

SENDEER

(Re)Purpose



COTOPAXI FOOTWEAR COLLECTION

UO SPORTS PRODUCT DESIGN CAPSTONE THESIS - DOUG HINTZE



(Re)

HEY FRIEND!

**FOOTWEAR
SUSTAINABILITY
OUTDOORS**





(Re)

WHY COTOPAXI?



SENDERO

(Re)Purpose





WHY THIS IS IMPORTANT?



SUSTAINABILITY



INCLUSION



DO GOOD



ADVENTURE





REMNANT



RECYCLED



RESPONSIBLE





WHAT IS THE QUESTIVAL?

EDUCATION - DO GOOD - ADVENTURE - 24 HOURS

BE



 **QUESTIVAL**
ADVENTURE RACE

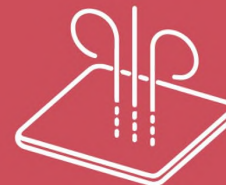


ADVENTURE & CHILL



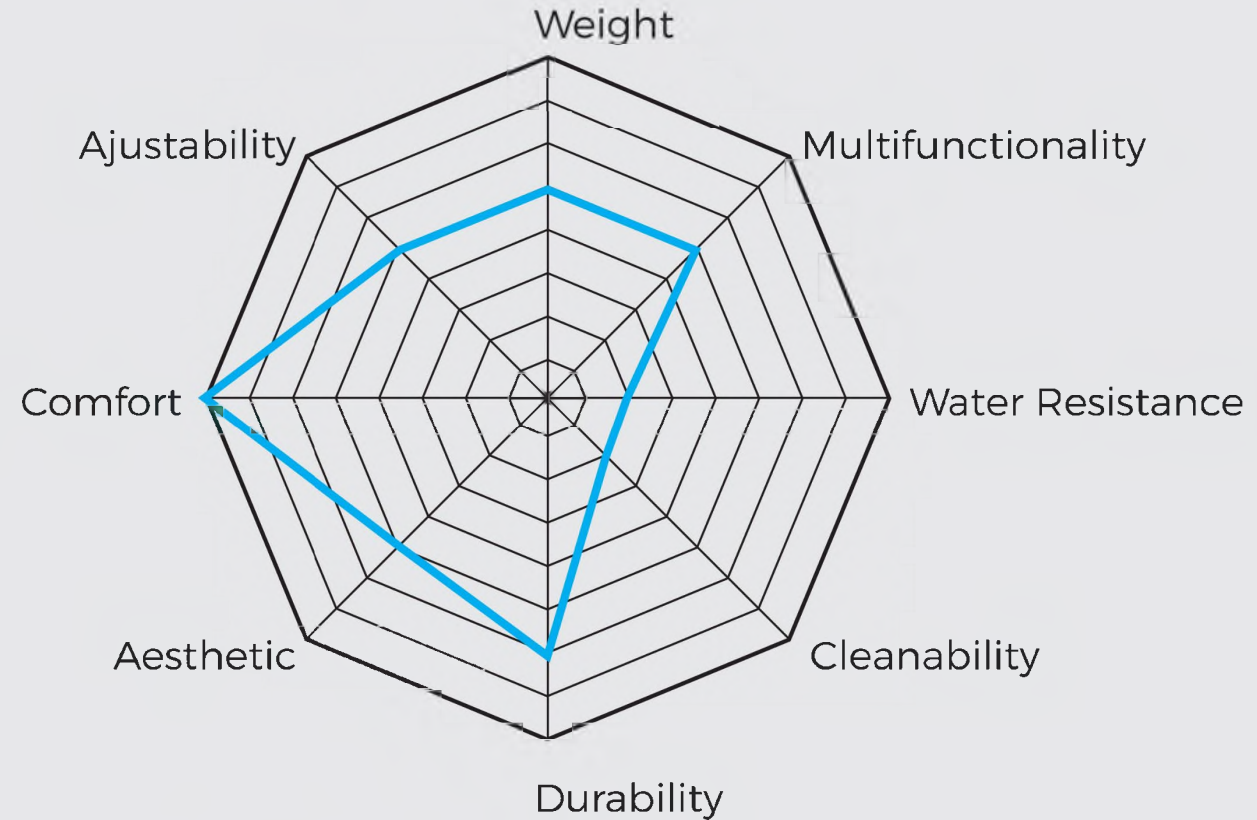
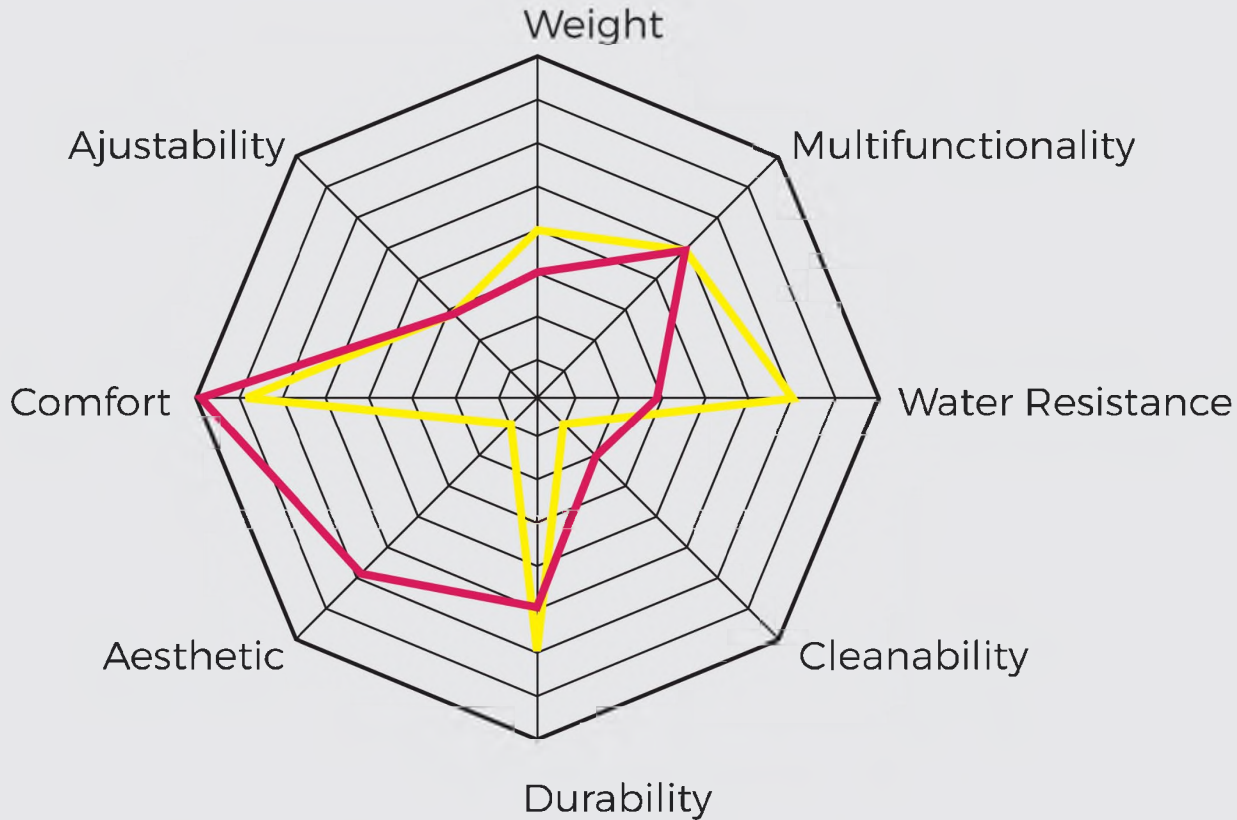


WHAT DO THESE ATHLETES NEED?



SURVEY RESPONDENTS ON CASUAL HIKING AND OUTDOOR SANDAL FOOTWEAR

SCALE OF IMPORTANCE



— HIKING FOOTWEAR
— CASUAL SNEAKERS

— OUTDOOR SANDAL





MAIN AREAS OF SWELLING: FOREFOOT (TOE EMPHASIS) - MIDFOOT/INSTEP

**Cotopaxi
Footwear**

Gear For Good
Sustainability





(Re)

HOW CAN WE CREATE A SUSTAINABLE LINE OF ENTRY-LEVEL OUTDOOR HIKING AND TRAVEL FOOTWEAR FOR COTOPAXI WHILE ACHIEVING NECESSARY PERFORMANCE FOR THE OUTDOORS?



SENDERO

(Re)Purpose

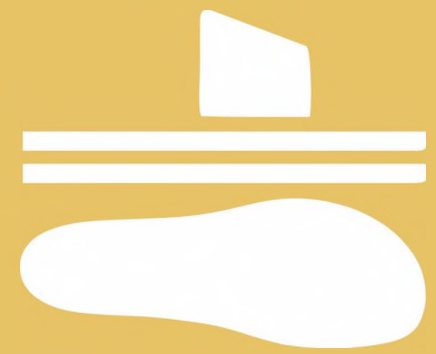
(Re)



SEATTLE



MOAB



COZY QUEST





CONQUEST



Comfort, recovery entry-level/ready to go footwear
 Concert, Travel, Base-camp, Casual Exploration

POTENTIAL SHIFT TO TWO LOCATIONS

SEATTLE



Casual and functional water resistant outdoor footwear
 Weather Ready, Street to Trail, Rainy Climate

MOAB



Casual and functional breathable outdoor footwear
 Outdoor Ready, Street to Trail, Warm and Wet Conditions



