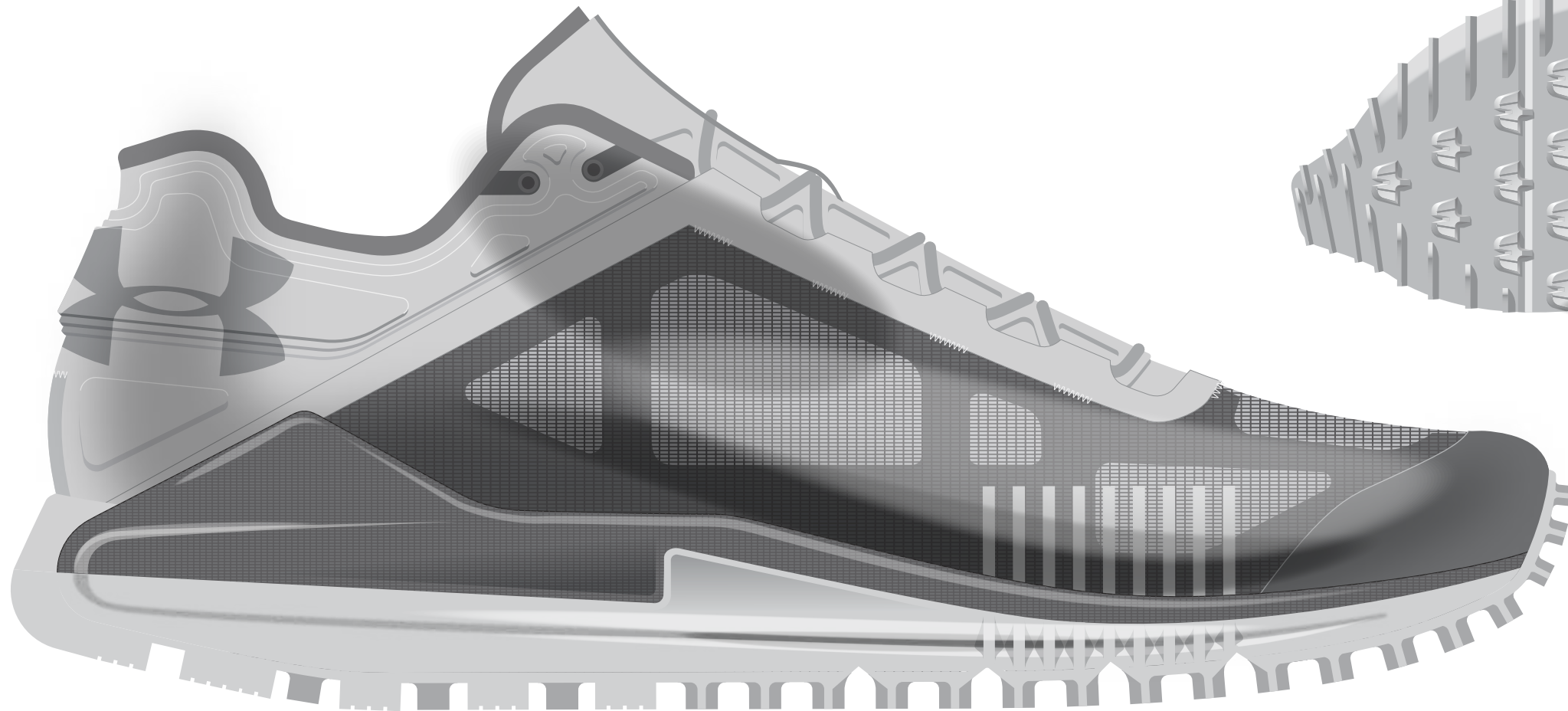
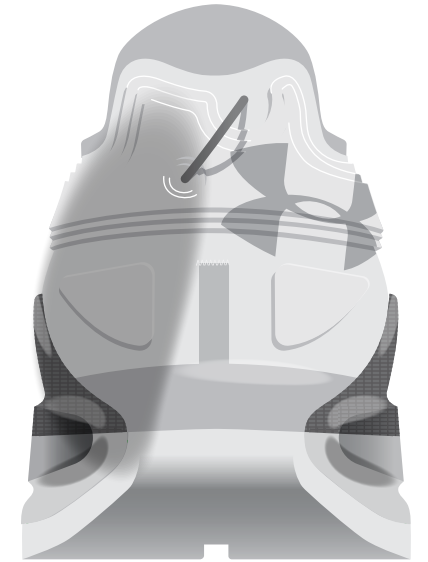


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STYLE#:



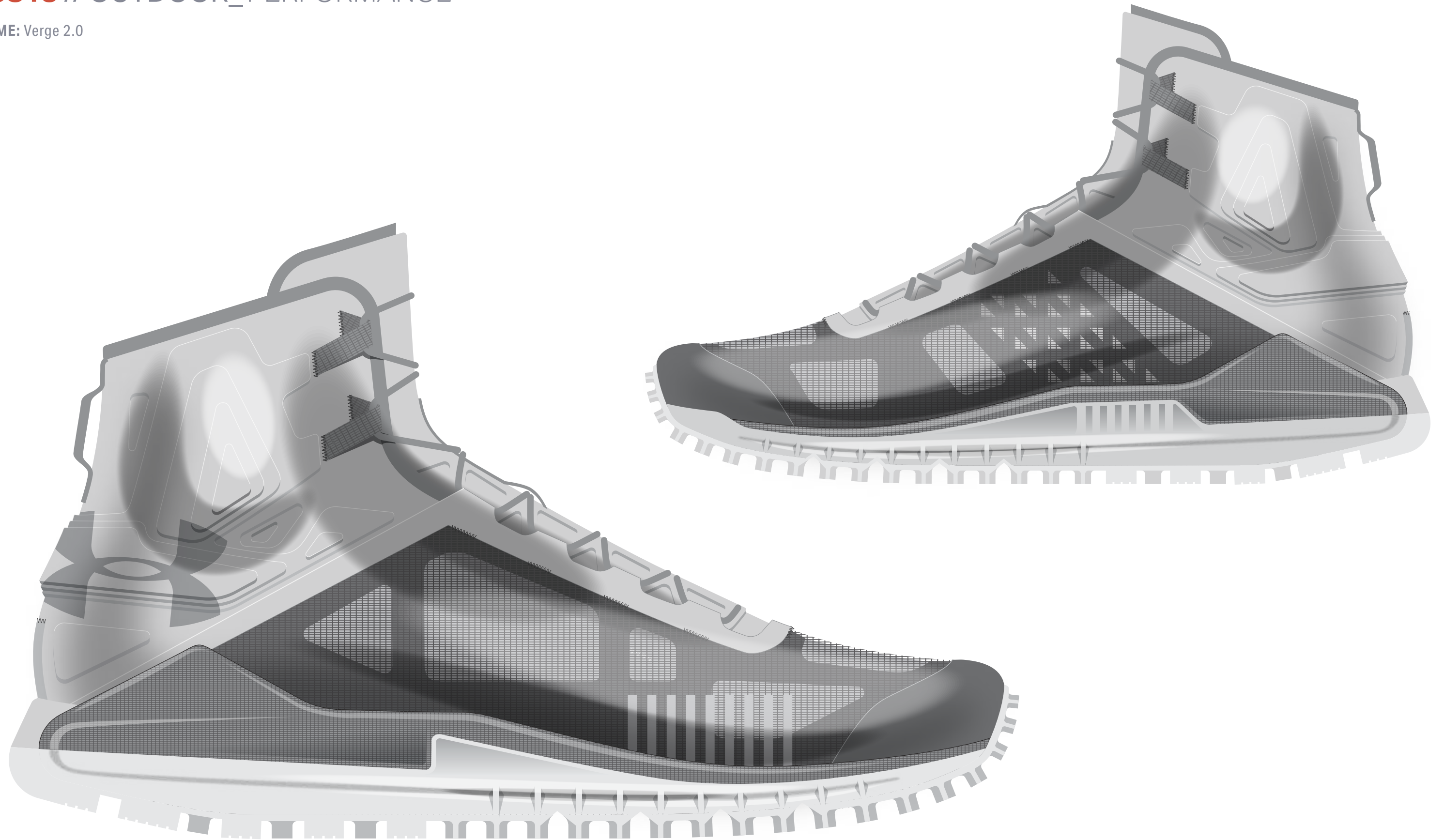
STYLE NAME: Verge 2.0

STYLE#:



STYLE NAME: Verge 2.0

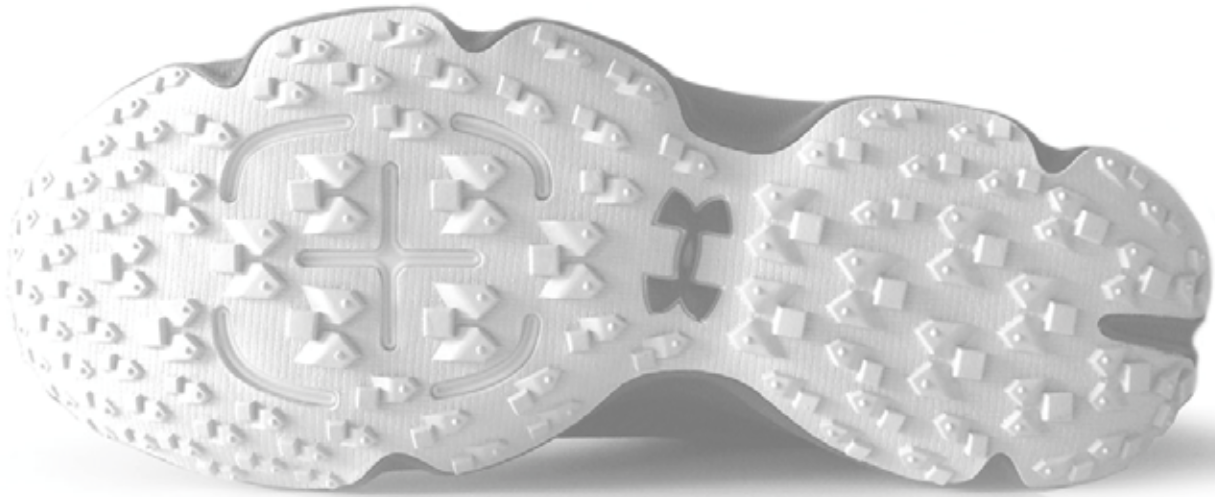
STYLE#:



STYLE NAME: SPEEDFIT

STYLE#:

UPDATE



STYLE NAME: SPEEDFIT

STYLE#:

