

COLORWAYS, MATERIALS & PRINTS 2007-2009



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COLORWAYS SPEC 2007-2009



MODEL NAME

SNAP

BLACK



WHITE

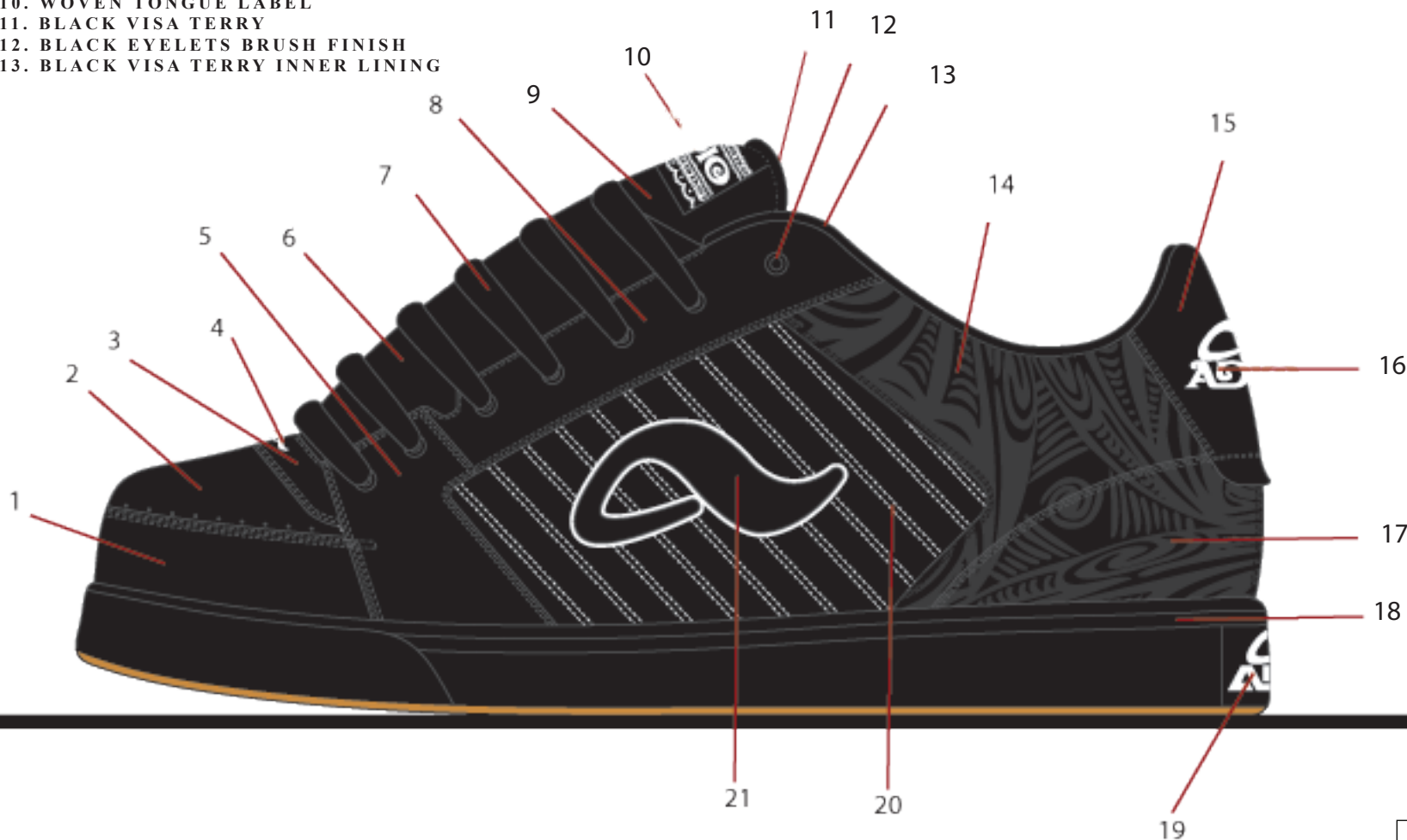


GUM



1. BLACK SPLIT LEATHER
2. BLACK SPLIT LEATHER
3. BLACK SPLIT LEATHER
4. LOGO: HEAT PRESSED & PAINTED WHITE
5. BLACK SPLIT LEATHER
6. BLACK MESH
7. BLACK FLAT LACE
8. BLACK SPLIT LEATHER
9. BLACK SYNTHETIC NUBUCK
10. WOVEN TONGUE LABEL
11. BLACK VISA TERRY
12. BLACK EYELETS BRUSH FINISH
13. BLACK VISA TERRY INNER LINING

14. BLACK SPLIT LEATHER WITH EMBOSSED ARTWORK (GREY REPRESENT EMBOSSED)
15. BLACK SYNTHETIC NUBUCK
16. WHITE EMBROIDERED LOGO
17. BLACK SPLIT LEATHER WITH EMBOSSED ARTWORK
18. BLACK MIDSOLE COLORLINE
19. WHITE HEEL PLUG
20. BLACK & WHITE WOVEN PIN STRIPE SWATCH
21. 3D LOGO WITH WHITE OUTLINE
22. DARK GUM OUTSOLE



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MODEL SPEC - PATTERN REVISION 2007-2009