16-1460 TCX

18-4032 TCX

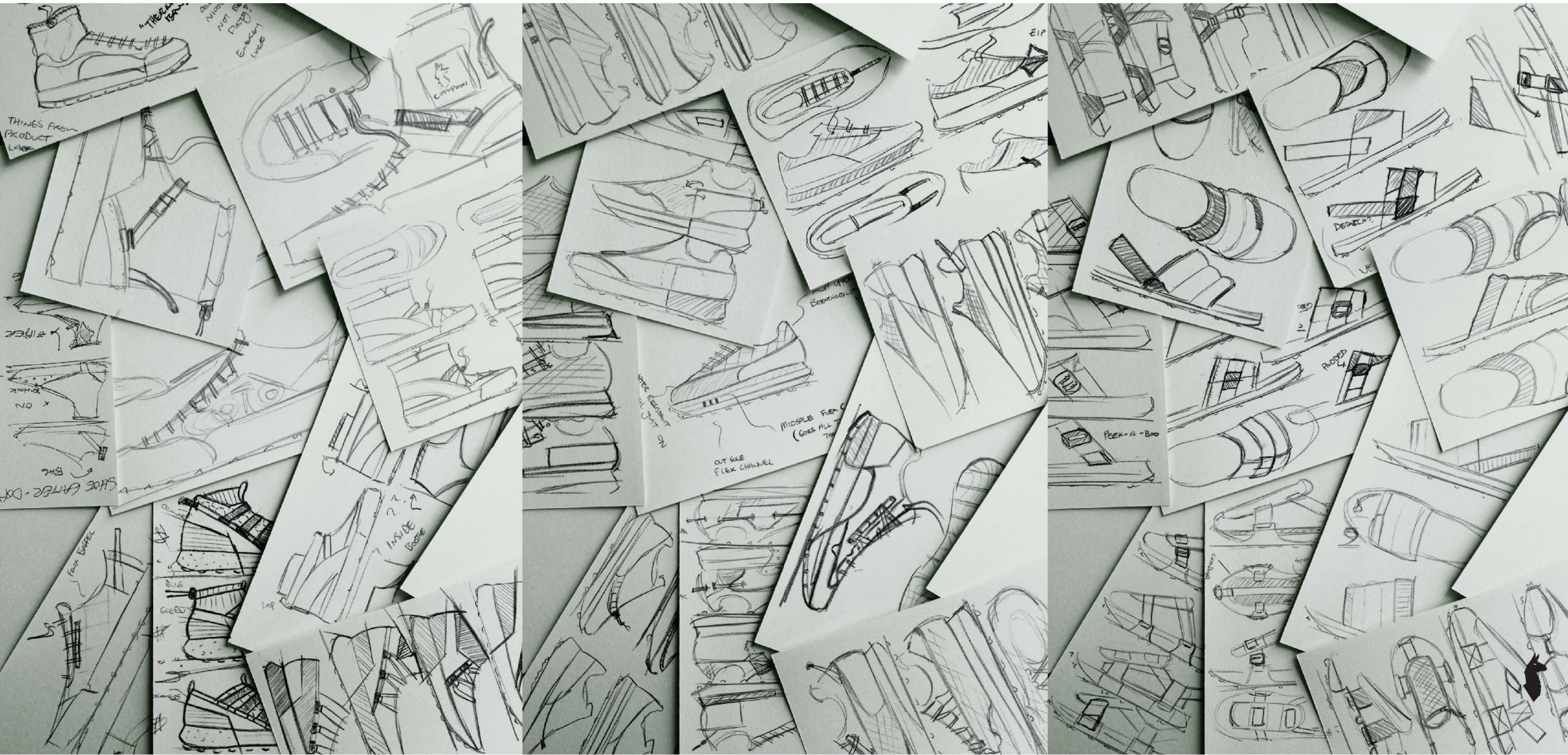


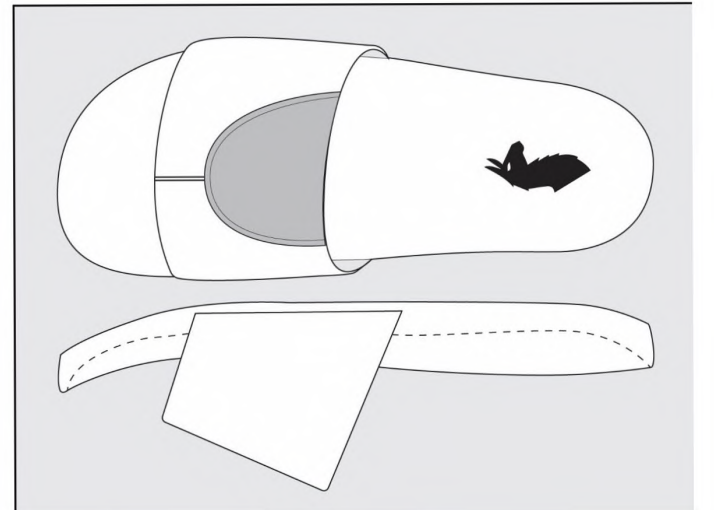
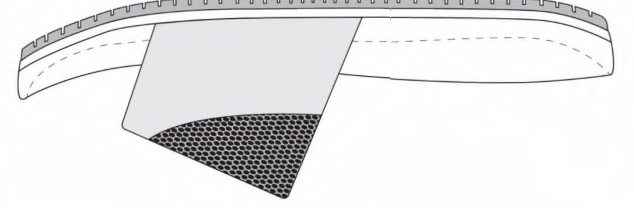
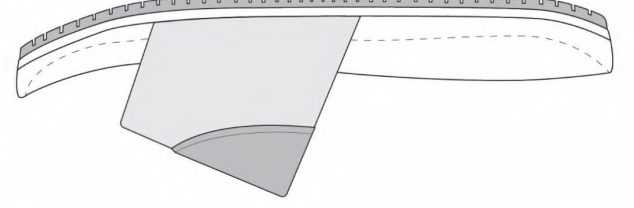
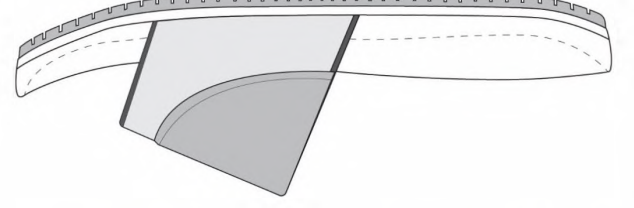
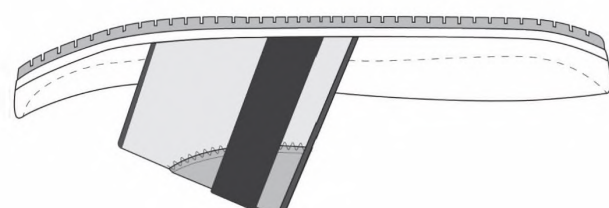
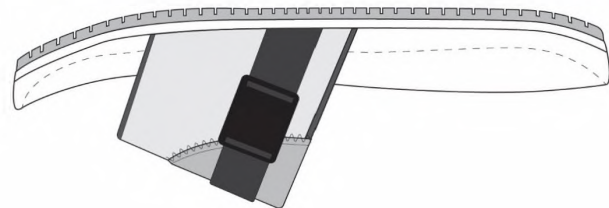
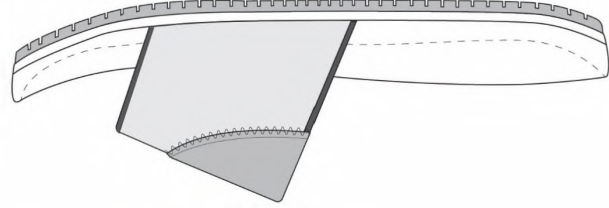
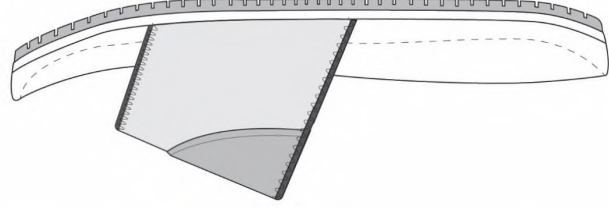
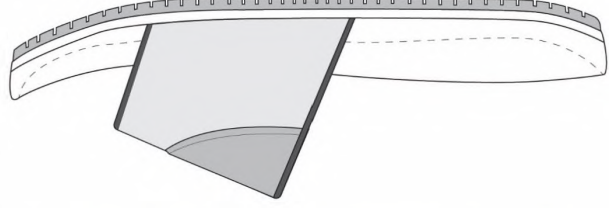
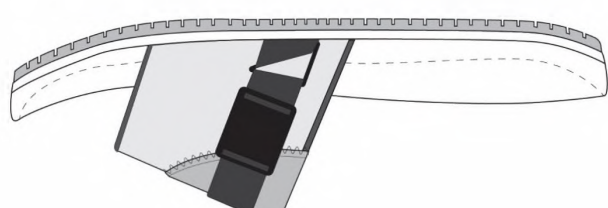
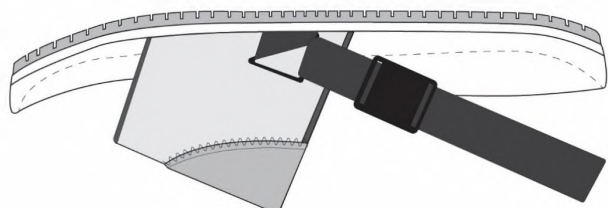
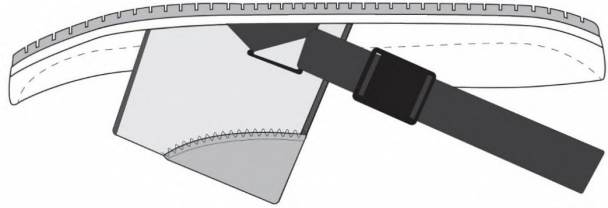
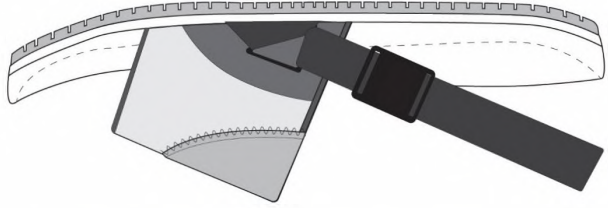
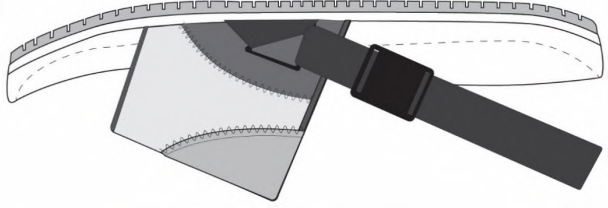
13-0754 TCX