SPEEDFORM
XC
ENGINEERED
FIT

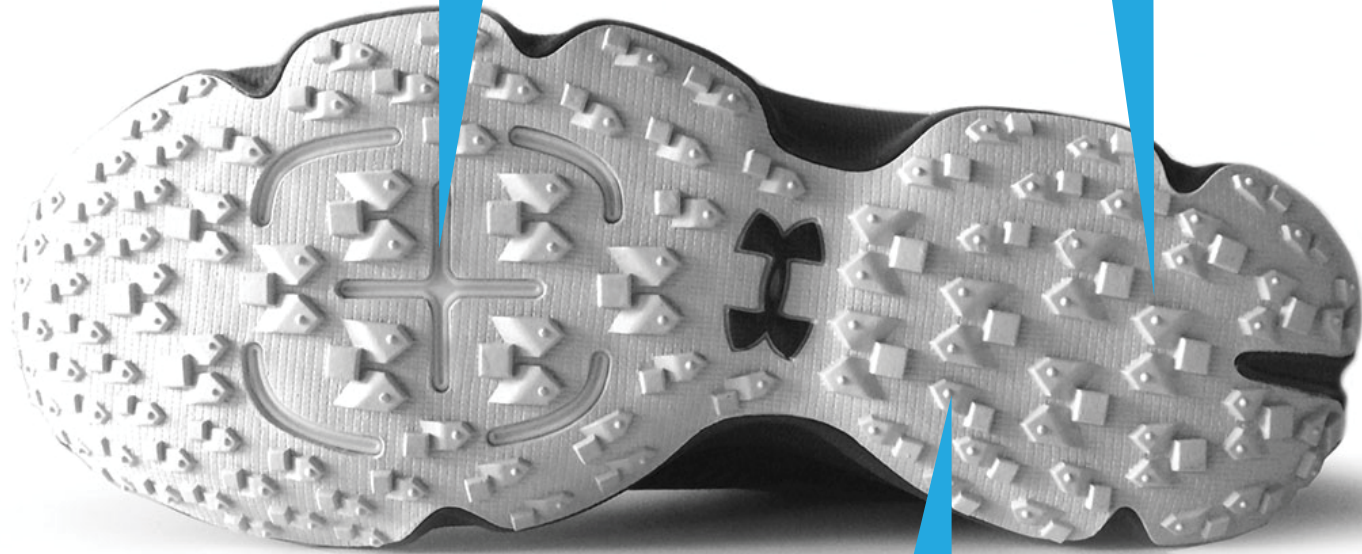


COMPE-
TITION

STYLE NAME: SPEEDFIT

STYLE#:

IMPACT DISPERSION



TRACTION

MATERIAL PACKAGE

LACING SYSTEM

SUPPORT

FIT

- MOLDED TONGUE
- THIN COLLAR
- MOLDED MALEOLUS
- HEEL FOAM PUCKS



STYLE NAME: SPEEDFIT

STYLE#:

ROCKPLATE EXPOSURE SHAPE

**INCREASE
DURABILITY**

**PROPER
3D AUX TONGUE MOLD**

**INCREASE
DURABILITY**

**HARDWARE
FLANGE**

**FLEXGEAR W/
REINFORCEMENT**

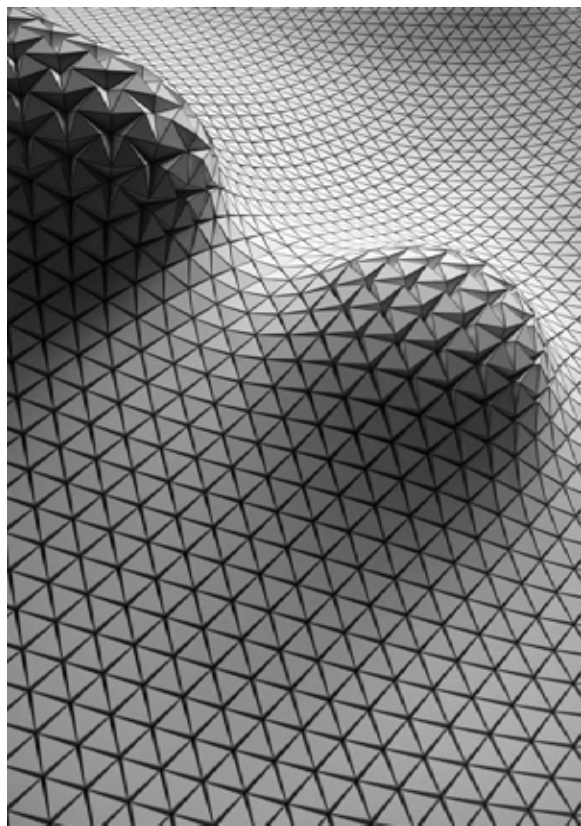
BETTER LACE

SINK UPPER PROPERLY INTO TOOL

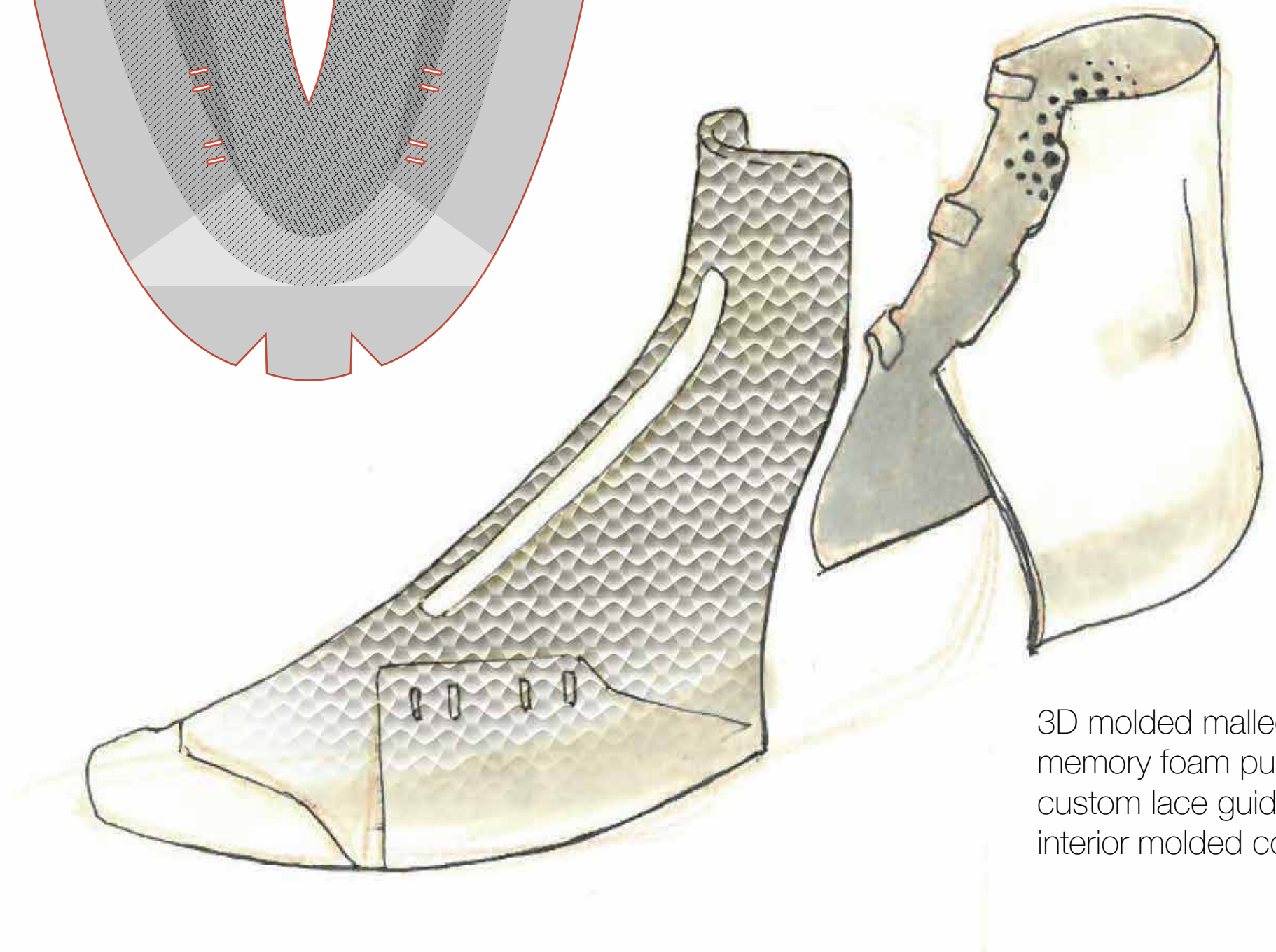
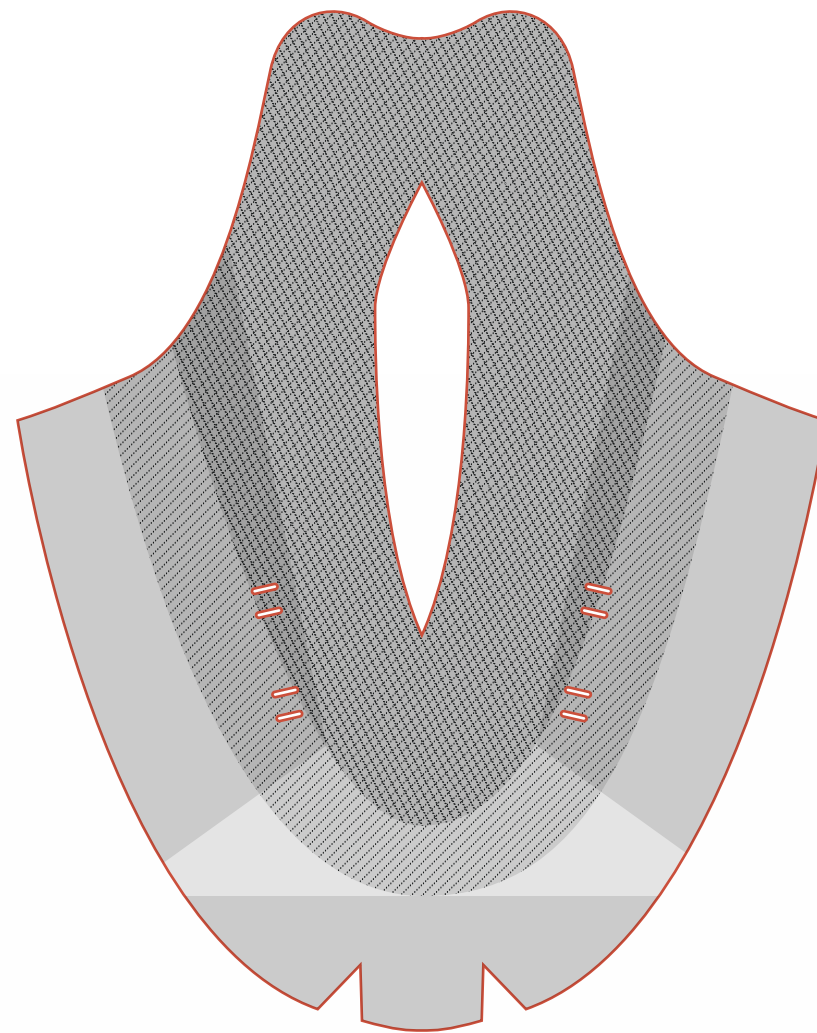


STYLE NAME: SPEEDFIT

STYLE#:

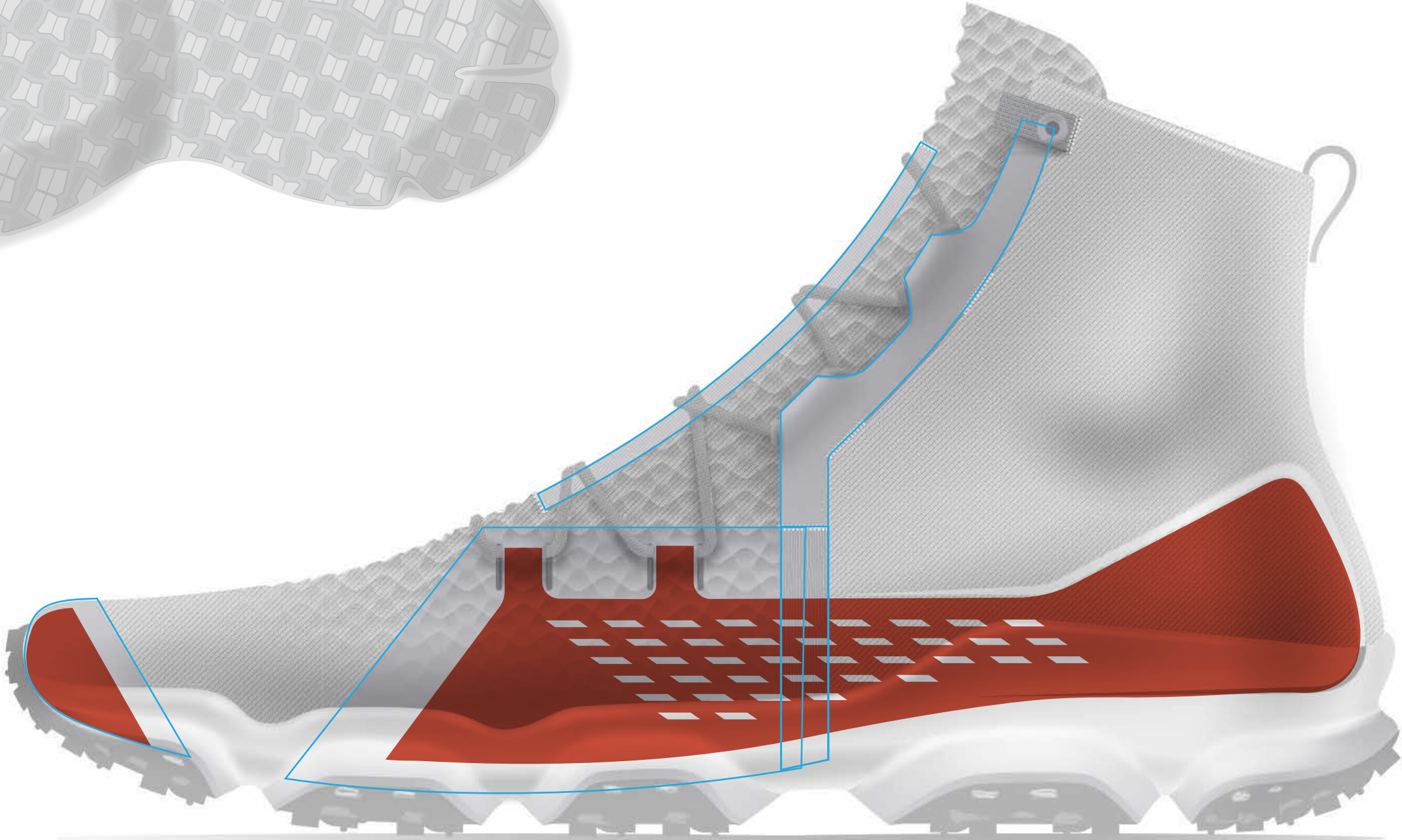
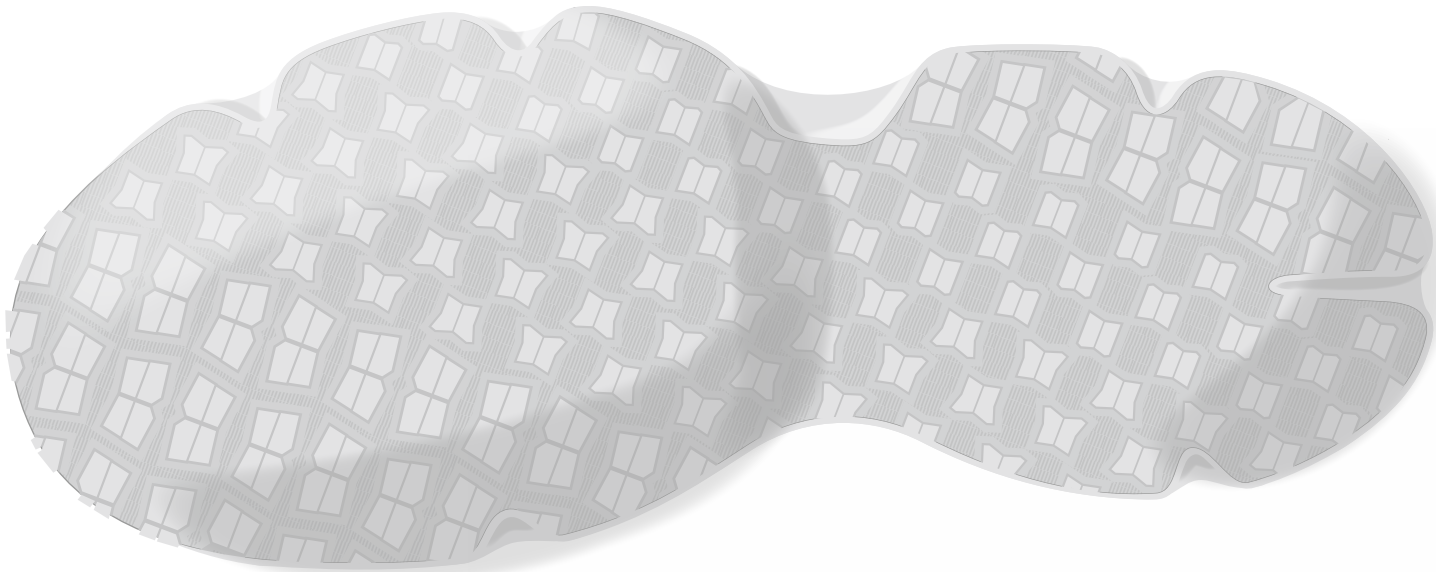


foam package
3D Auxetics
stretch PU skins
fabric tape



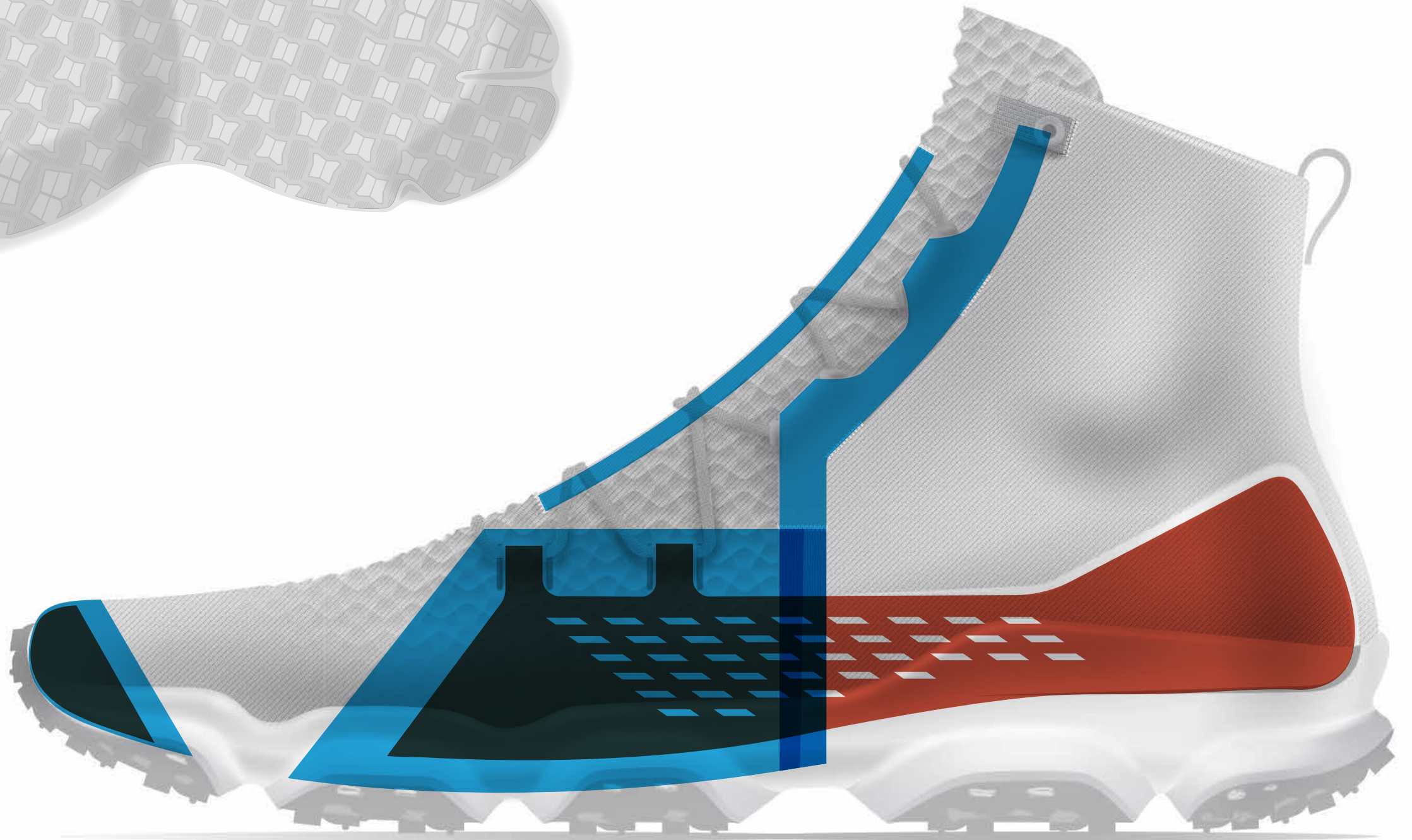
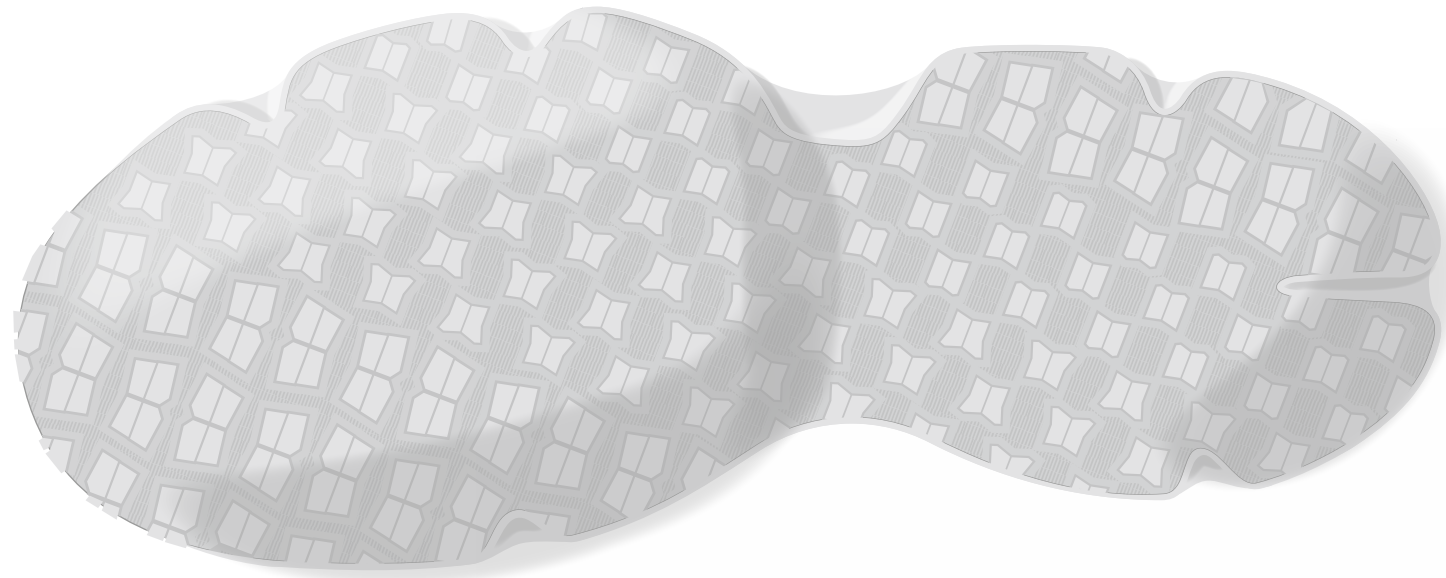
3D molded malleolus
memory foam pucks
custom lace guides
interior molded counter

