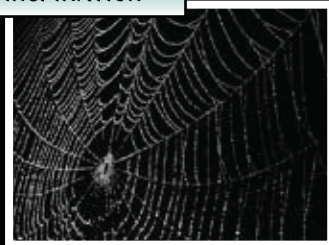


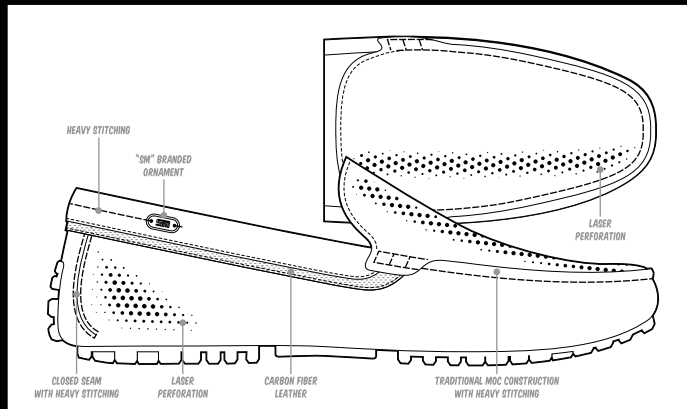
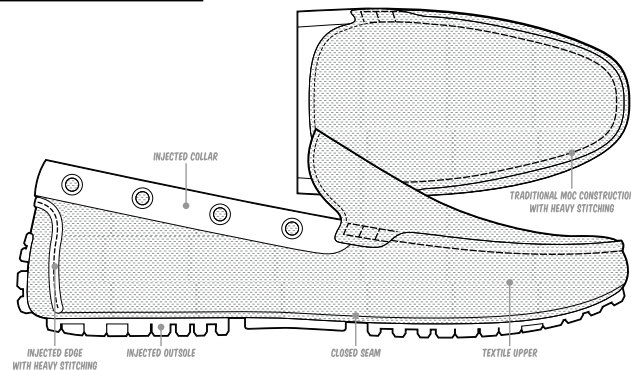
INJECTED DRIVERS

STEVE MADDEN: ADVANCED CONCEPTS

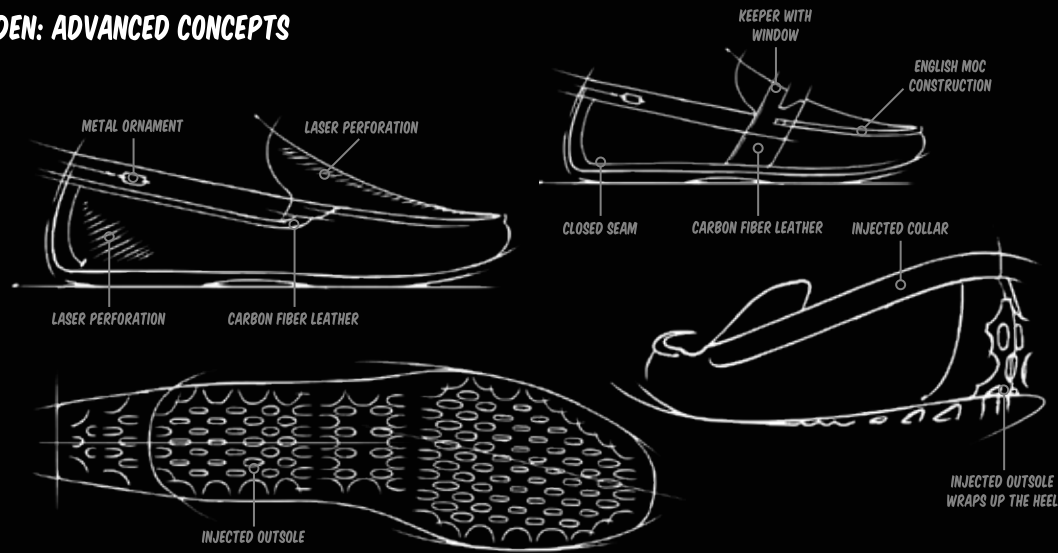
INSPIRATION



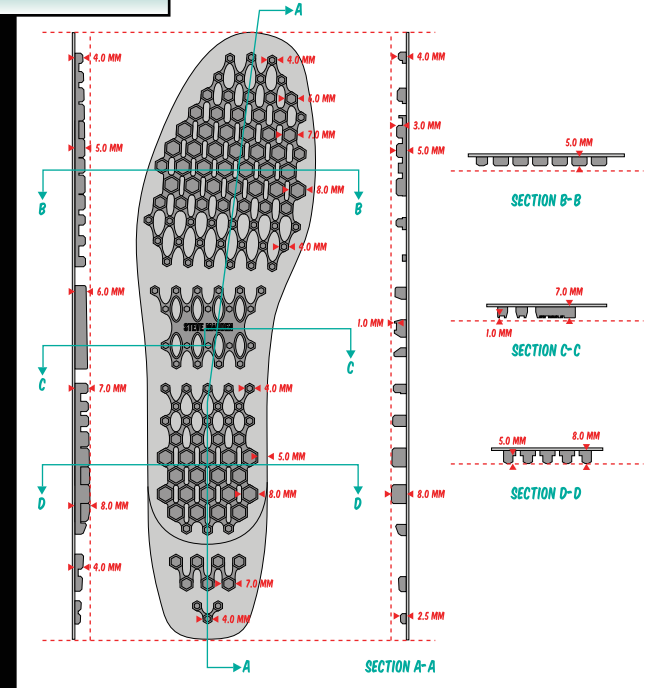
FINAL DESIGN



IDEATION



BLUEPRINT



FEATURES

- RE-IMAGINING THE TRADITIONAL MOC CONSTRUCTION BY INJECTING THE RUBBER WEB ONTO THE UPPER
- DURABLE, BREATHABLE MESH UPPER WITH AN INJECTED COLLAR

PROTOTYPES



- UNIQUE WEB DESIGN SHOWCASES THE PODDED BOTTOM AND THE REMOVAL OF THE TRADITIONAL STITCH-DOWN CONSTRUCTION
- LEATHER UPPER WITH CARBON FIBER AND RACING PERFORATION DETAILS