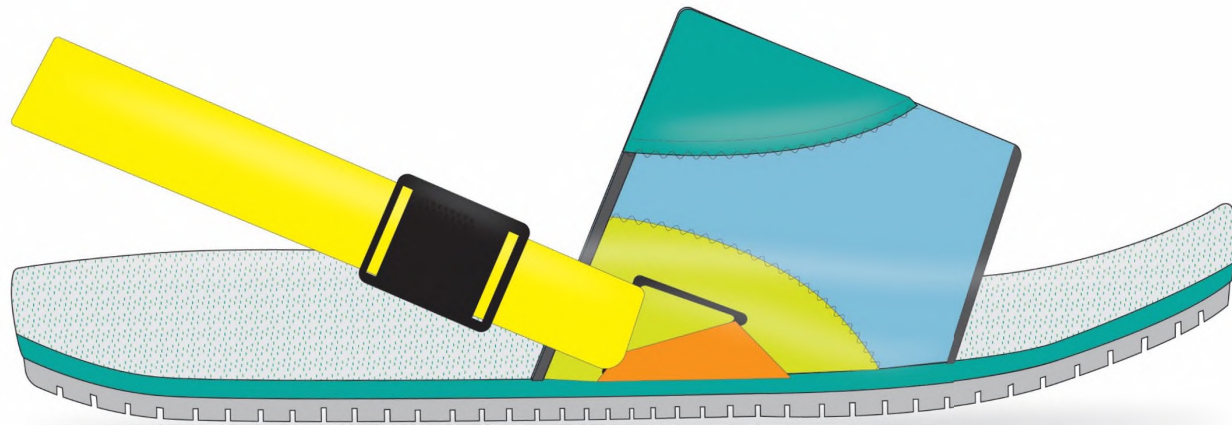
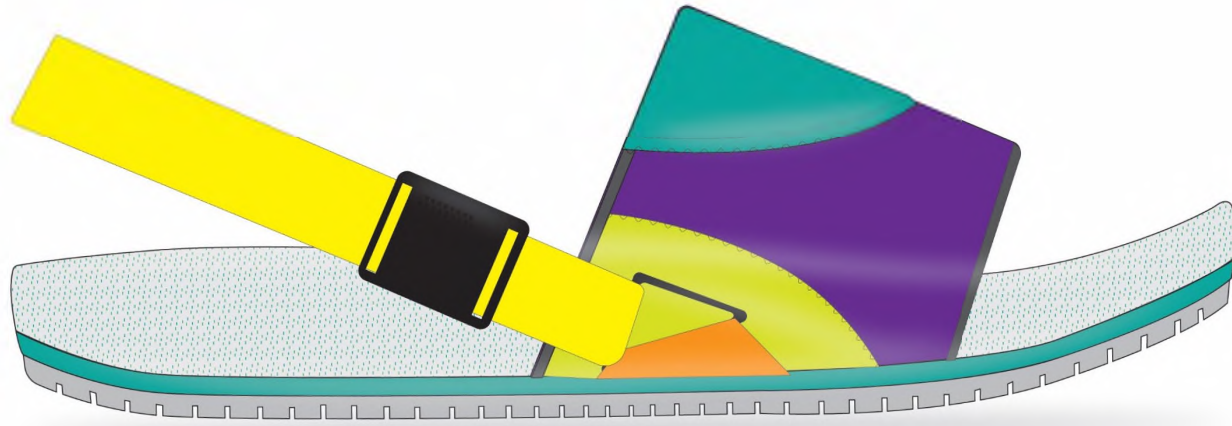
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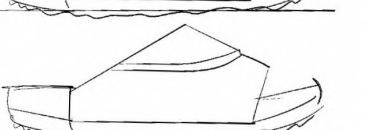
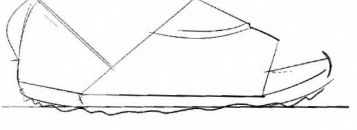
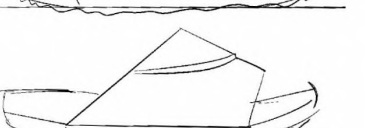
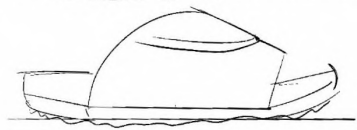
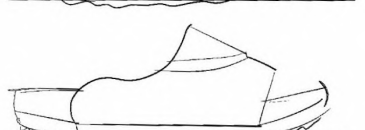
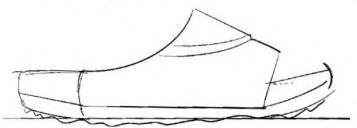
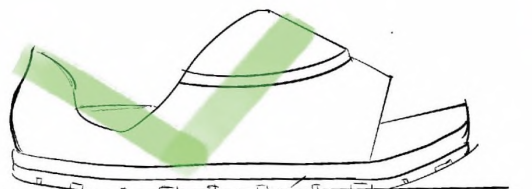
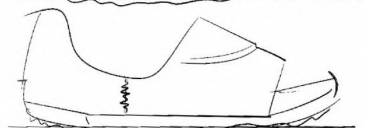
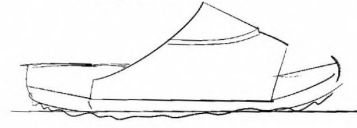
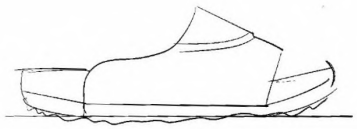
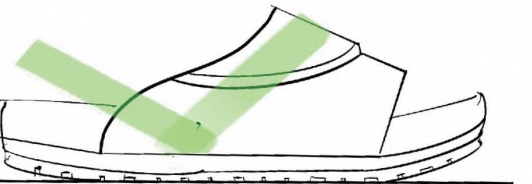
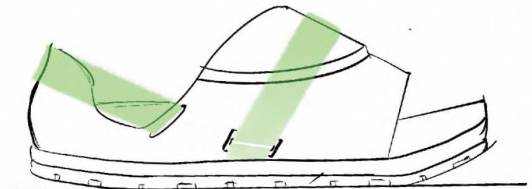
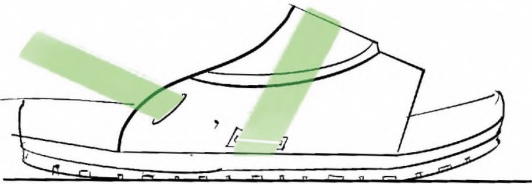
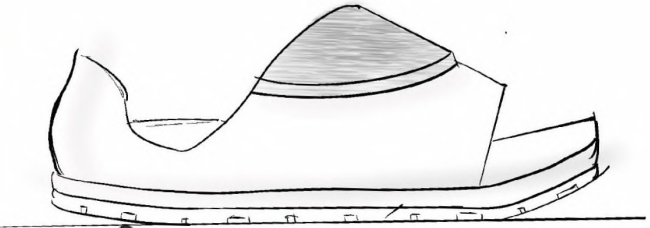
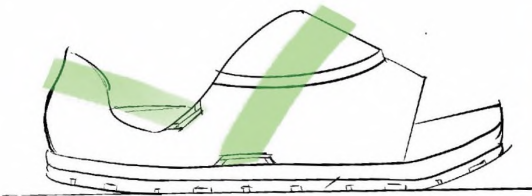
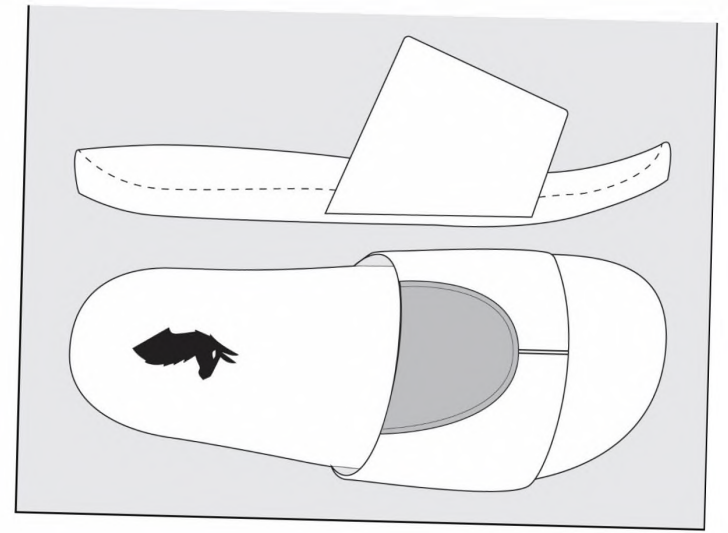
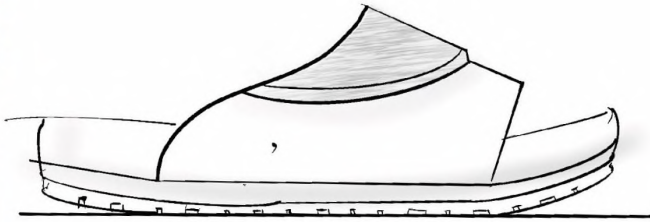
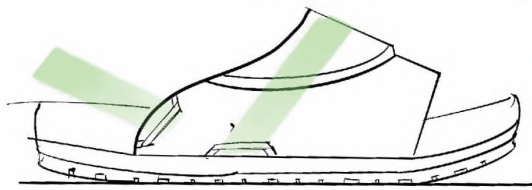
18-4930 TCX

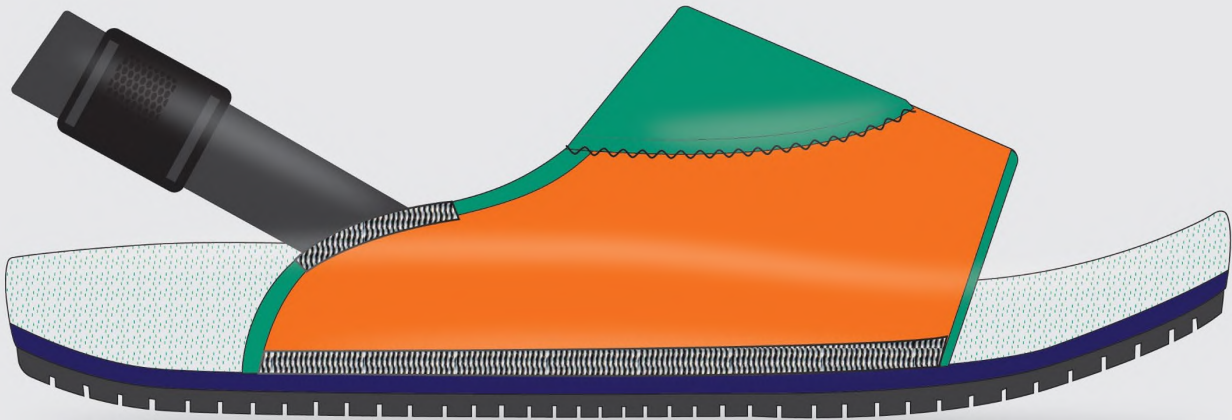
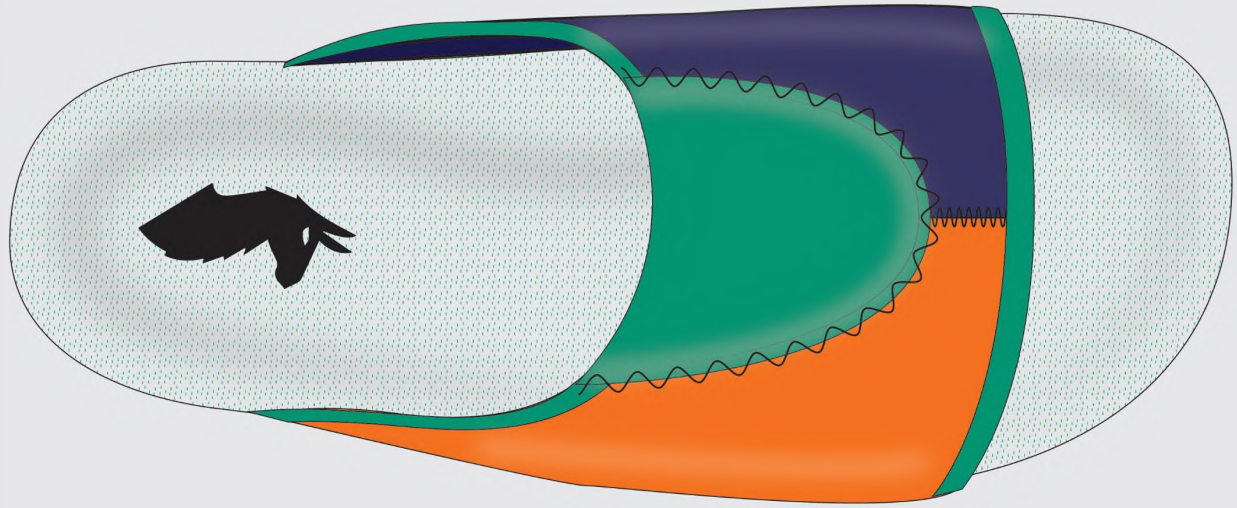


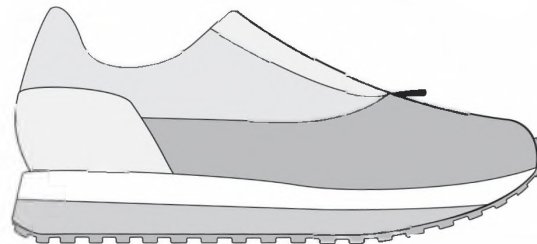
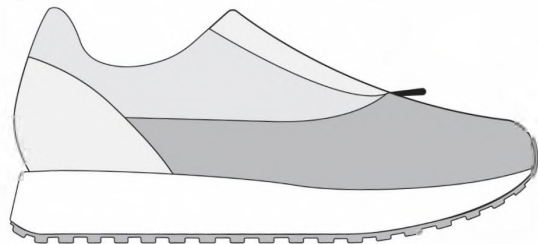
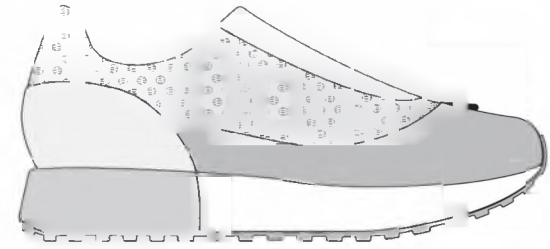
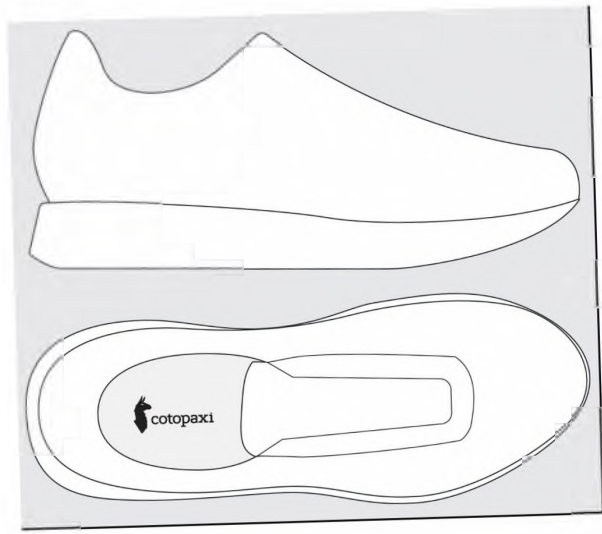




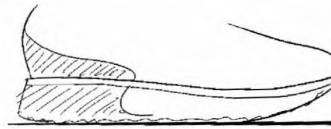
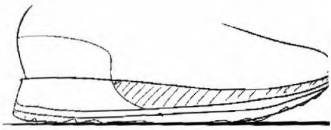
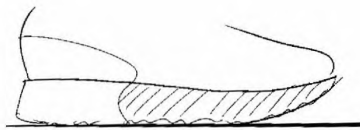
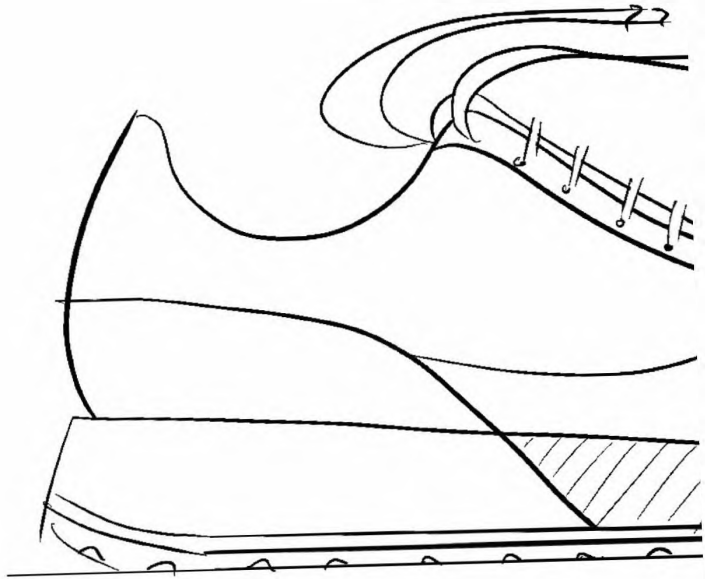