1. LAYERING EFFECT ON THE CONSTRUCTION OF THE TOE AREA FOR COMFORT

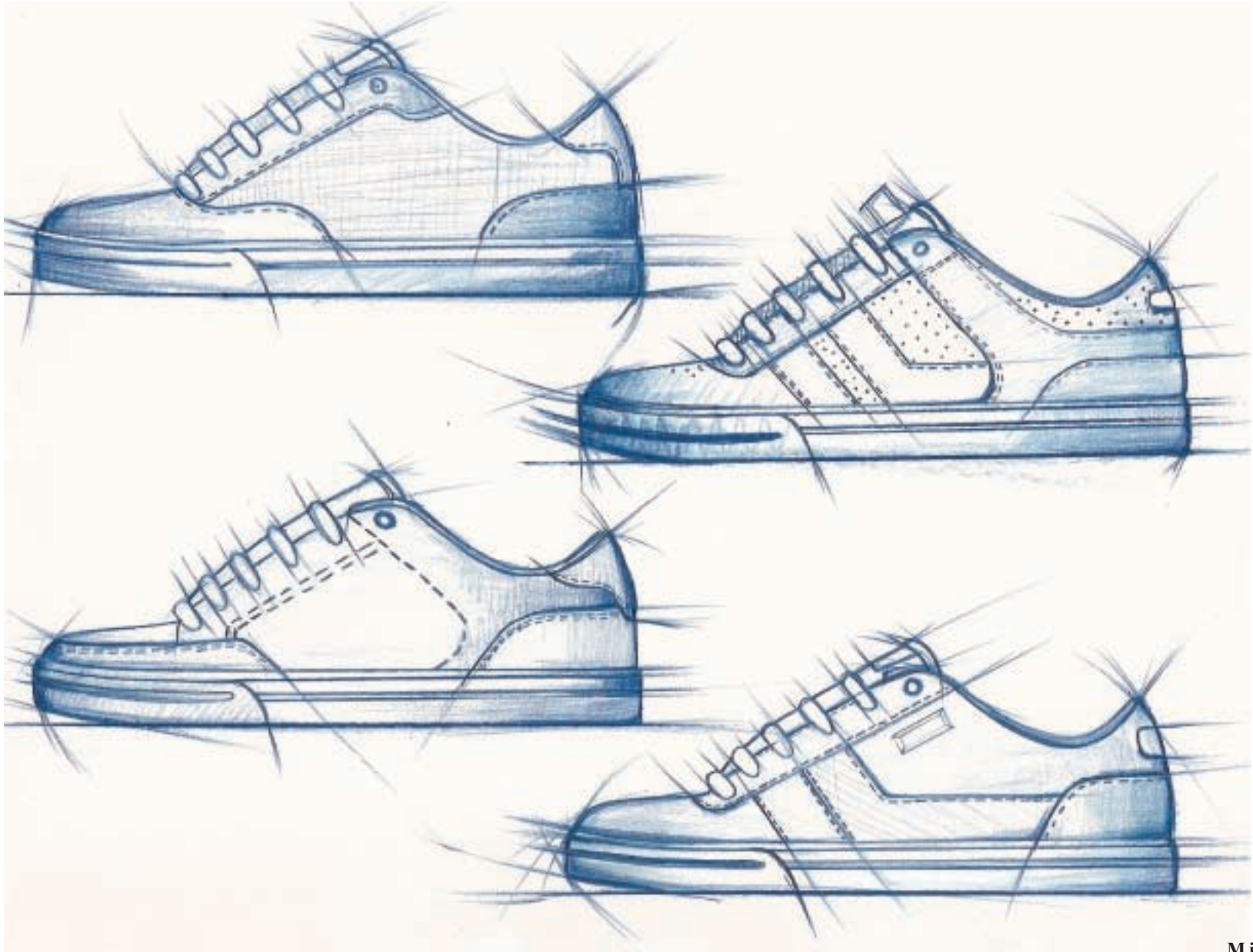


PLEASE MAKE THE TONGUE THICKNESS