

COLE HAAN FLX

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Why, Who, How and What



CONSUMER

- They have a great appreciation for luxury materials and expect premium quality
- Performance is an absolute necessity; appropriate and well integrated technology gives reason to buy
- They have an active lifestyle; traveling, training and transitioning

Sloan

Age: 28
Education: BA
Job: Literary Agent
Income: \$90K
Location : Boston, Ma
Status: Recently Engaged



G R I F F E N

Age: 30
Education: MBA
Job: Producer
Income: \$120K
Location : Boston, Ma
Status: Recently Engaged

CONSUMER VALUES

DISTINCTIVE AND UNIQUE

DISCREET SENSE OF CHIC

UNDERSTATED PRESTIGE

UNCOMPROMISED QUALITY

CONTEMPORARY VINTAGE FEEL

TECHNOLOGY ENTHUSIAST

TIMELESSLY MODERN

EXPRESSION OF AN EMOTION / MOOD

CONNOISSEUR / EDUCATED CHOICE

INTUITIVE AND EFFORTLESS

DESIGN LANGUAGE

All designs are influenced by clean, functional, clever and intuitive solutions as can be seen in the images to the right.

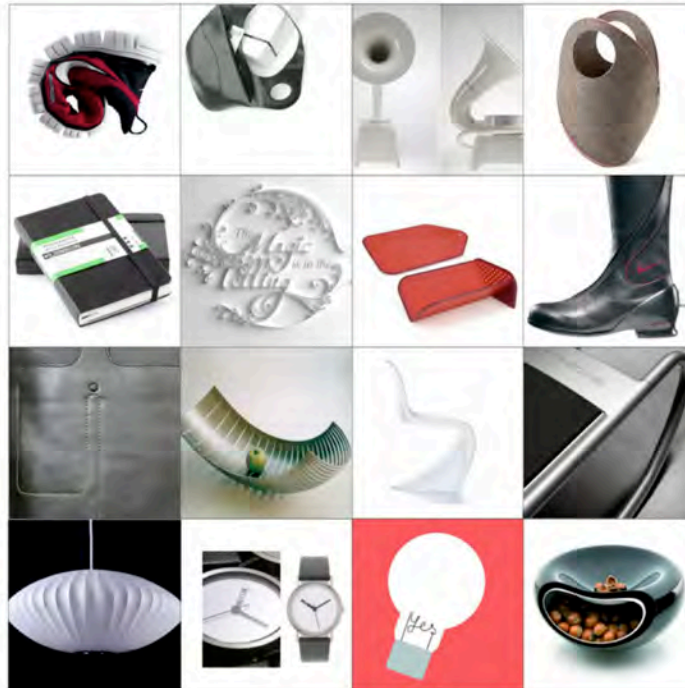
Examples include:

The Nike Equestrian boot for the 2008 Olympics - a first to incorporate a screw-in spur, asymmetrical zipper to eliminate pressure points and a rubberized texture on the shaft for additional grip.

A cutting board that easily folds with a drainage system at one end and convenient "V" shape for pouring at the opposite end.

A nut dish with hollow middle for storage and an intuitive depression on the top for used shells.

DESIGN LANGUAGE



SIMPLE & REMARKABLE



PRODUCT POSITIONING

Appropriately blending the elements of Style, Performance and Innovation to create an unprecedented and dynamic product collection, to address the everyday demands of the contemporary, on-the-go consumer.

COLE HAAN FLX

iconic
distinctive & unique
personal & functional
timelessly modern
discreet & astute
simple & remarkable



dynamic flexibility
enhanced cushioning
lighter weight
moisture management
enriched fit & feel

solution based
lifestyle enhancing
appropriate & integrated
versatile & variable
intuitive & effortless

NIKE TOOLBOX

- Nike Free TM and/or Nike DiamondFLX TM
- No Sew and/or Fuse
- Nike Air Flow - moisture management system
- Nike Air TM
- Nike Lunarlite TM
- Nike Stormfit TM and/or Nike Drift TM
- Seam sealed
- Unlined and deconstructed

NIKE TOOL BOX



COLE HAAN TOOLBOX

- Craftsmanship
- Quality
- Leathers
- Heritage
- Last shapes
- Hand sewing
- Finishing
- Tailoring

COLE HAAN TOOL BOX



BRANDING

Performance and Style seamlessly merge in this collection of innovative footwear, outerwear, bags and accessories to enrich the lives of the contemporary, dynamic and on-the-go consumer.

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