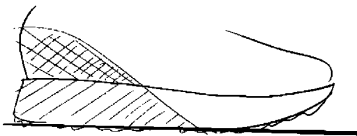
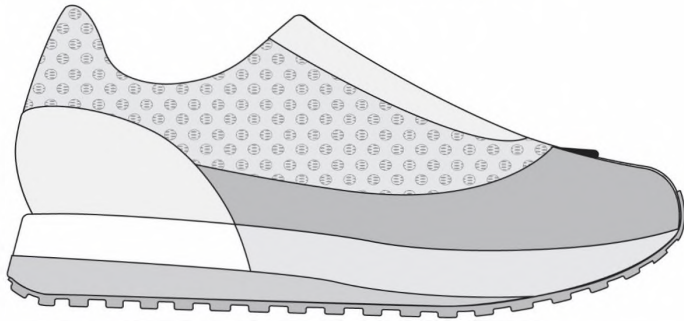
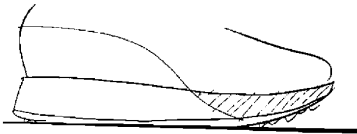
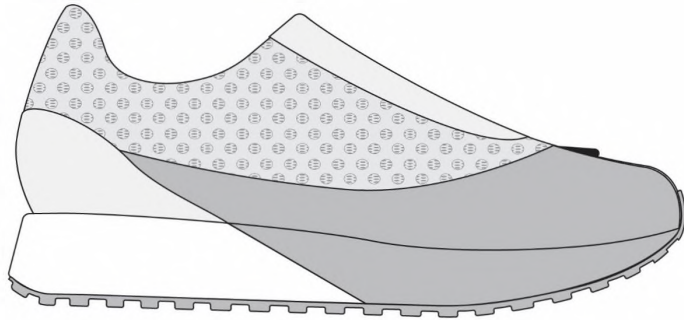
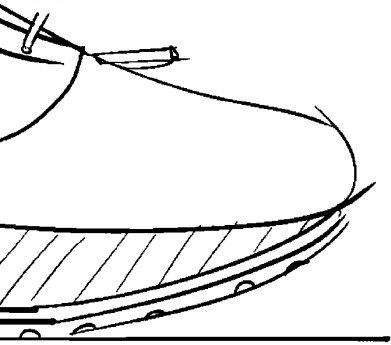
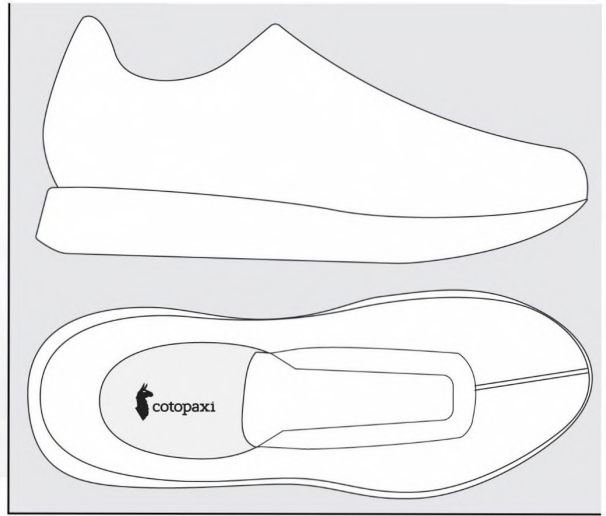


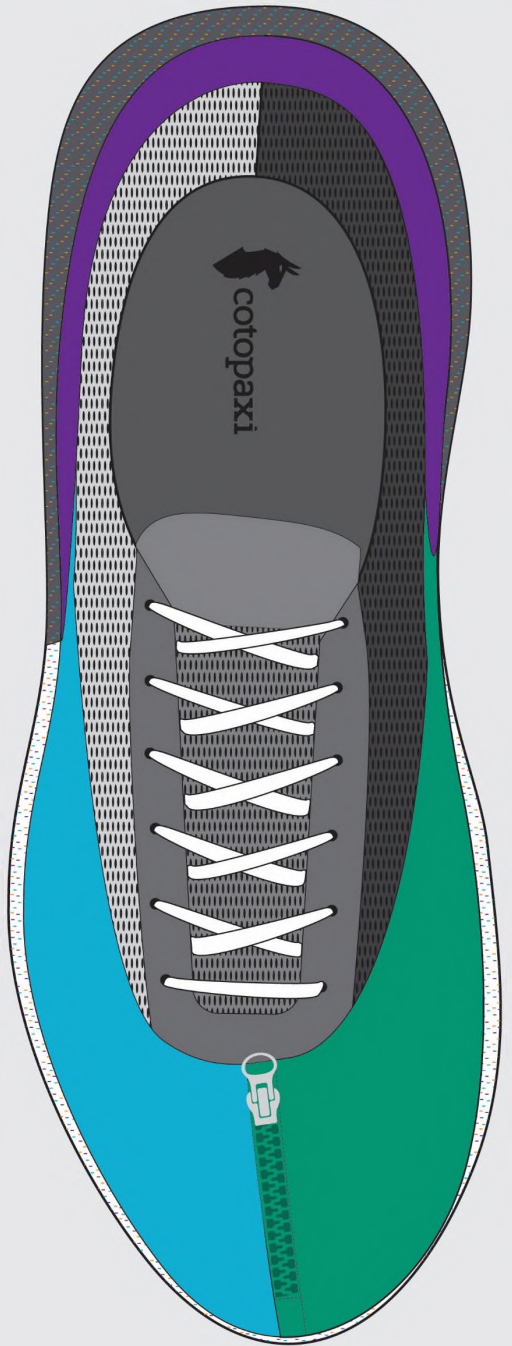
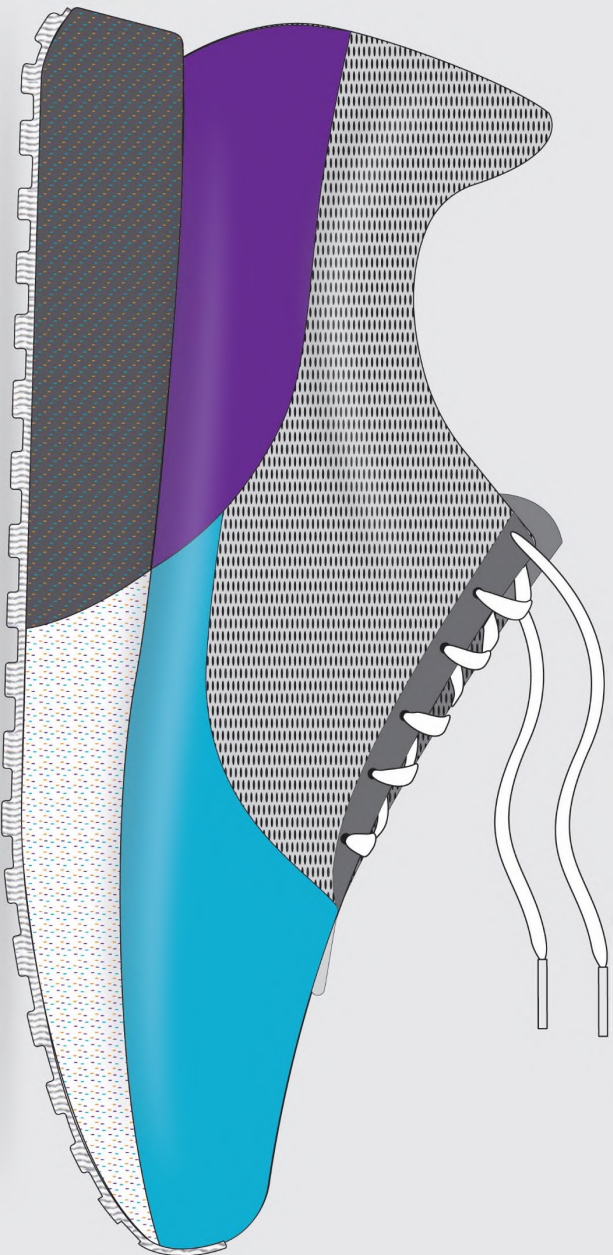


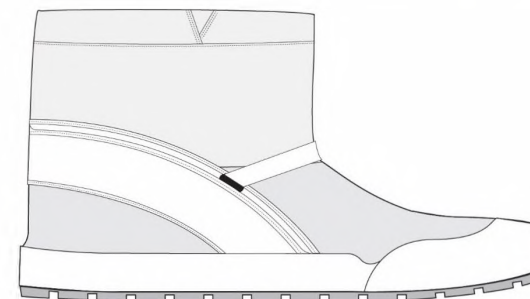
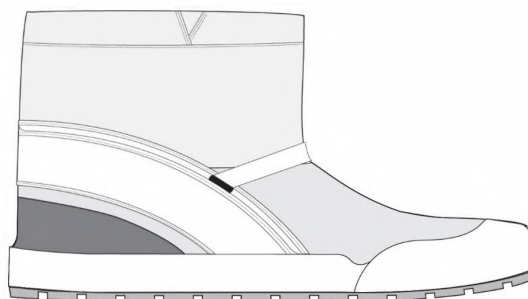
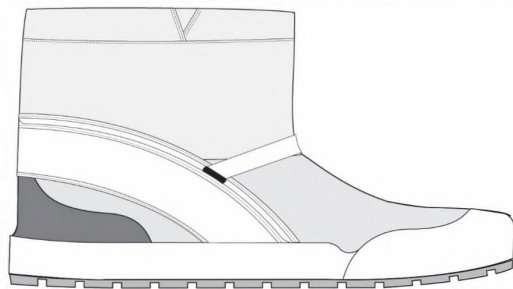
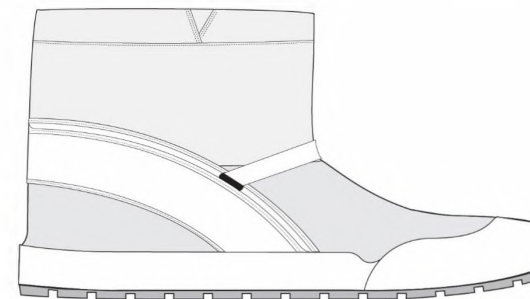
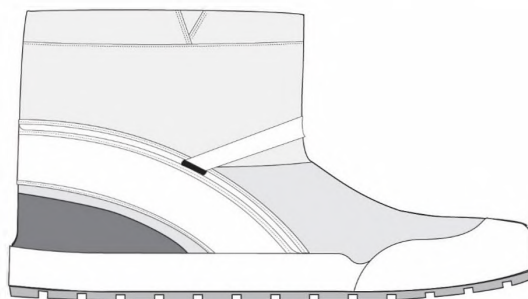
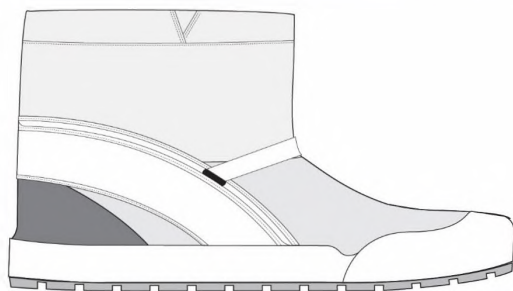
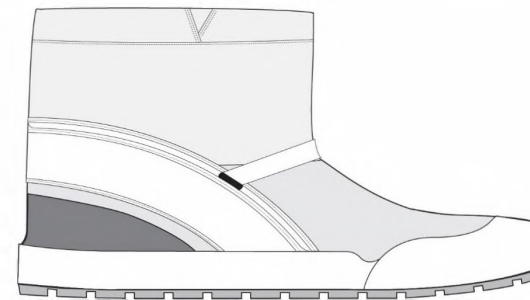
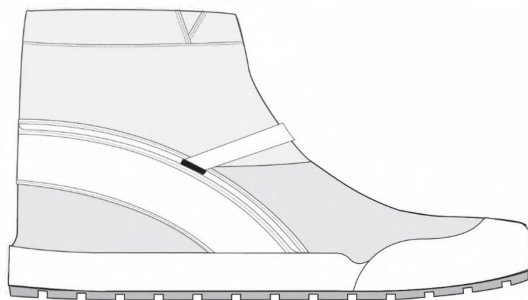
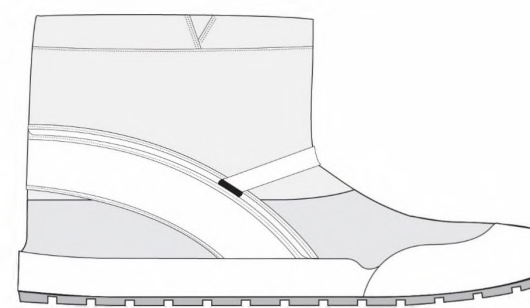
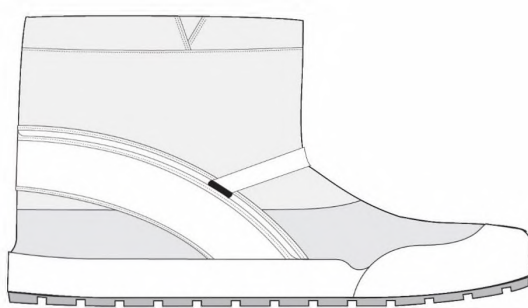
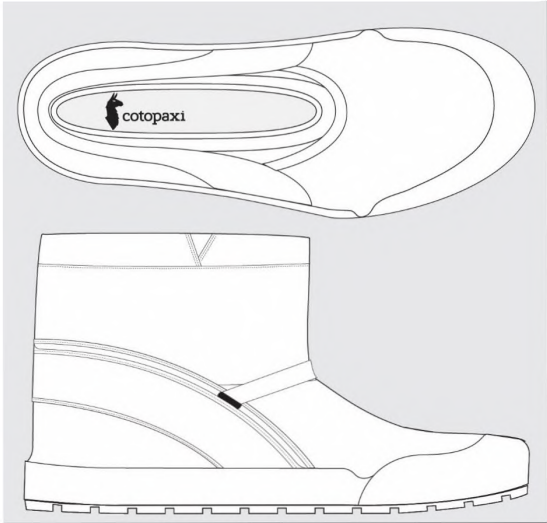