SAME AS ADIDAS CORK SAMPLE



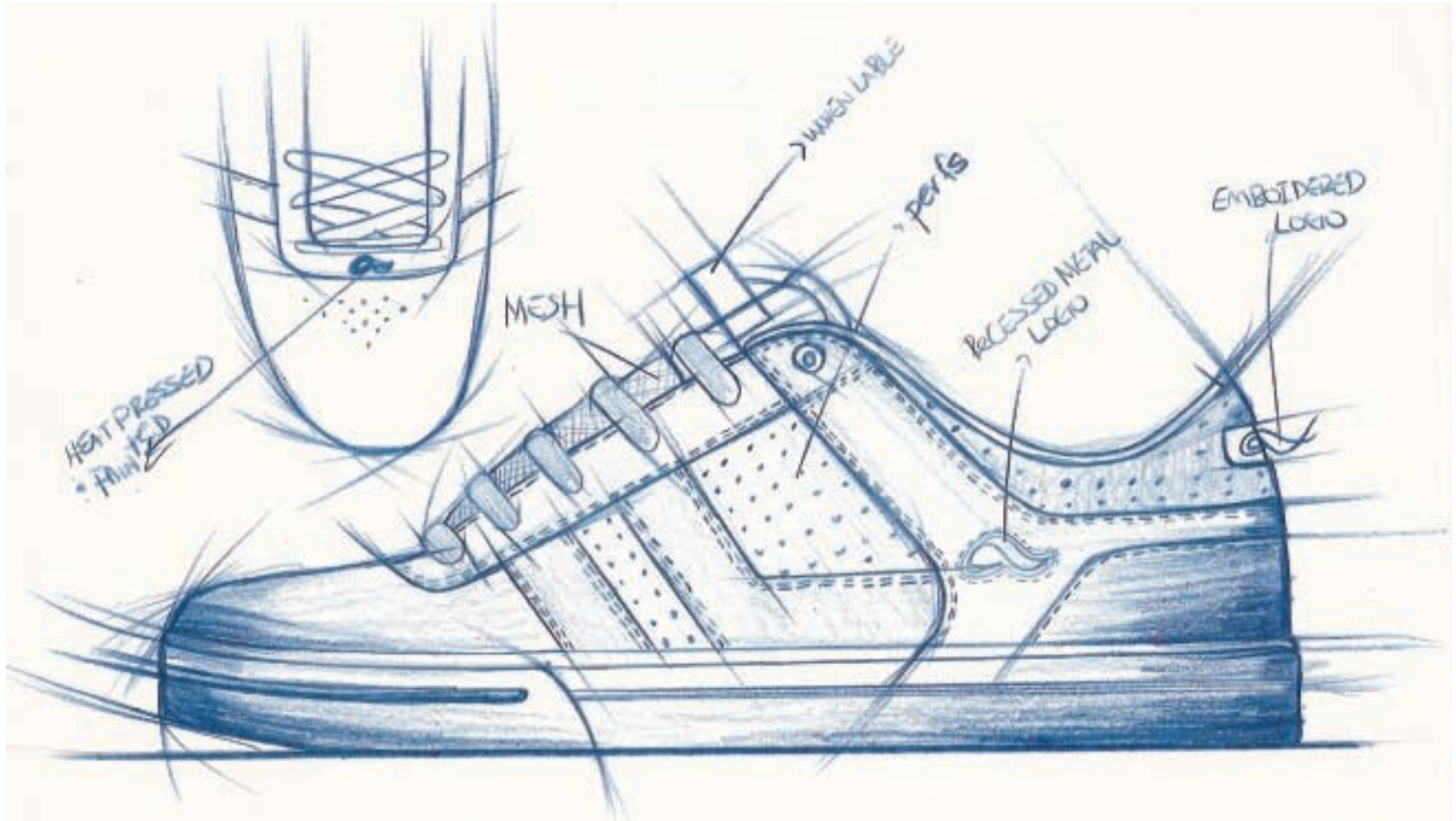
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MODEL SPEC 2007-2009