STYLE NAME: SPEEDFIT
STYLE#:



STYLE NAME: SPEEDFIT

STYLE#:



STYLE NAME: SPEEDFIT

STYLE#:



user comparison

fkt/rtr



quickness // aggressive // specialized

stc



protection // comfort // adaptability

STYLE NAME: HORIZON_STC 3.0

STYLE#: XXXXXXXX

PRICE: \$90.00

market snapshot



adidas kanadia 8 // \$90



fresh foam gobi trail // \$95



salomon x ultra prime // \$95



STYLE NAME: HORIZON_STC 3.0

STYLE#: XXXXXXX

PRICE: \$90.00



 **SS18** // TRAIL RUN_

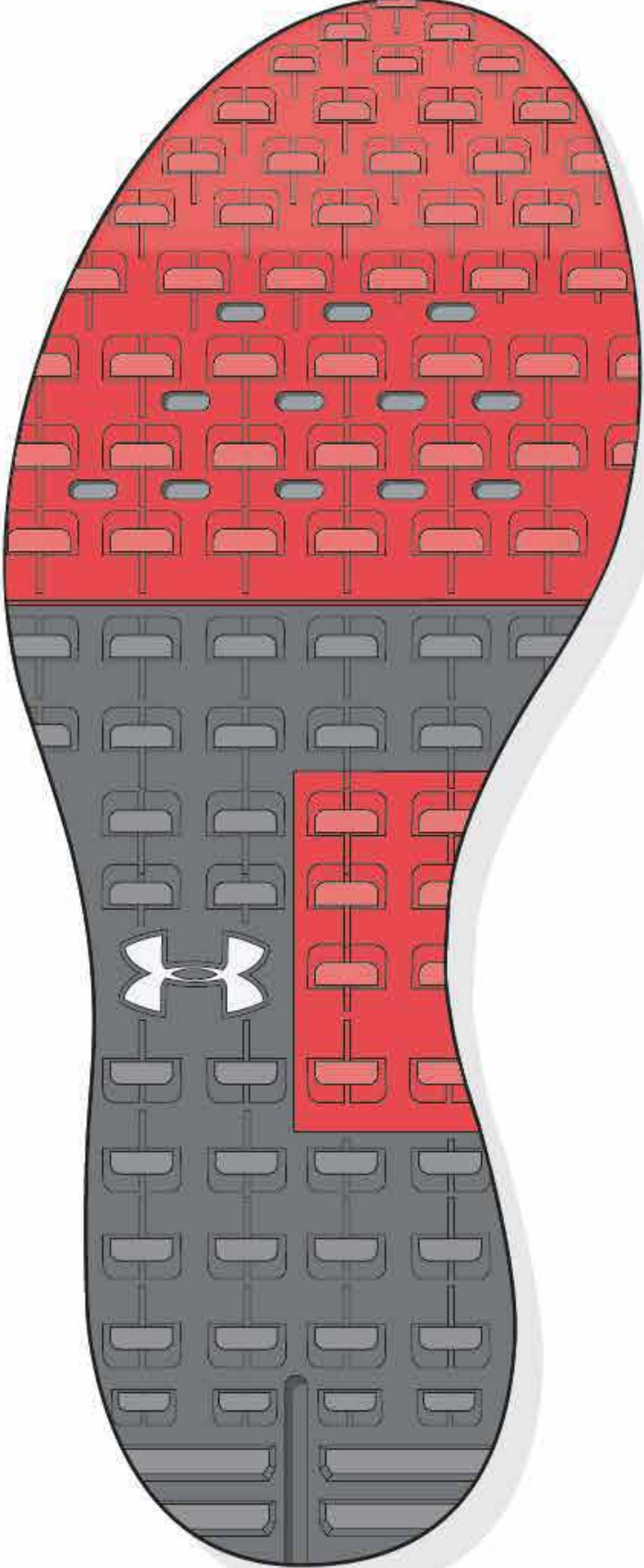
STYLE NAME: HORIZON_STG 3.0

STYLE#: XXXXXXXX

PRICE: \$90.00



lateral



medial