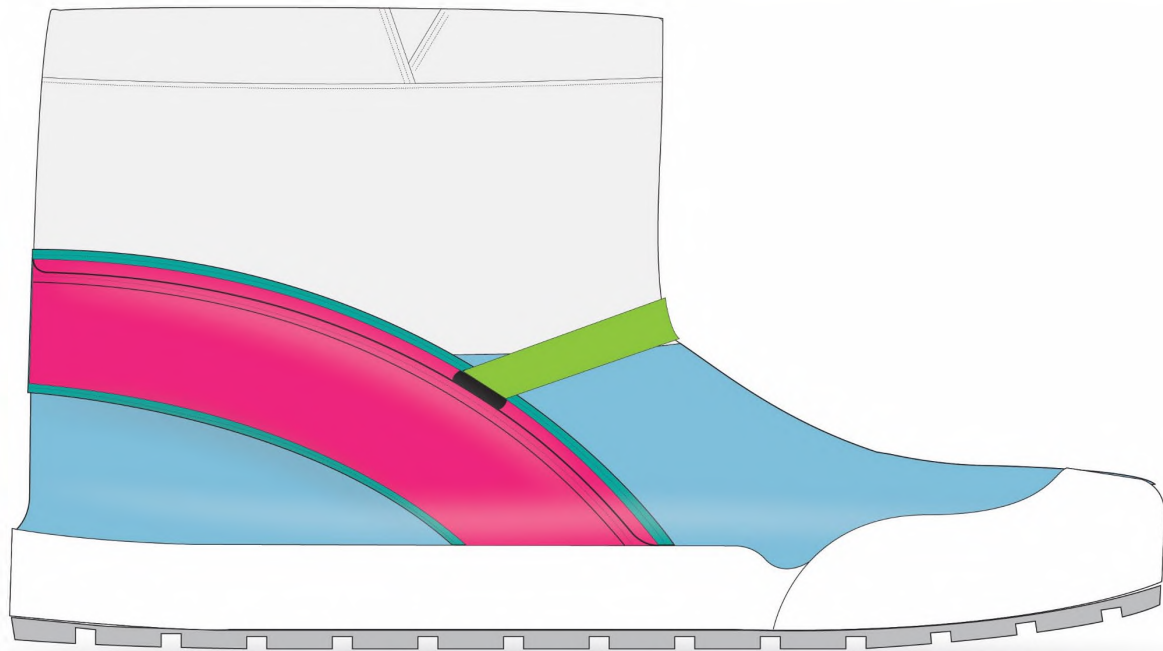
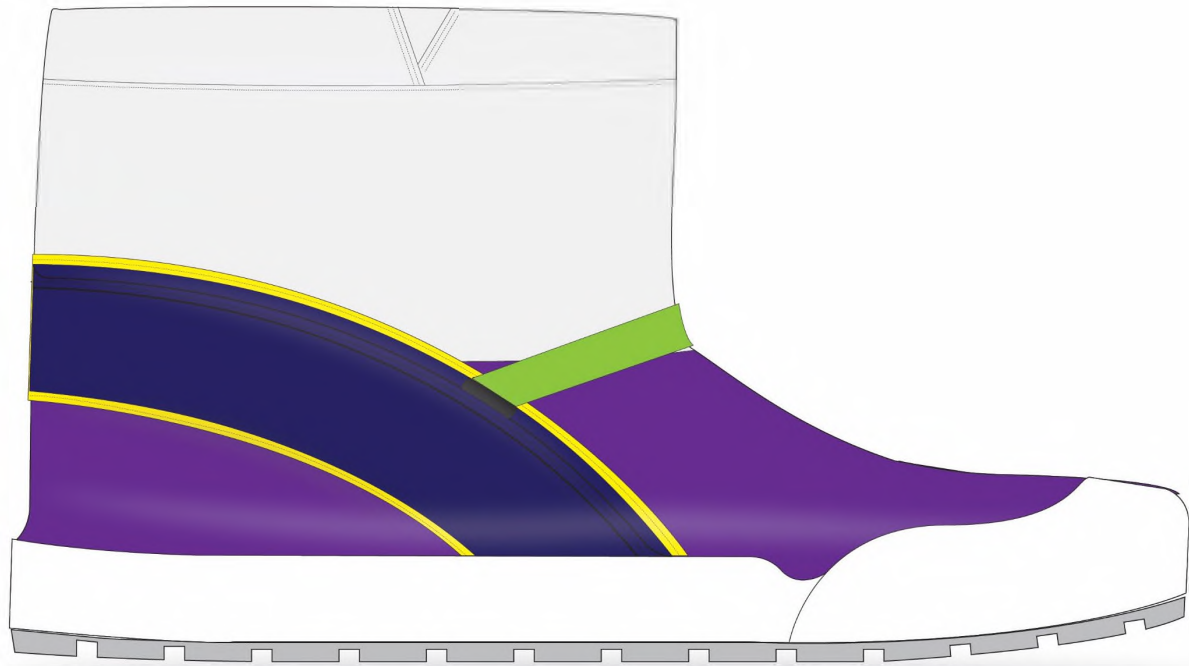