LATERAL VIEW

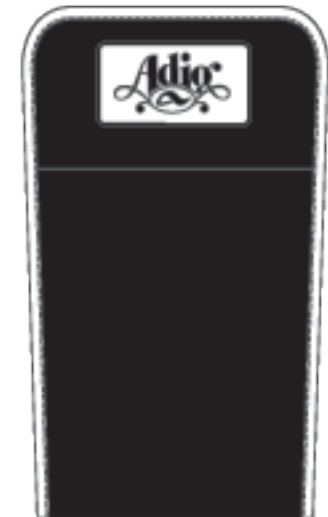


HEEL VIEW

MEDIAL VIEW



TOP VIEW



TONGUE VIEW

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LATERAL VIEW



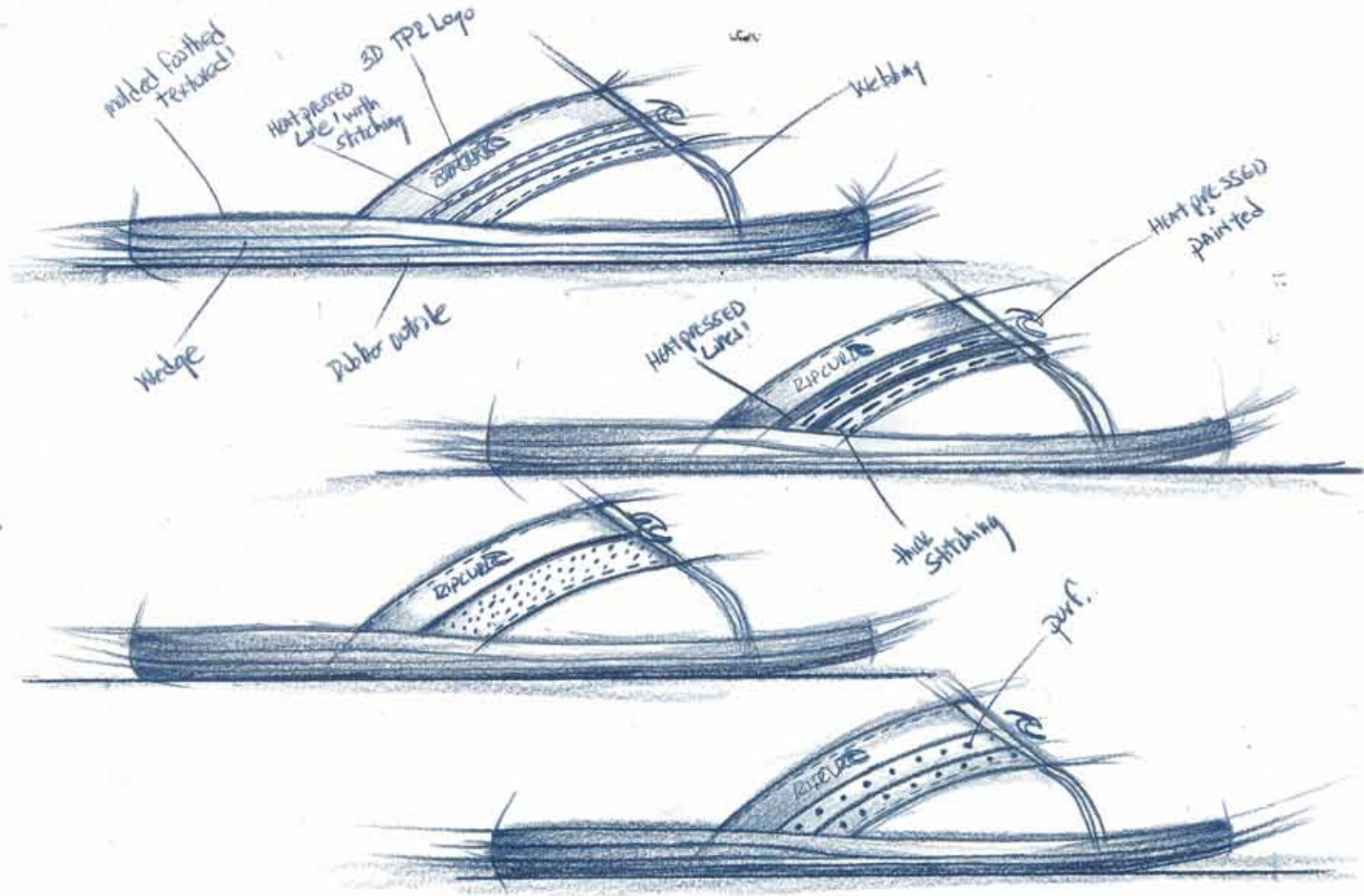
MEDIAL VIEW



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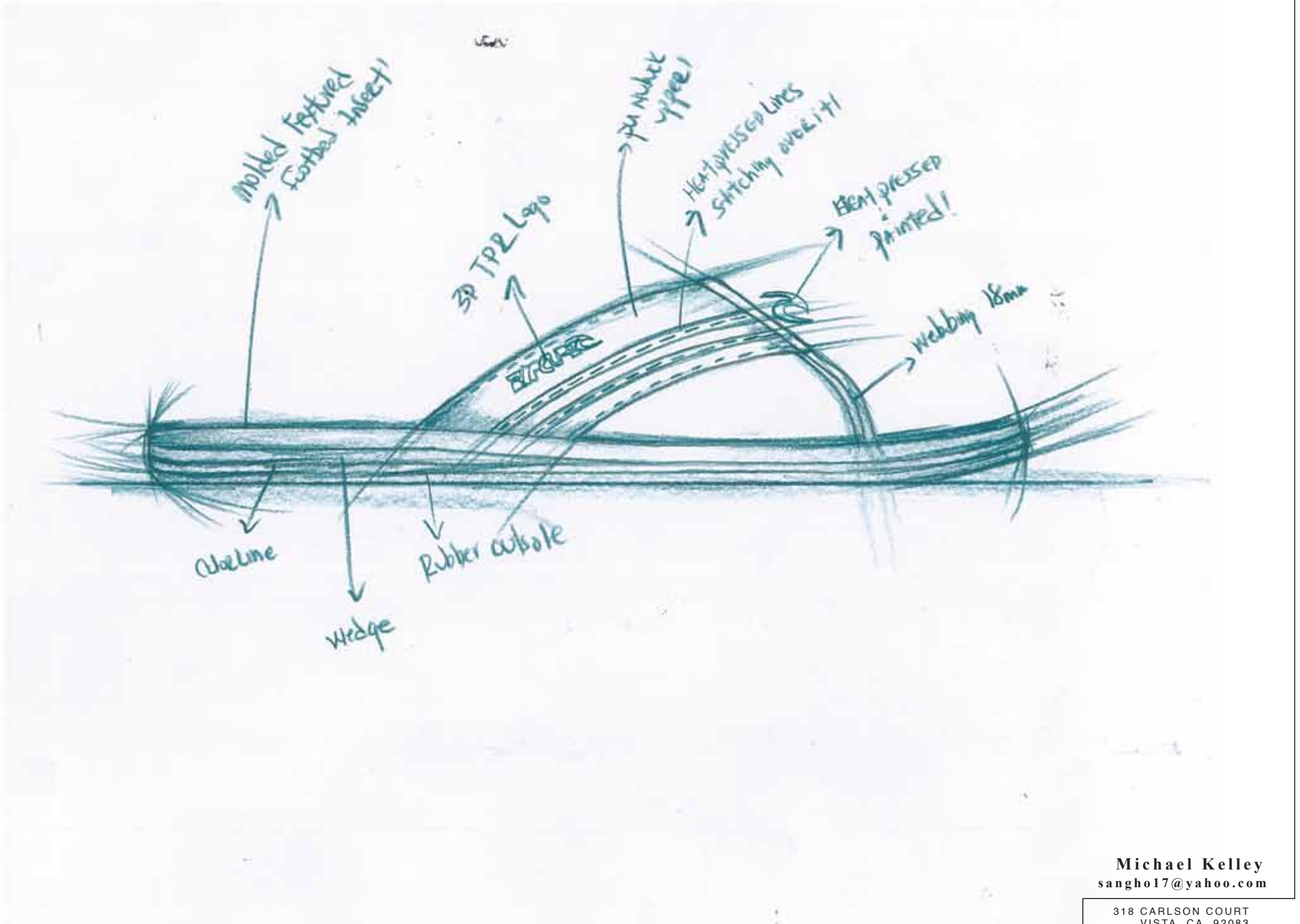
IDEATION PHASE BY MICHAEL KELLEY 2009-2010



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REFINED- SKETCH BY MICHAEL KELLEY 2009-2010