 **SS18** // TRAIL RUN_

STYLE NAME: HORIZON_STC 3.0

STYLE#: XXXXXXXX

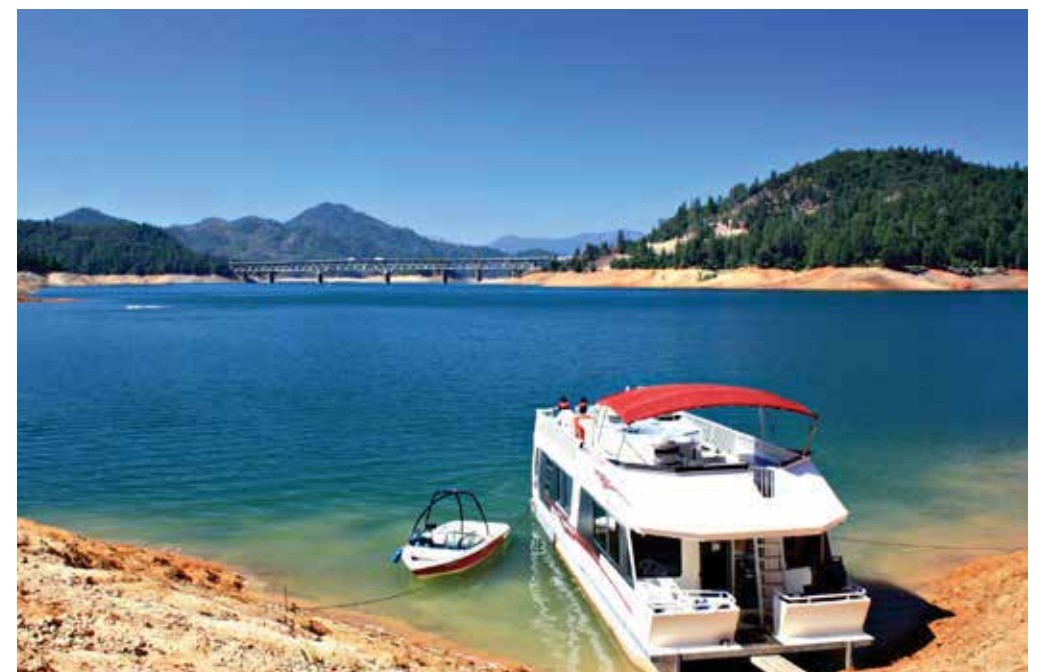
PRICE: \$90.00

colorways



NU

UA SCUPPER



STYLE NAME: SCUPPER
STYLE#: XXXXXXXX
PRICE: \$90.00

MARKET SNAPSHOT



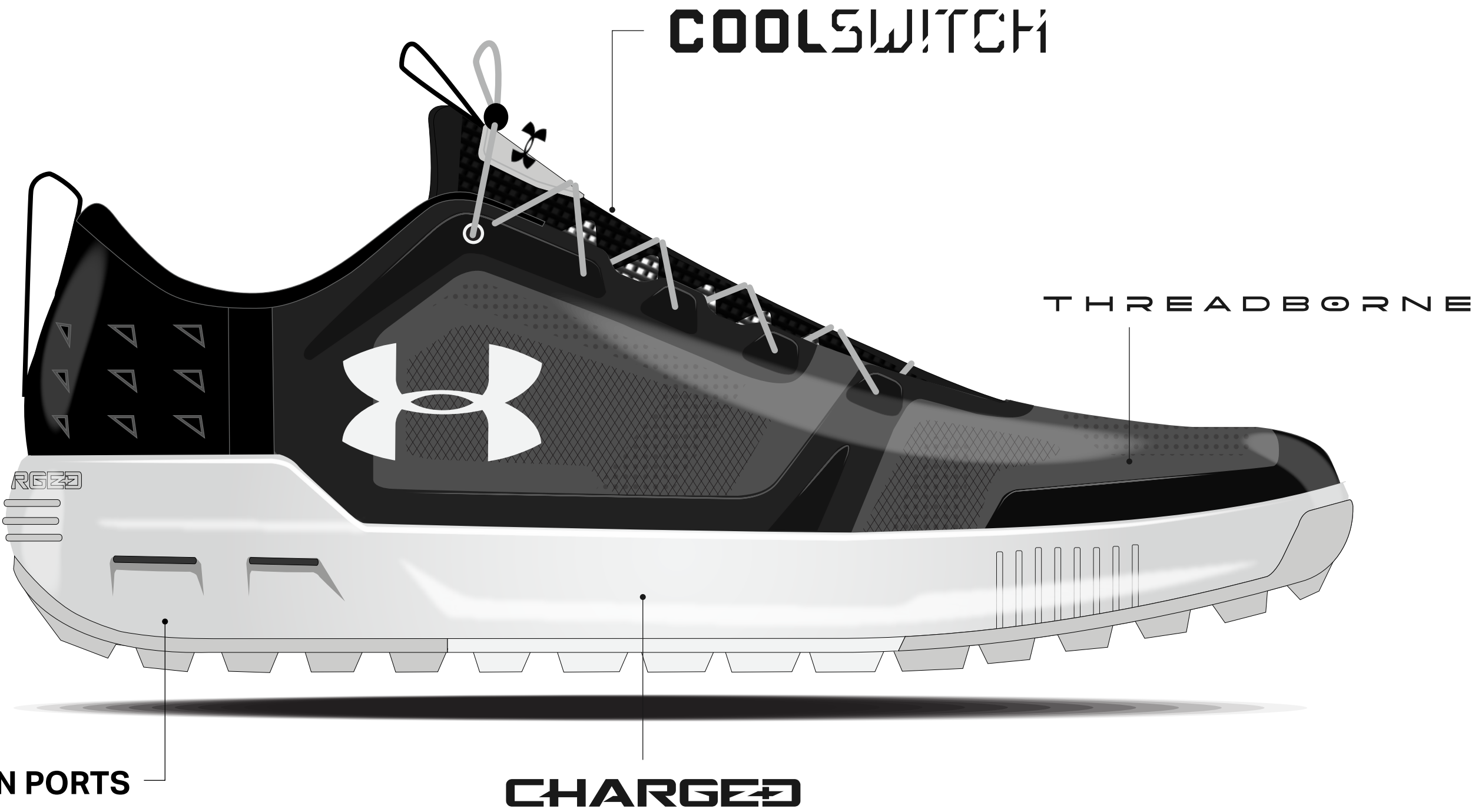
CASUAL



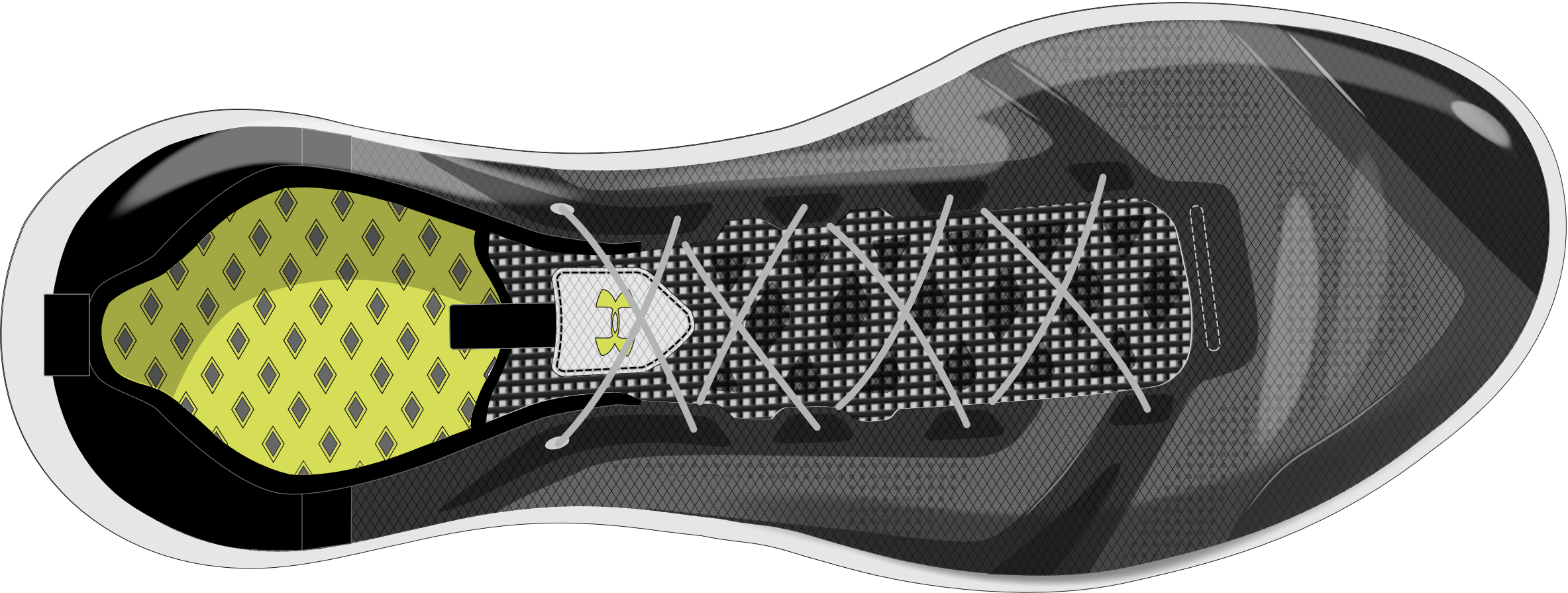
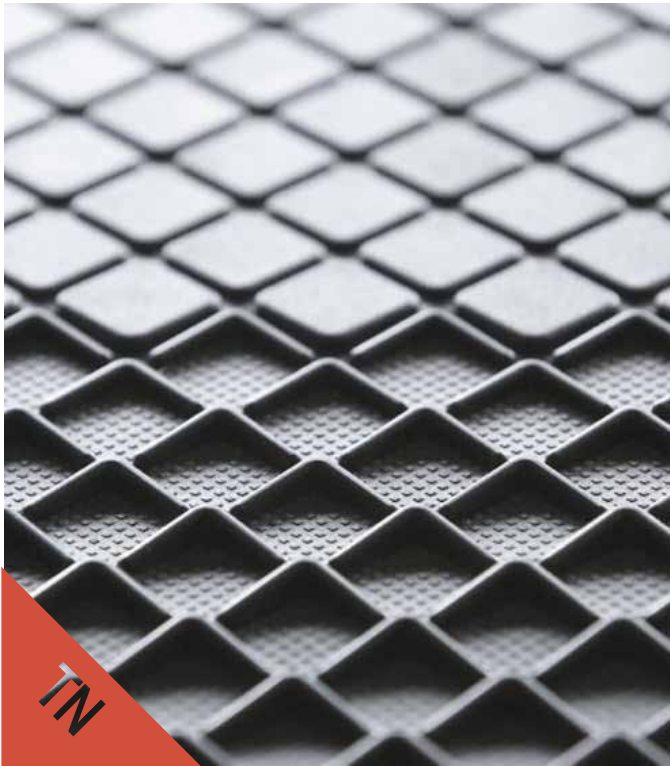
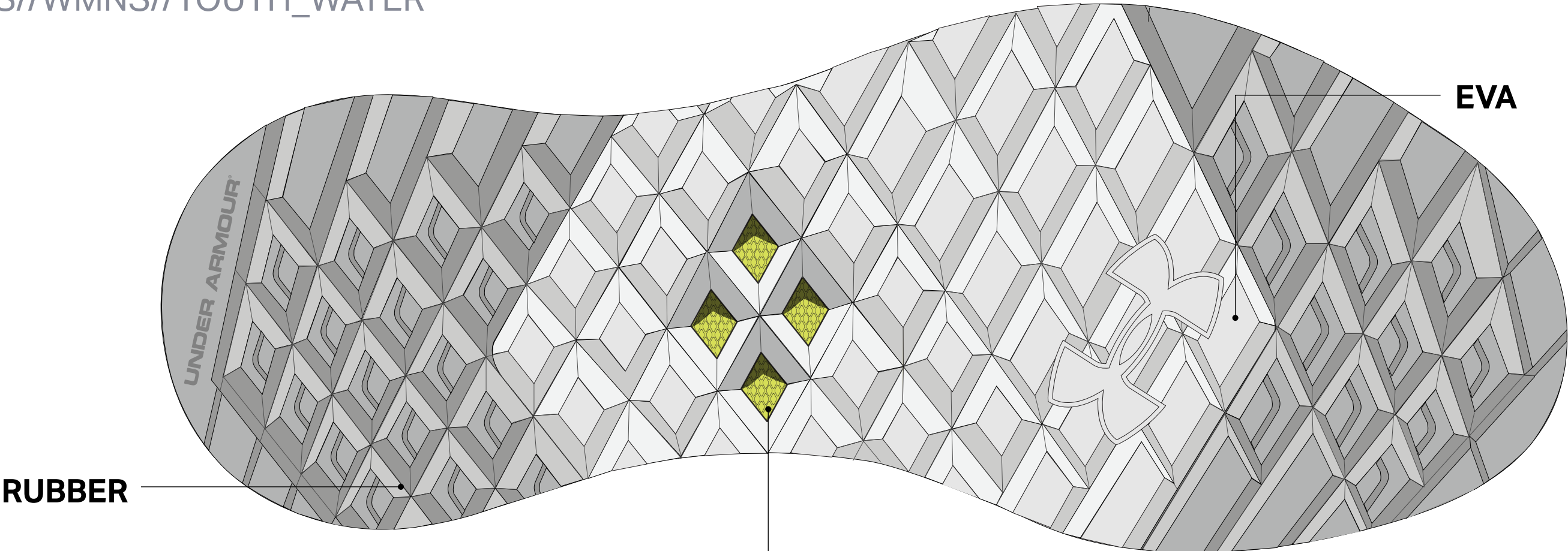
TECHNICAL



STYLE NAME: SCUPPER
STYLE#: XXXXXXX
PRICE: \$90.00



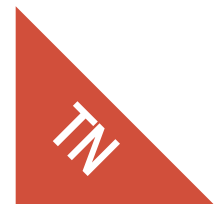
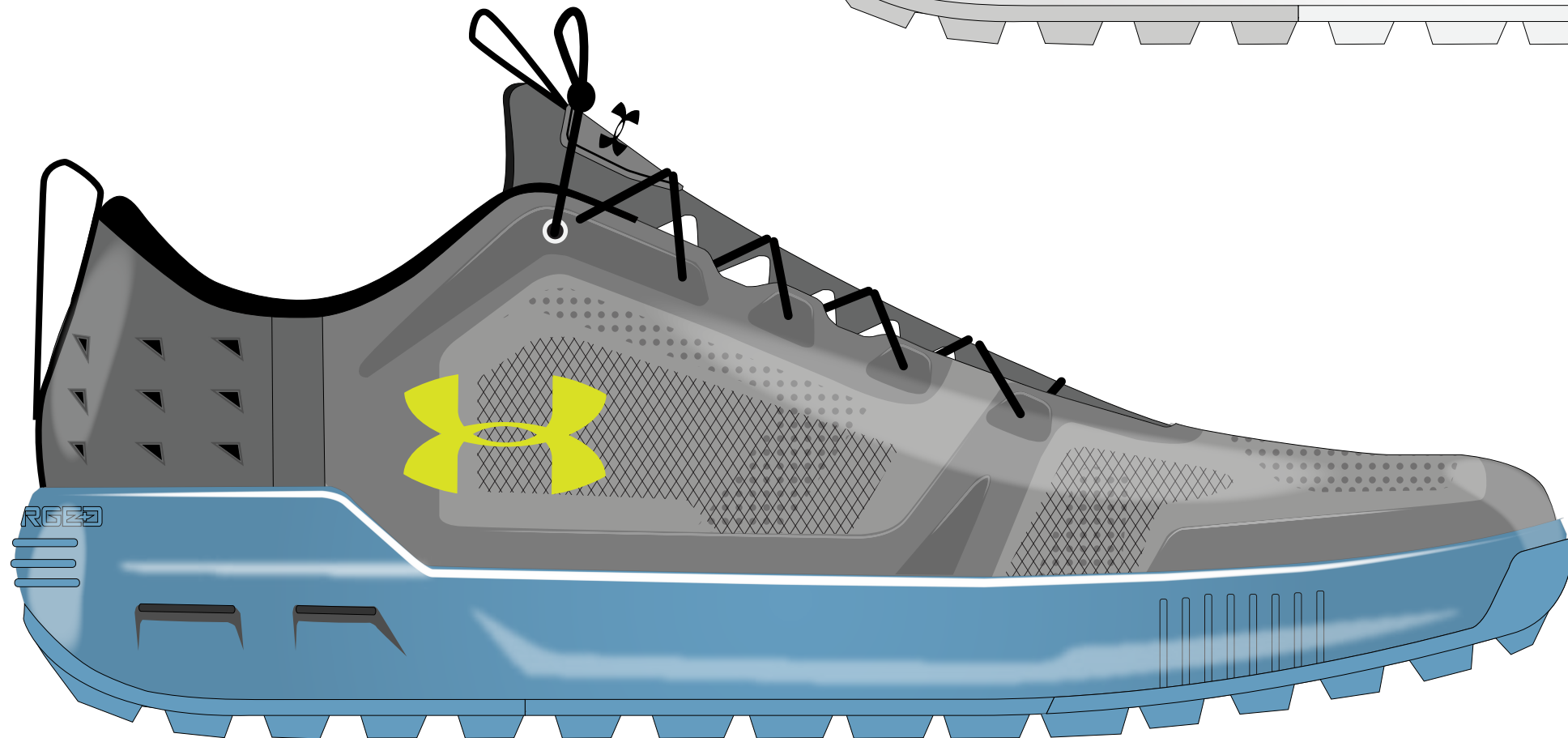
STYLE NAME:SCUPPER
 STYLE#: XXXXXXX
 PRICE: \$90.00