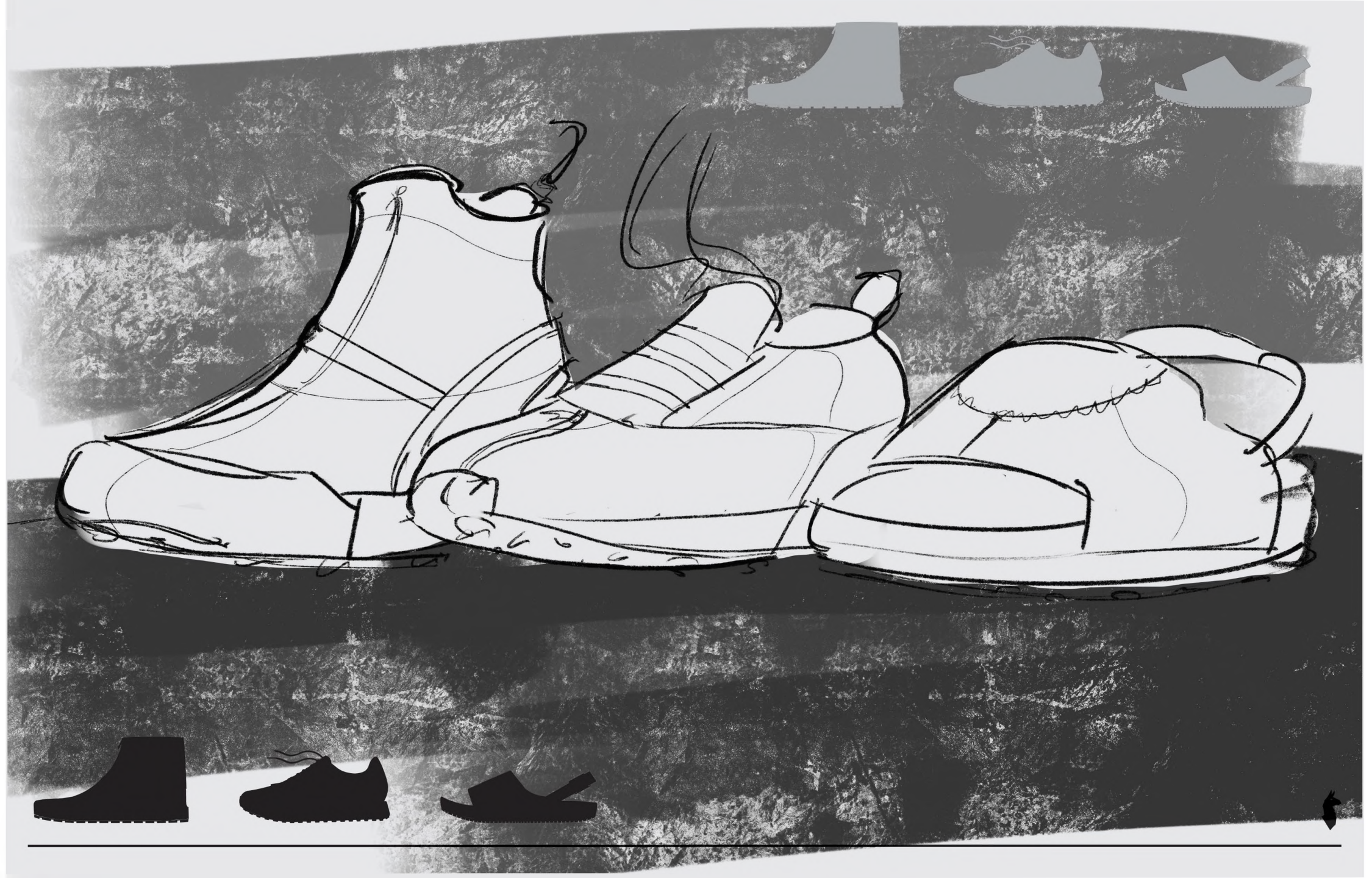




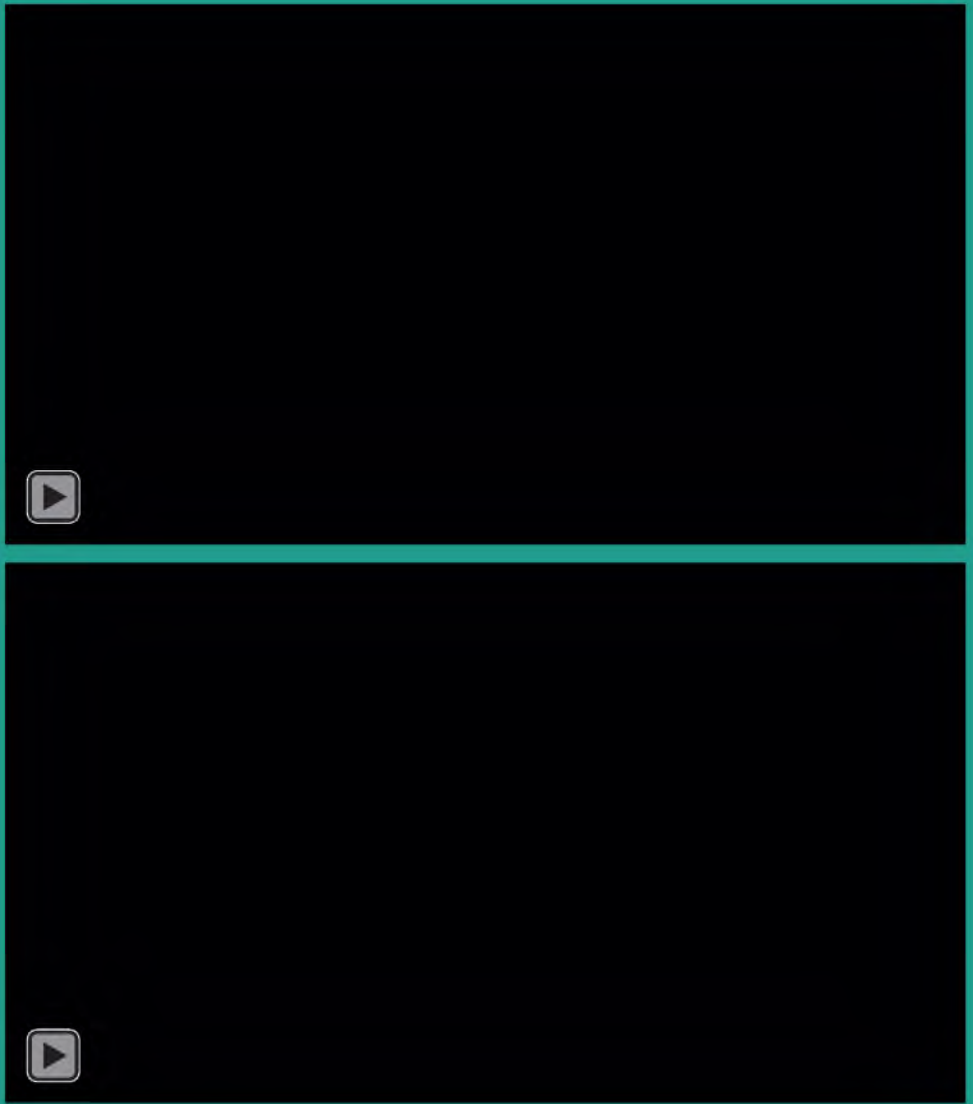












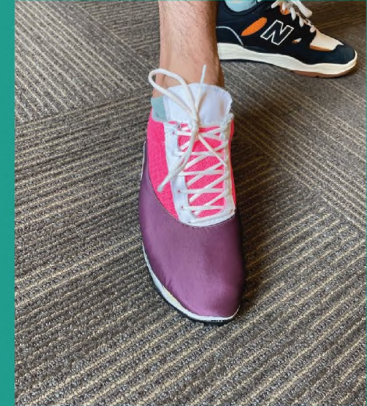
Cotopaxi Footwear

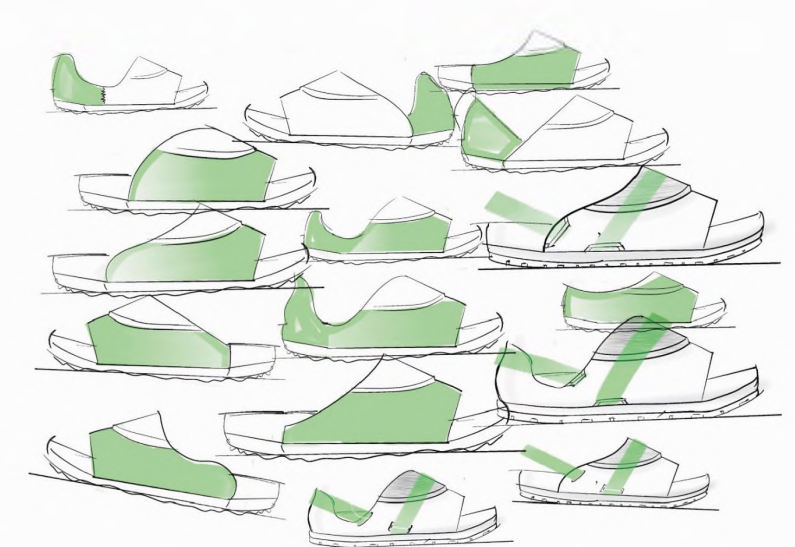
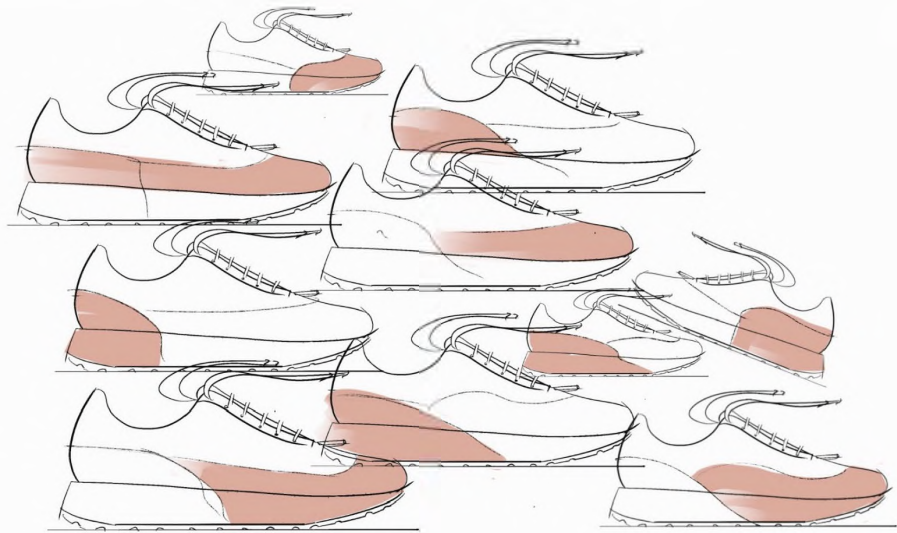
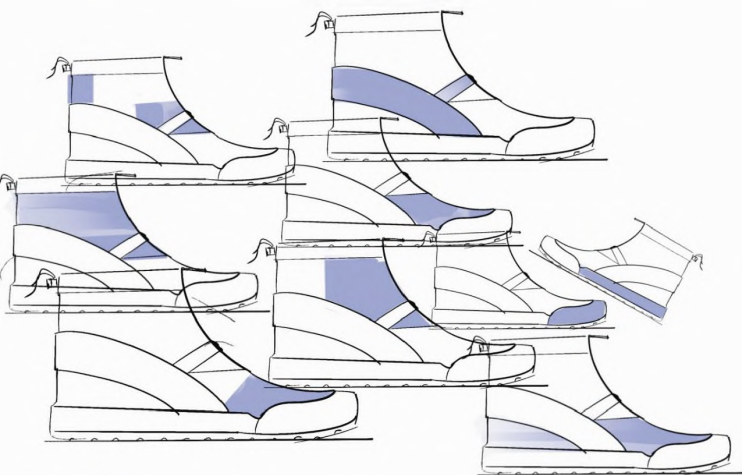


SAMPLES IN-MOTION

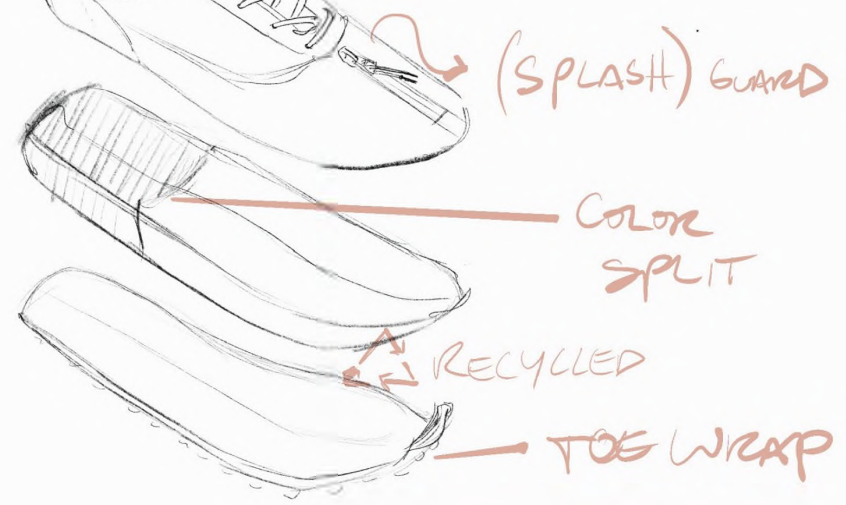
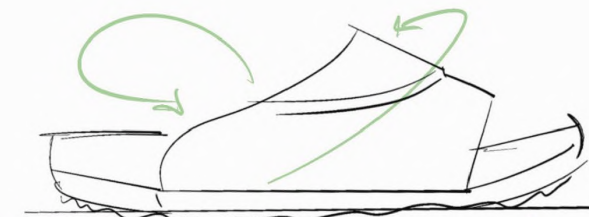
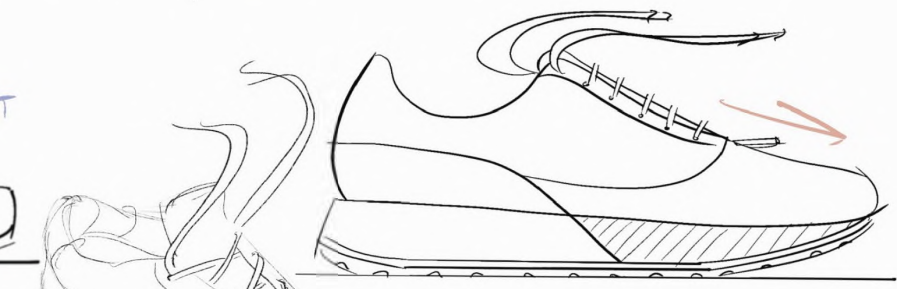
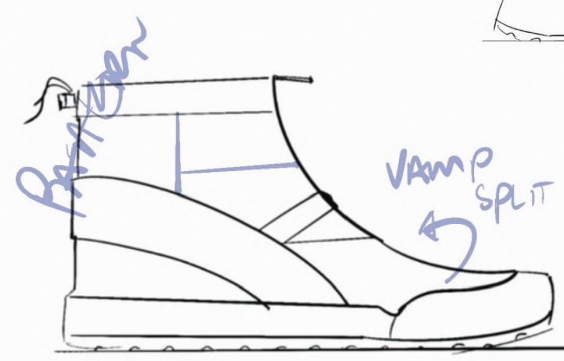