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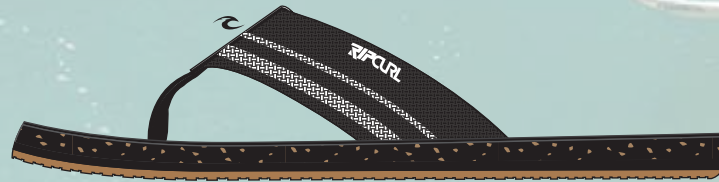
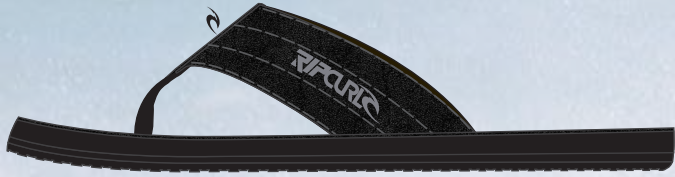
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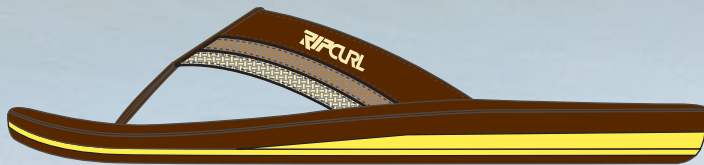
FINISHED DESIGN BY MICHAEL KELLEY MID RANGE 2009-2010



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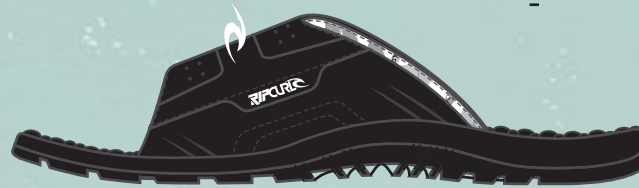
FINISHED DESIGN BY MICHAEL KELLEY LEATHERS 2009-2010



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DESIGN FINISHED PRODUCTS HIGH RANGE 2009-2010



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DESIGN FINISHED PRODUCTS LIGHT SERIES 2009-2010



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REVERT update with a Phylon midsole and a more dynamic look

Inspiration



Like the mix of sport and skate codes in the design



Big central panel focuses attention on the logo



Innovative panelling gives some fresh air to classic skate look



fake toe-cap with deco stitch makes the shoe more durable

Update propositions



1.