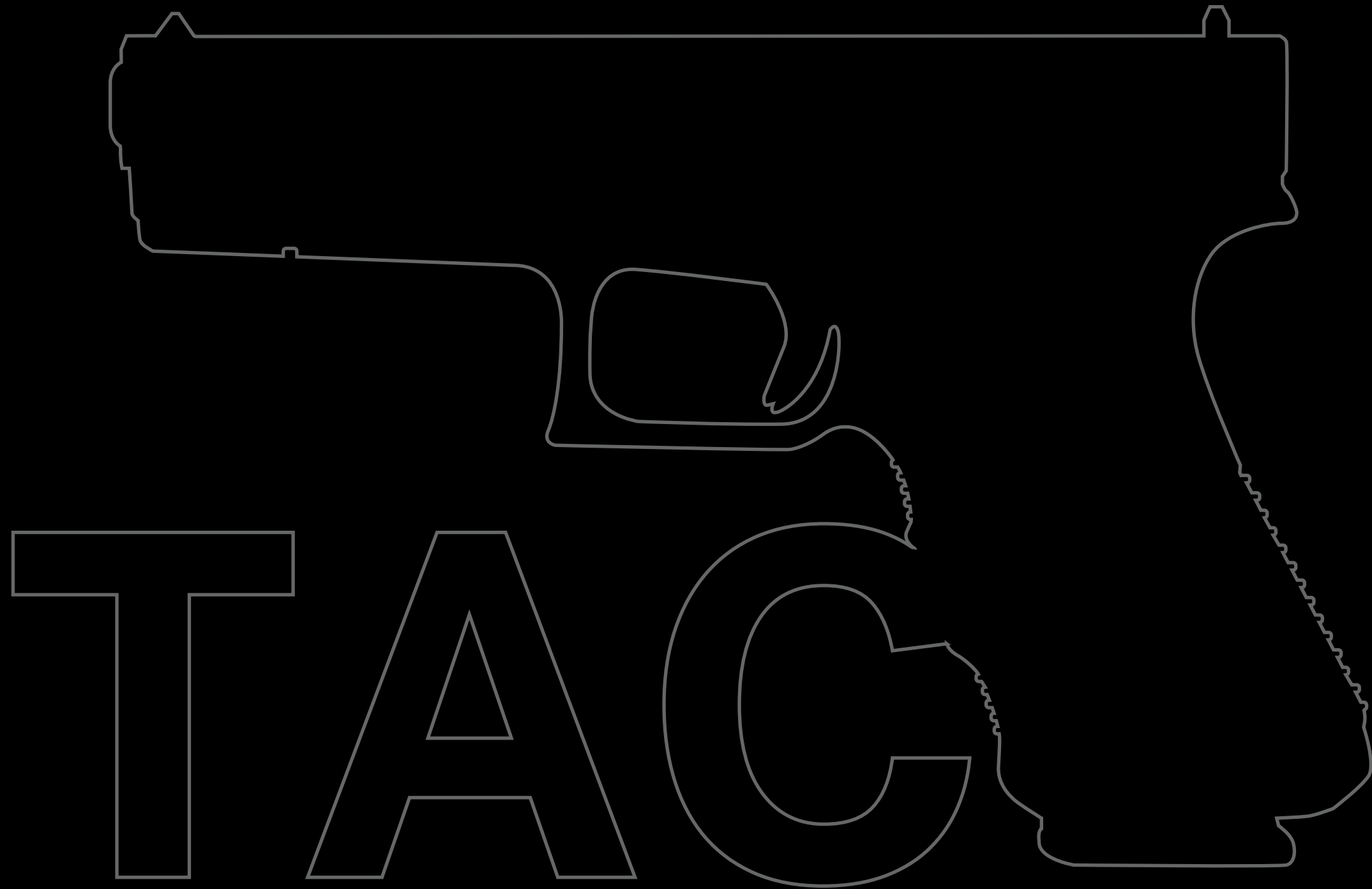


STYLE NAME:SCUPPER

STYLE#: XXXXXXX

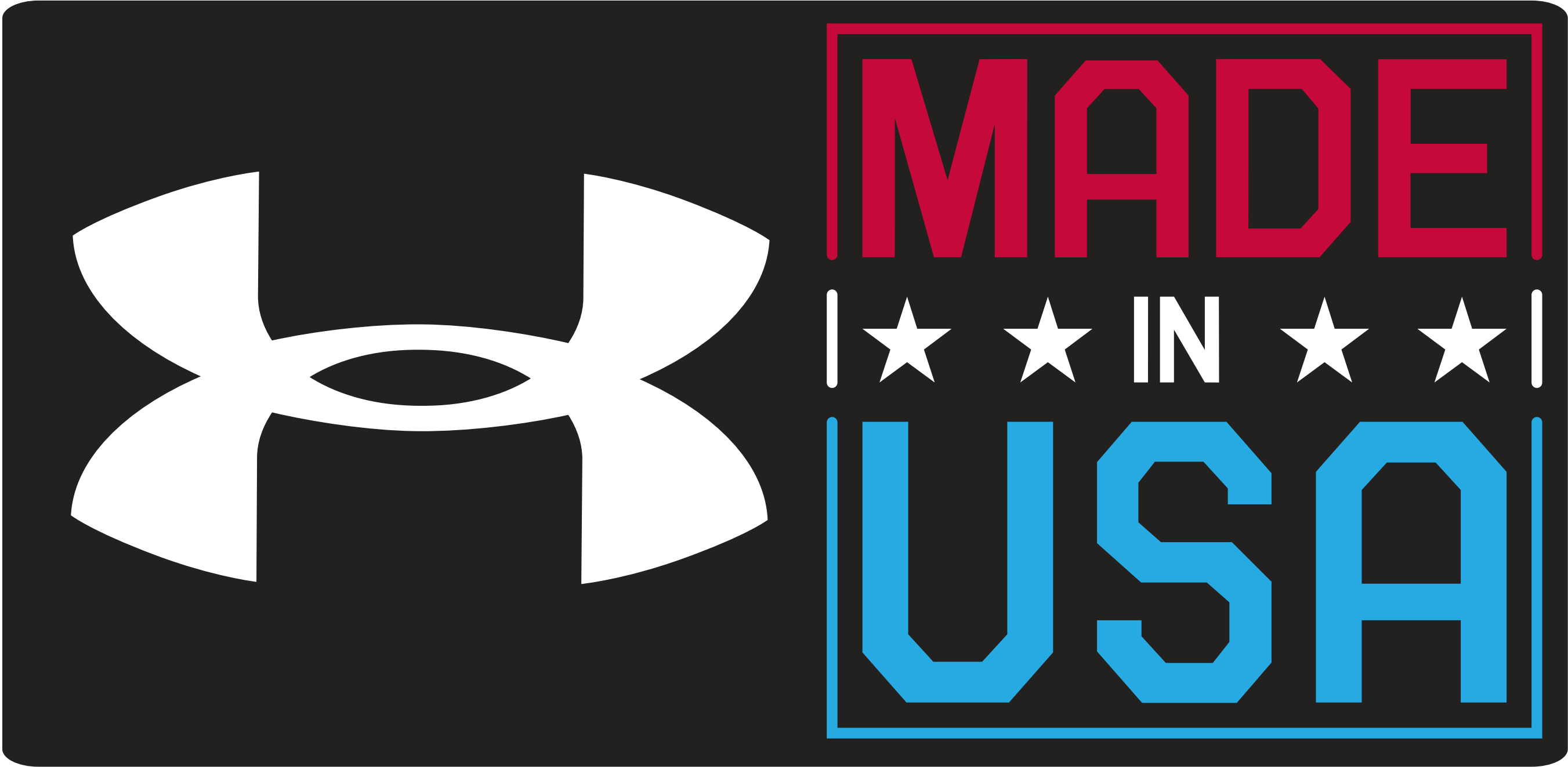
PRICE: \$90.00





STYLE NAME: BERRY CSR
STYLE#: XXXXXXX
PRICE: \$220.00

BERRY CSR 1.0



STYLE NAME: BERRY CSR

STYLE#: XXXXXXXX

PRICE: \$220.00



1. DURABILTY
2. COMFORT
3. LIGHTWEIGHT



STYLE NAME: BERRY CSR

STYLE#: XXXXXXX

PRICE: \$220.00

MARKET SNAPSHOT



bates



rocky



danner

STYLE NAME: BERRY CSR
STYLE#: XXXXXXX
PRICE: \$220.00

EMBOSSED "TOUCH-POINTS"