Cotopaxi Footwear





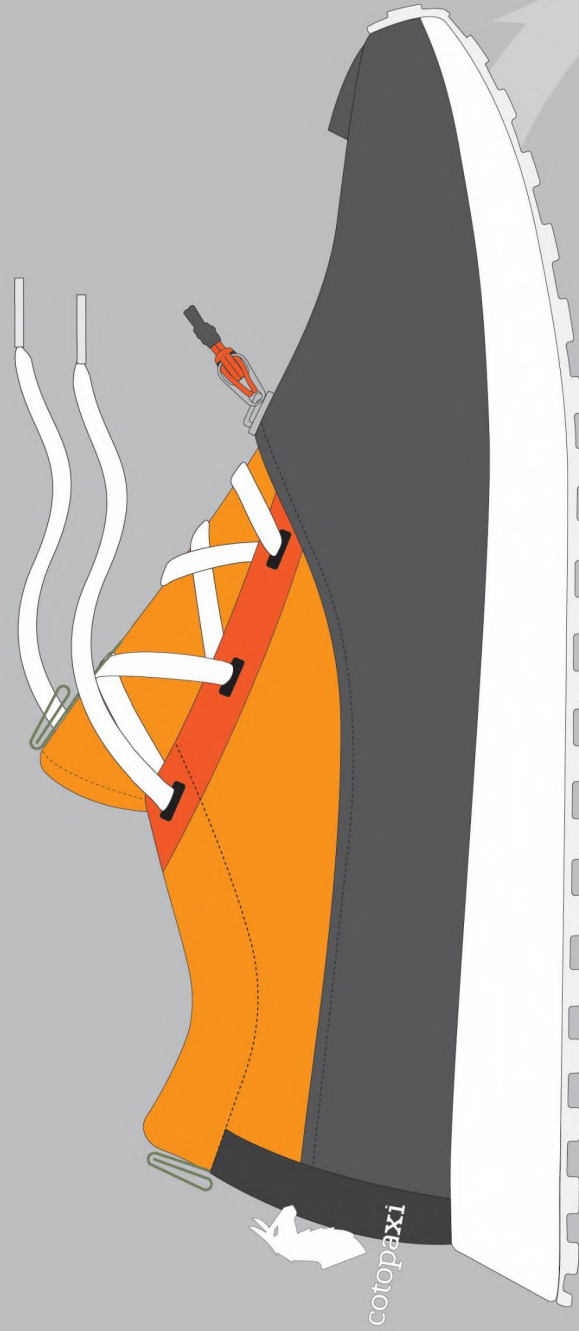
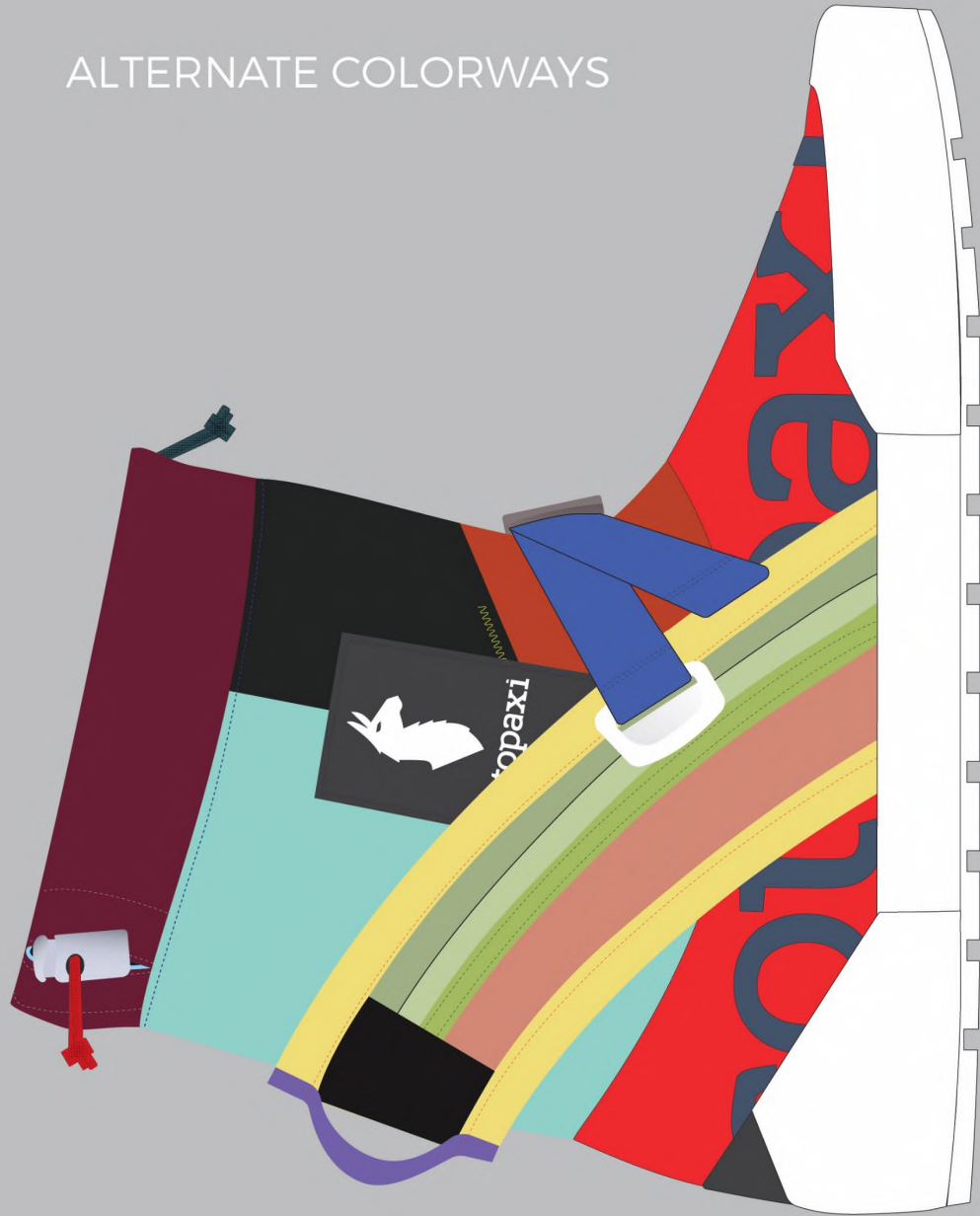
BOOTIE?



ALL-TECCAN



ALTERNATE COLORWAYS



DRAWSTRING CLOSURE

LUZON REMNANT MATERIAL

PATCHWORK UPPER FOR INCREASED SCARP MATERIAL CONSUMPTION

FRONT ZIPPER ENTRY FOR EASE OF DONNING AND DOFFING

REPURPOSED LUZON BACKPACK STRAP FOR TOTAL FOOT LOCKDOWN

REMNANT NYLON NEOSHELL FABRIC FOR LIGHT WEIGHT ACTIVITY

BACKPACK STRAP

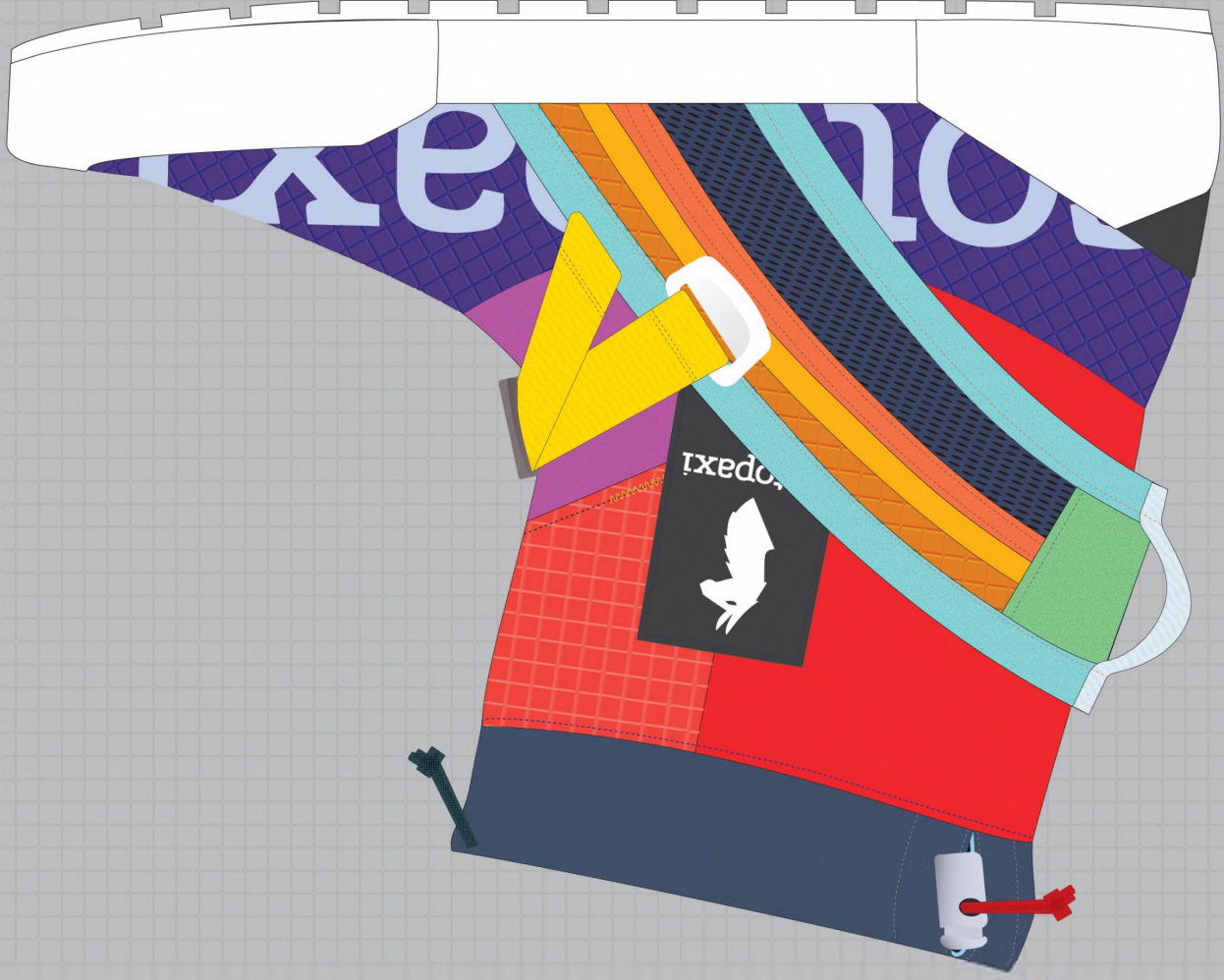
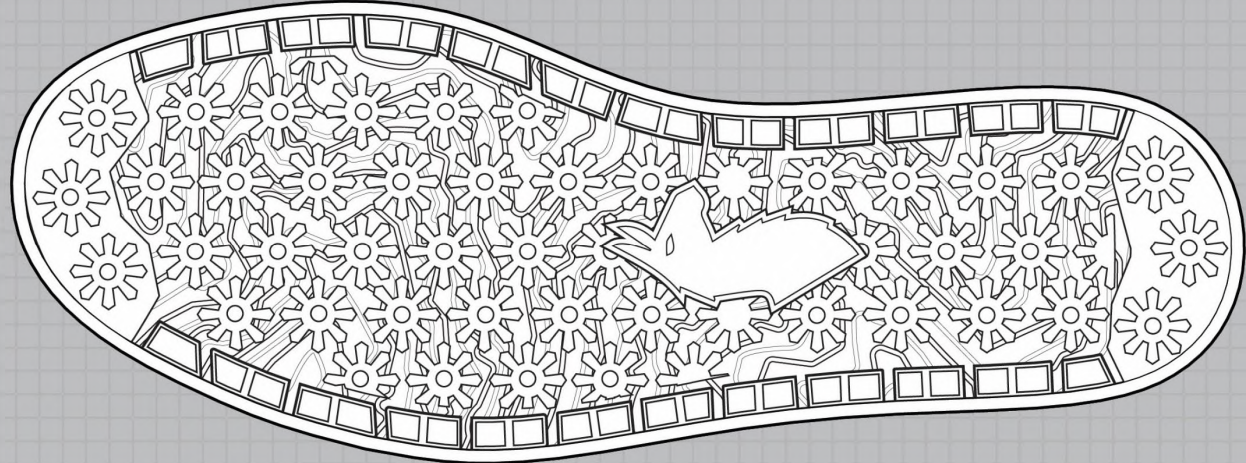
SEAM SEALED LOWER BOOT