Phylon midsole



2.

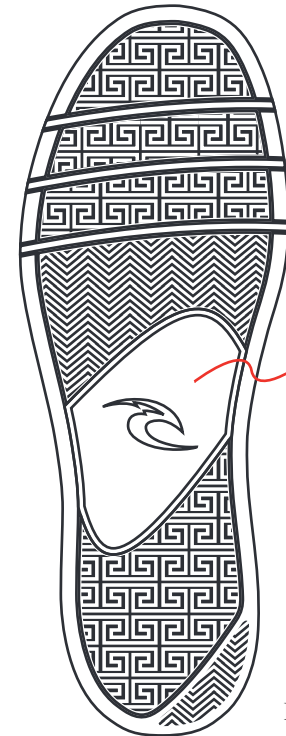


3.

embossed line + stitches



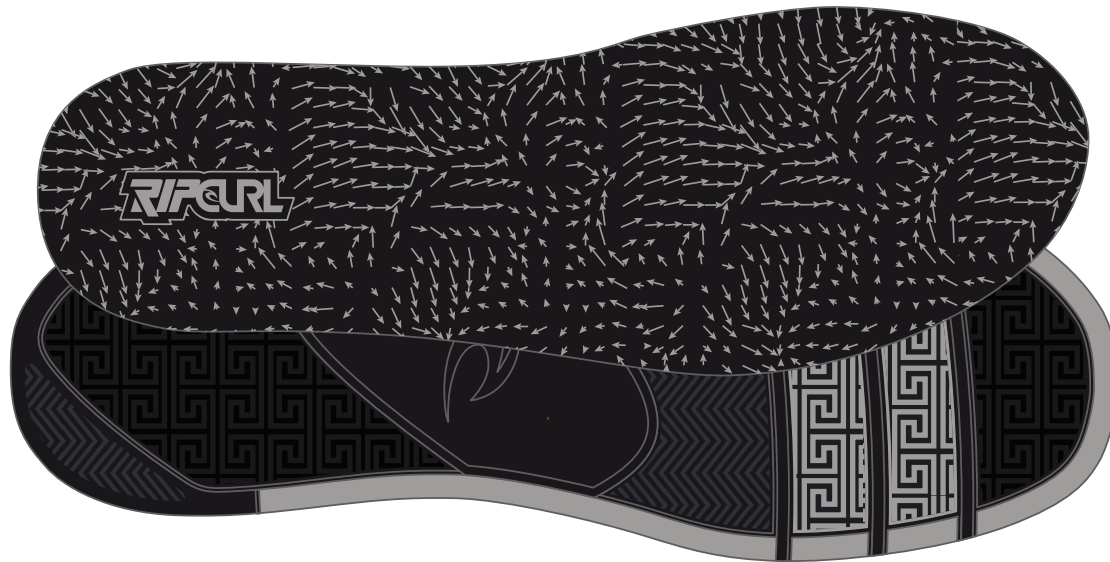
Actual design



Phylon midsole visible

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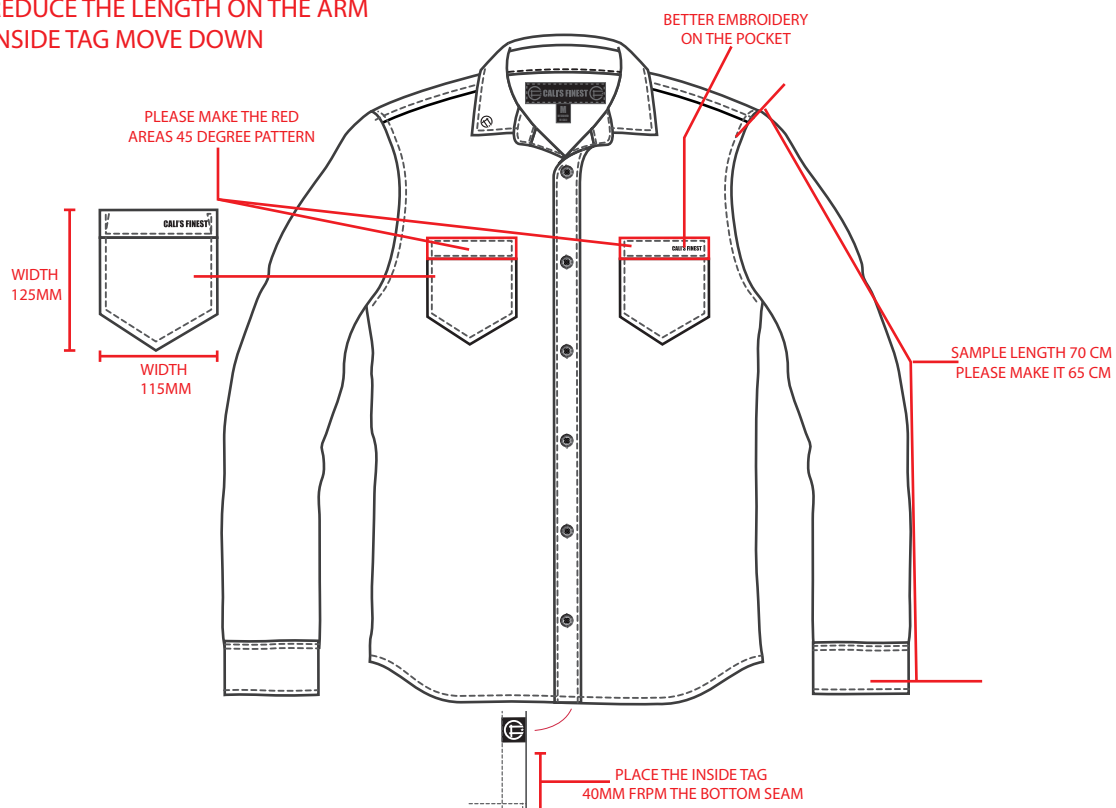


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CORRECTION BY MICHAEL KELLEY 2012-2013

- * CORRECTION TO PROTO SAMPLE IN SIZE MEDIUM
- * RESIZE THE POCKET