COMFORT COLLAR CRUCIAL

CORDURA

FLESH OUT/STAIN RESISTANT

DIRECT INJECT MIDSOLE/OUTSOLE

PODULAR RUBBER OUTSOLE



STYLE NAME: BERRY CSR

STYLE#: XXXXXXXX

PRICE: \$220.00



STYLE NAME: VALSETZ 3.0

STYLE#: XXXXXXX

PRICE: \$130.00

VALSETZ 3.0



ATHLETIC/VERSATILE/DEPENDABLE

STYLE NAME: VALSETZ 3.0

STYLE#: XXXXXXX

PRICE: \$130.00

MARKET SNAPSHOT



STYLE NAME: VALSETZ 3.0
STYLE#: XXXXXXXX
PRICE: \$130.00

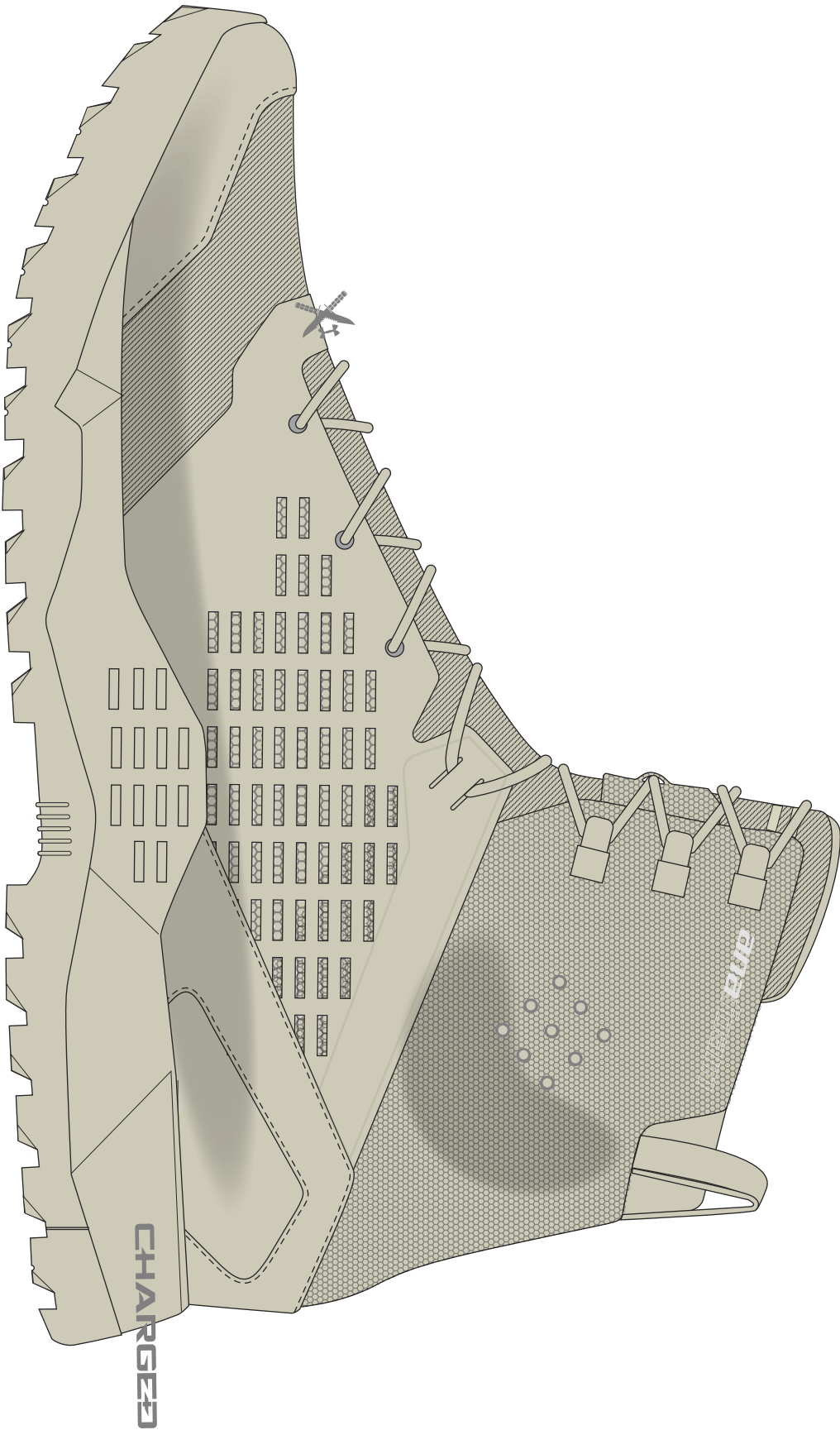
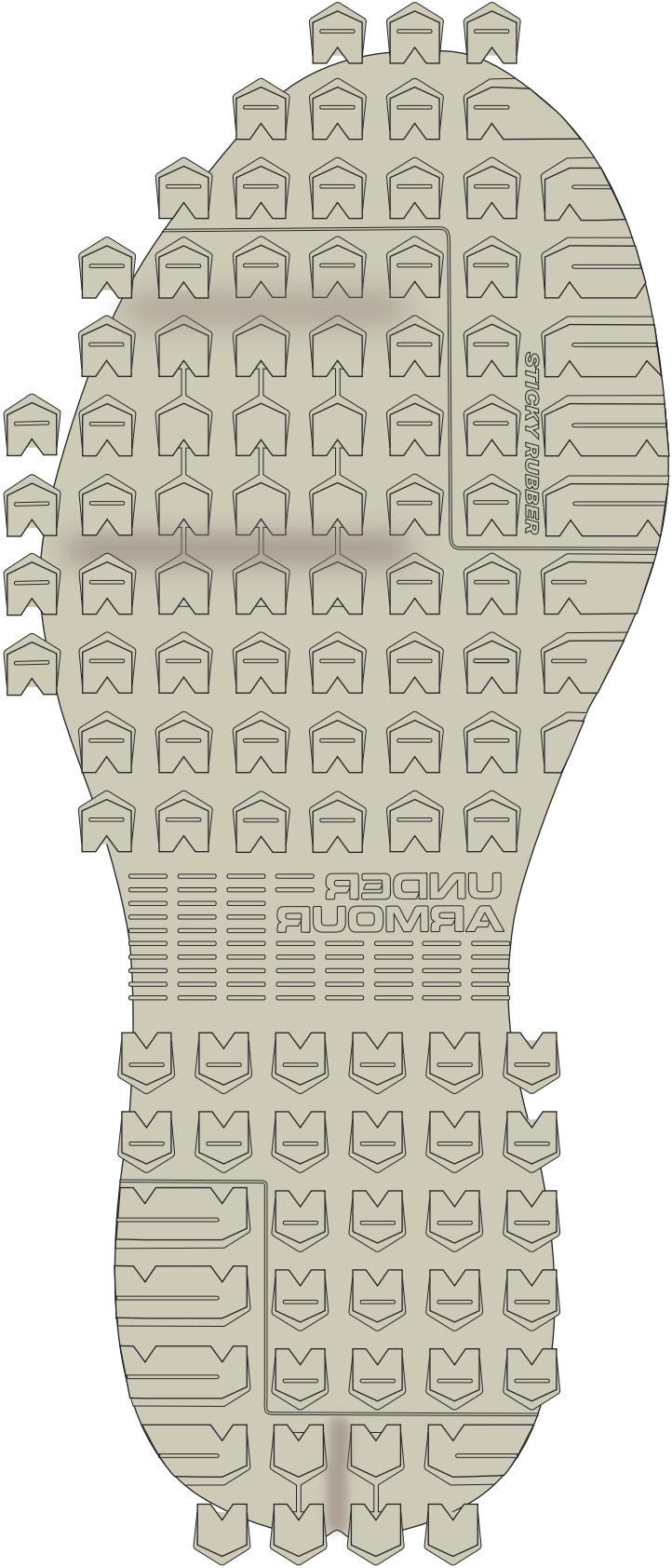
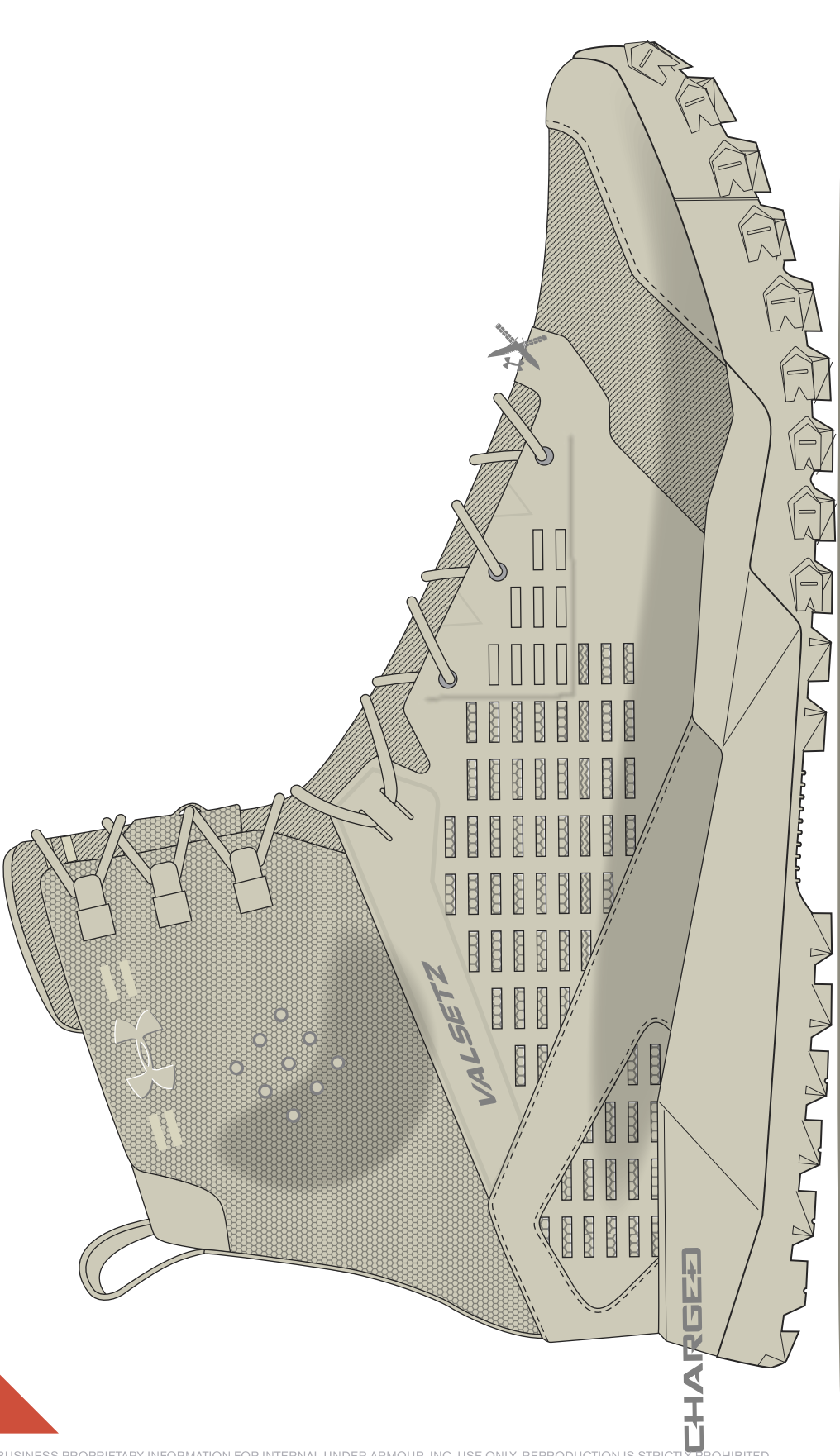