- * REDUCE THE LENGTH ON THE ARM
- * INSIDE TAG MOVE DOWN

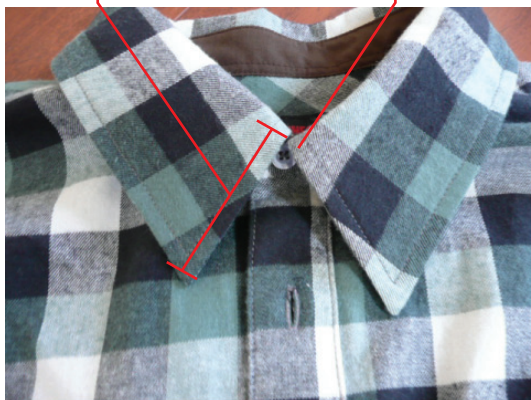


*COLLAR CORRECTION

NEW LENGTH BELOW NEED TO BE 6.5 CM AND THE SAMPLE IS 8.5CM

NOTICE THE RIGHT SIDE OF THE COLLAR IS LOWER THEN THE LEFT! DUE TO THE CONSTRUCTION UNDER THE COLLAR.

PLEASE MAKE SURE THERE IS AT LEAST 3 MM GAP HERE. SO THE RIGHT SIDE IS NOT LOWER THEN THE LEFT.



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