STYLE NAME: VALSETZ 3.0
STYLE#: XXXXXXX
PRICE: \$130.00

L

O/S

M



STYLE NAME: VALSETZ 3.0

STYLE#: XXXXXXX

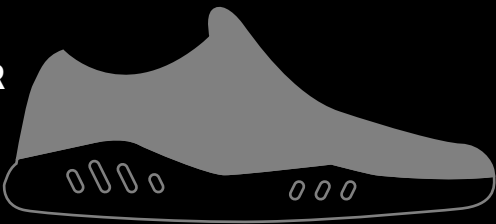
PRICE: \$130.00



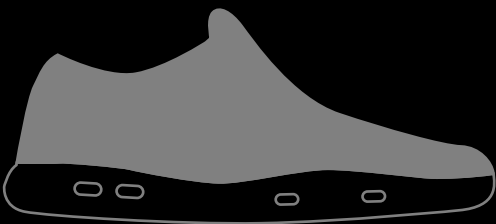
ICONOGRAPHY

H2O

DRAINSTER



KILCHIS

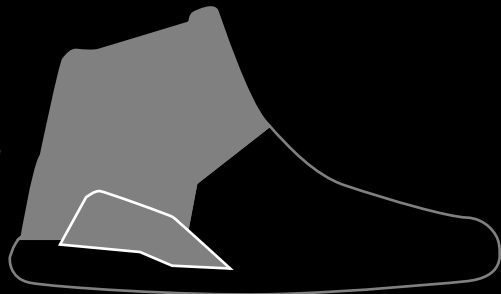


SCUPPER

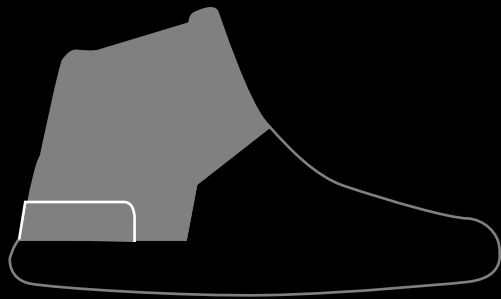


HIKE

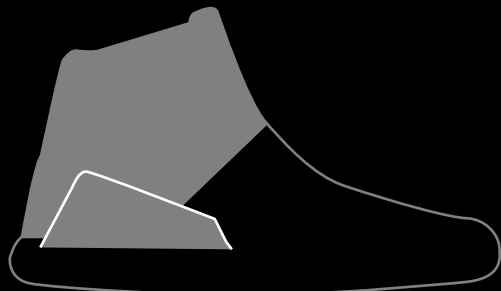
INFIL HIKE



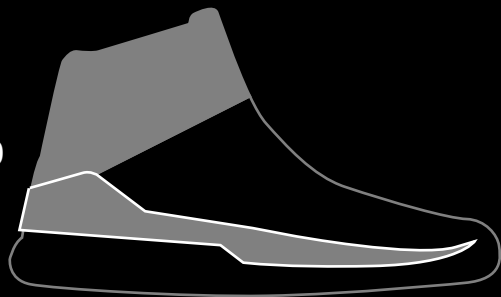
**NEWELL
RIDGE**



SPEEDFIT

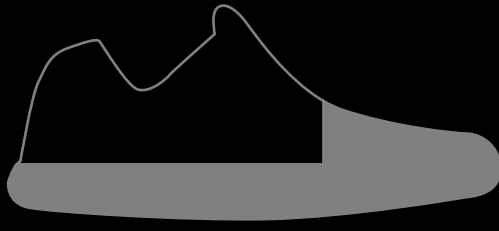


VERGE 2.0

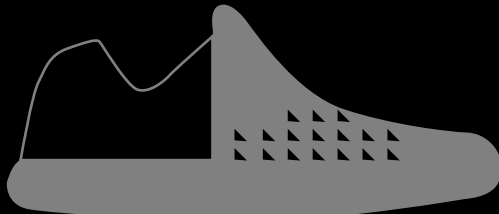


MTN RUN

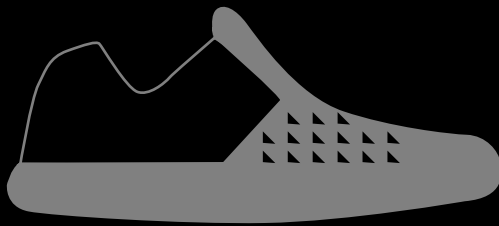
FKT



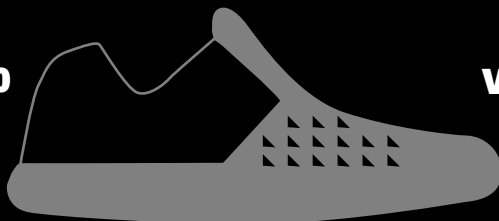
RTR



STC

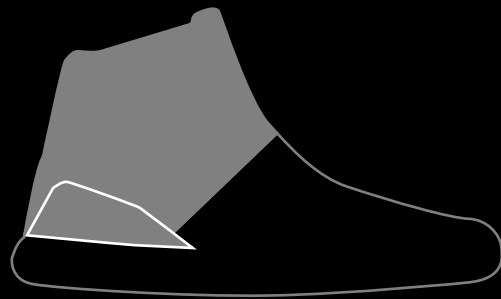


STC 2.0

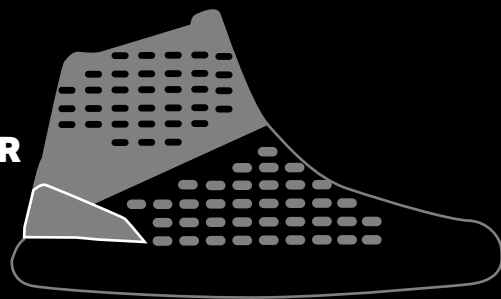


TACTICAL

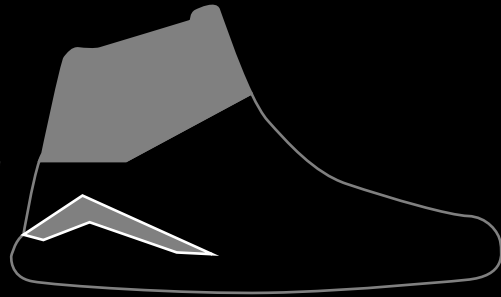
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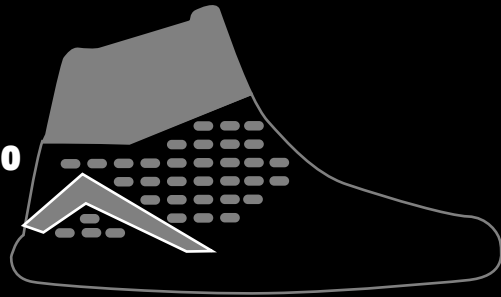
STRYKER



VALSETZ



VALSETZ 3.0



FUTURE PROJECTS



THE WOLF AND RAVEN: SYMBIOTIC SURVIVAL



_A MUTUALISTIC RELATIONSHIP IS WHEN TWO ORGANISMS OF DIFFERENT SPECIES “WORK TOGETHER,” EACH BENEFITING FROM THE RELATIONSHIP.

PROBLEM SPACE

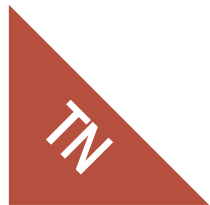
WHEN SPEED HIKING OR TRAIL RUNNING IN WET CONDITIONS, GORE-TEX IS ONLY EFFECTIVE FOR KEEPING MOISTURE OUT BELOW THE COLLAR LINE AND OFTEN TIMES IS COMPLETELY INEFFECTIVE IN REAL WORLD SITUATIONS WHERE WATER TENDS TO FALL WITH GRAVITY AND IN THRU THE TOP OF THE FOOTWEAR.

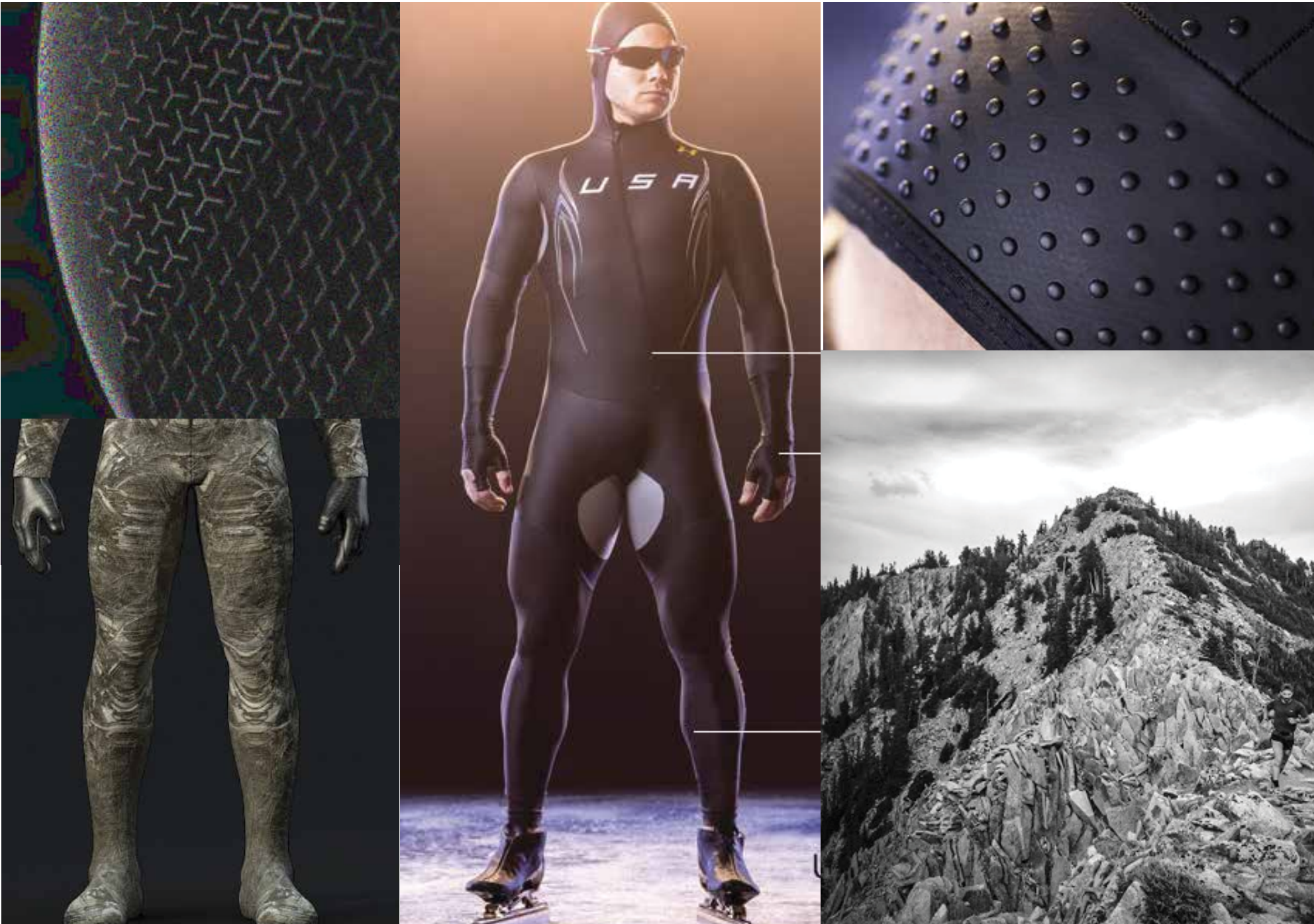
OPPORTUNITY

WITH UNDER ARMOUR'S APPAREL MARKET AND FOOTWEAR EXPERTISE LIES THE OPPORTUNITY TO EXPLORE A UNIQUE SYSTEMS SPACE WHERE SPEED, ENDURANCE AND ENVIRONMENTAL CONDITIONS COLLIDE.

PROPOSAL

COLLABORATE WITH UA APPAREL DESIGNER TO CREATE A OUTDOOR COMPRESSION PANT THAT INTERACTS WITH A NEW PEICE OF FOOTWEAR WITH THE GOAL OF DEVELOPING A WATER/DEBRIS PROOF SYSTEM THAT BRIDGES THE GAP, SOLVES THE PROBLEM AND CONNECTS THE TWO CATEGORIES.





INITIAL CONCEPTS



SYMBIOSIS: FOOTWEAR AND APPAREL CONNECTIVITY

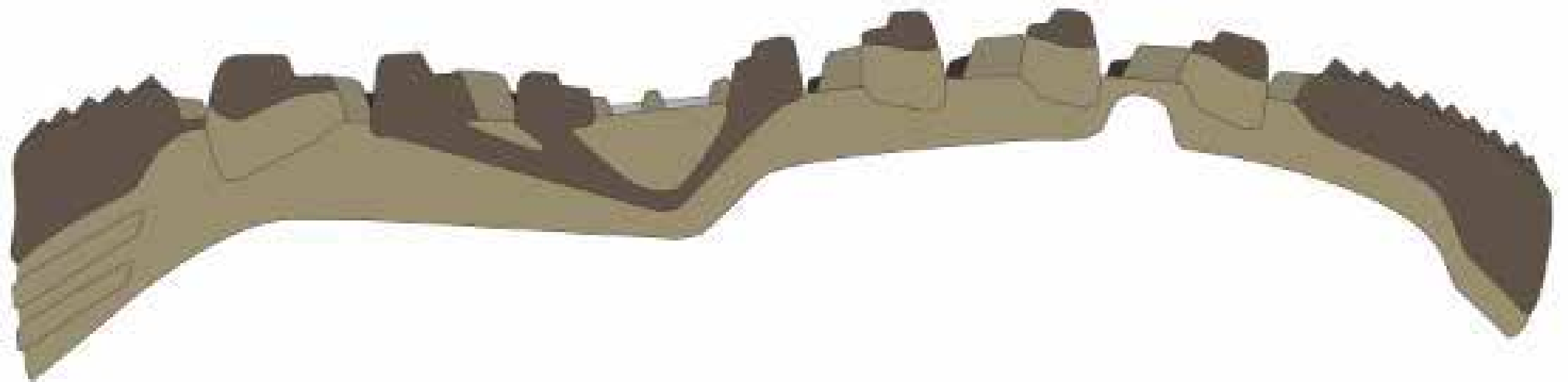
HIGHLIGHT
SUPER-HIGH
RIDICULOUSLY LIGHT.



WILL







SS18
OUTDOOR FOOTWEAR

THANK YOU