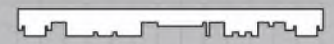
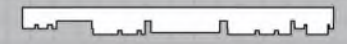
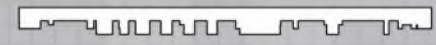
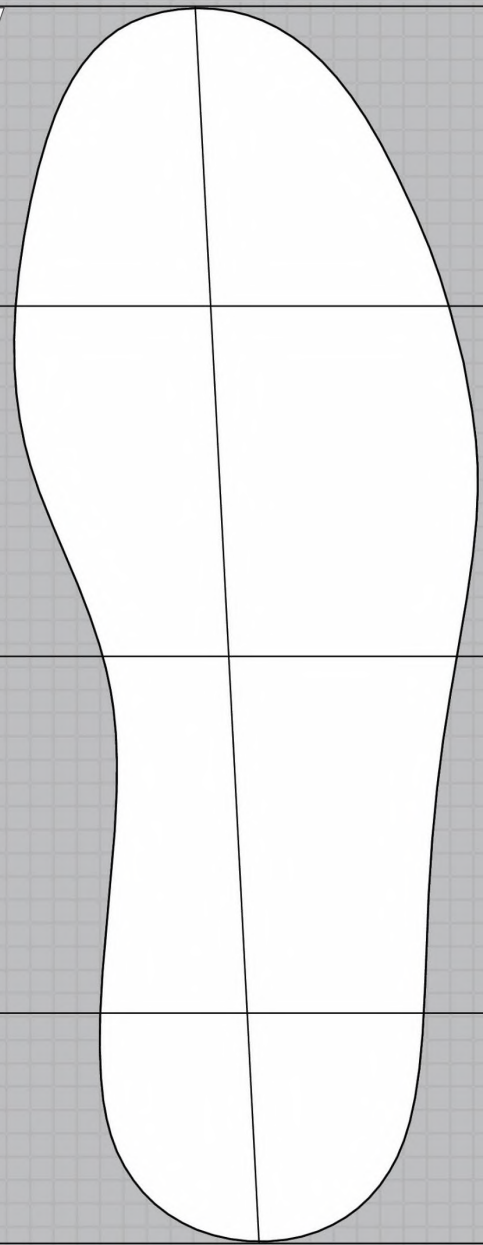
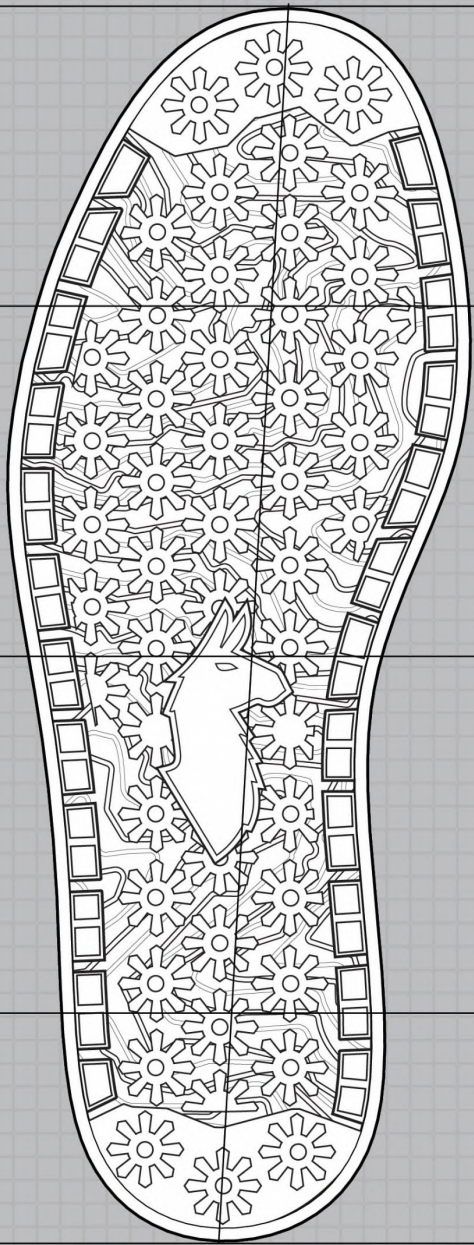
WIDE FIT OPEN VAMP

REMNANT FOXING

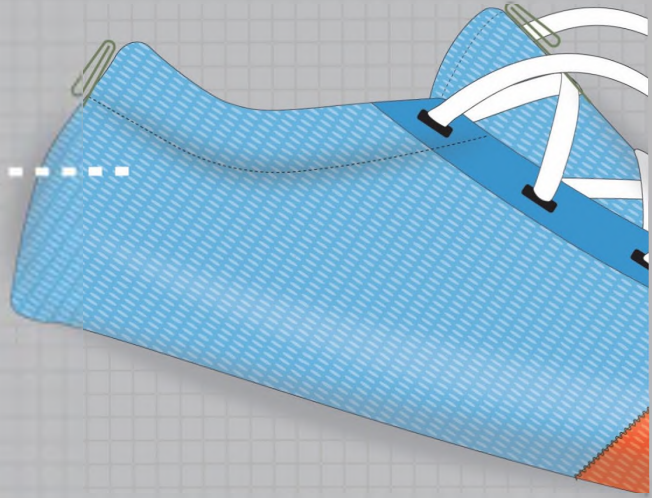
STREET/TRAIL LUG PATTERN



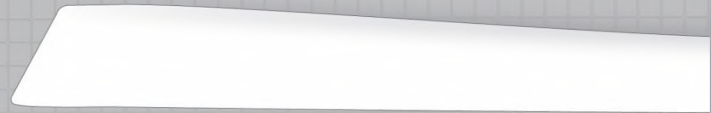
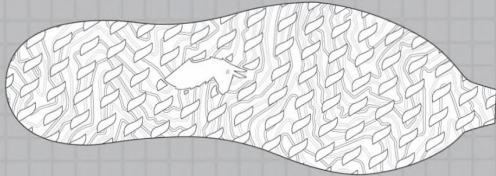
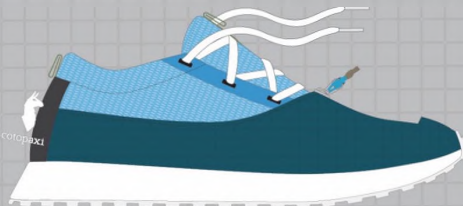
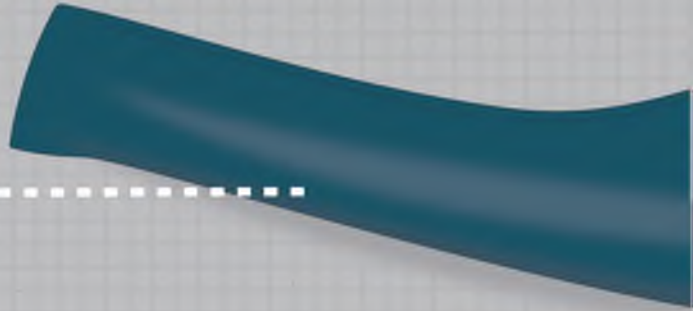


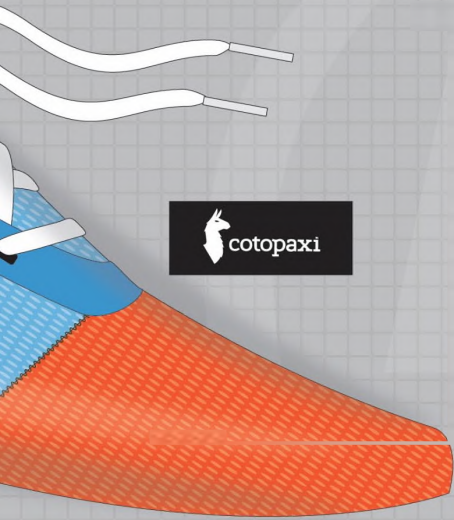


CADA DIA SPACER MESH



CIELO RAIN SHELL
RECYCLED POLYESTER





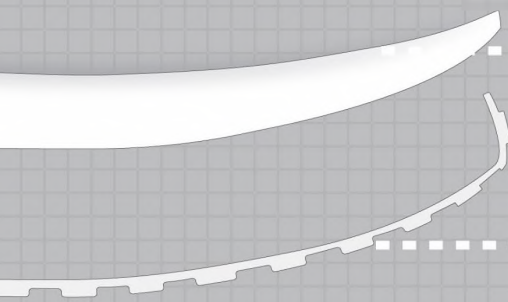
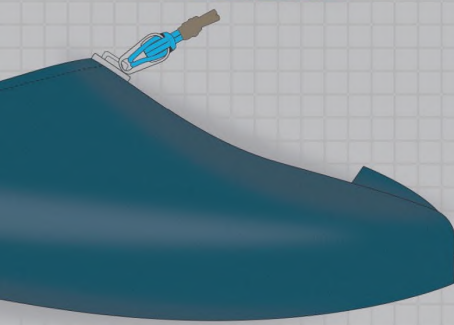
BREATHABLE MESH UPPER FOR
HOT ENVIRONMENT

HIGH AND WIDE EYESTAY FOR
MAXIMUM TOE SPACING

WATER RESISTANT EXTERIOR
SHELL FOR WET ENVIRONMENT

REGRIND FOAM AND RUBBER
FOR INCREASED SCRAP USAGE

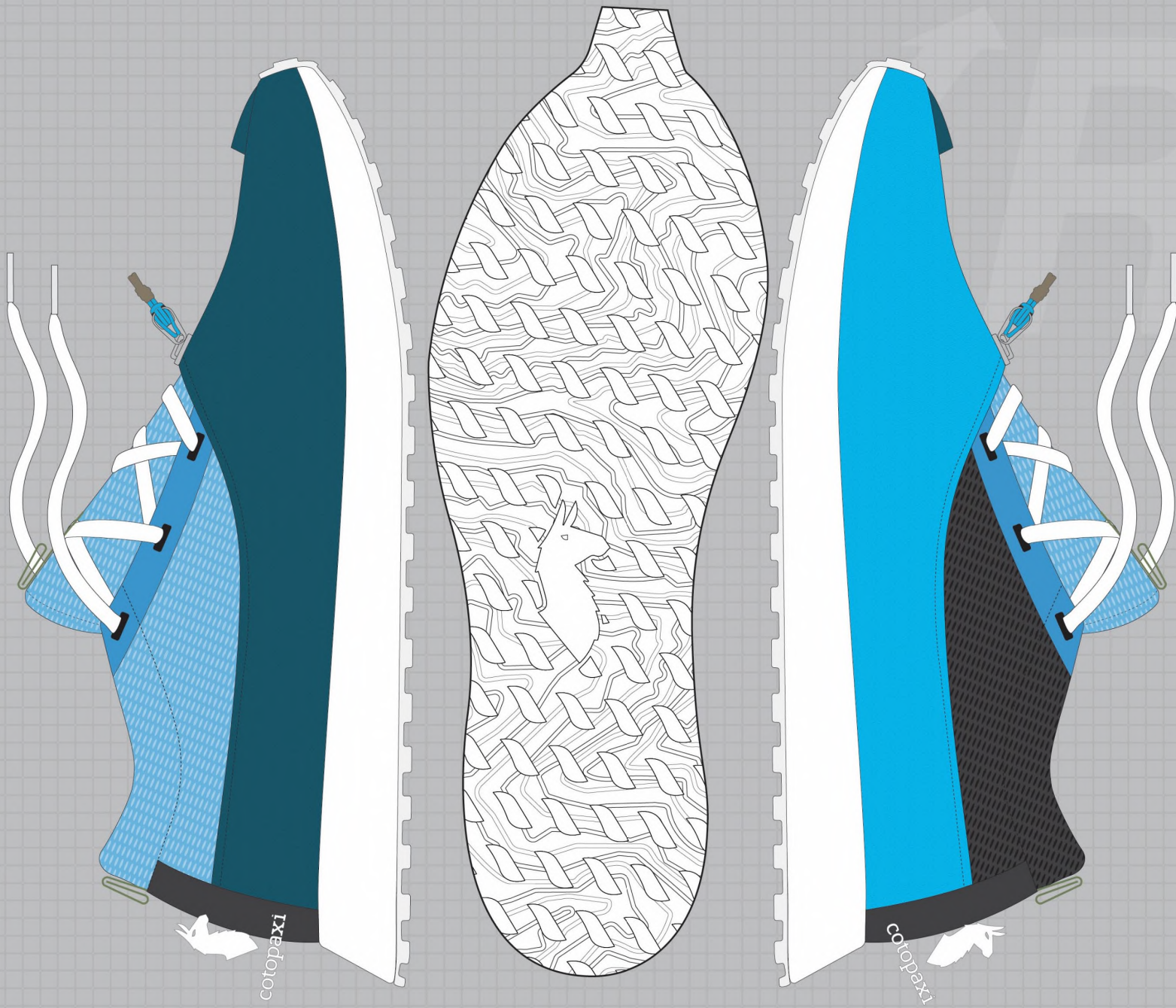
FRONT ZIP FOR ADJUSTABILITY
BETWEEN HOT AND WET



RECYCLED FOAM
DYNAMIC FOAM

RECYCLED RUBBER

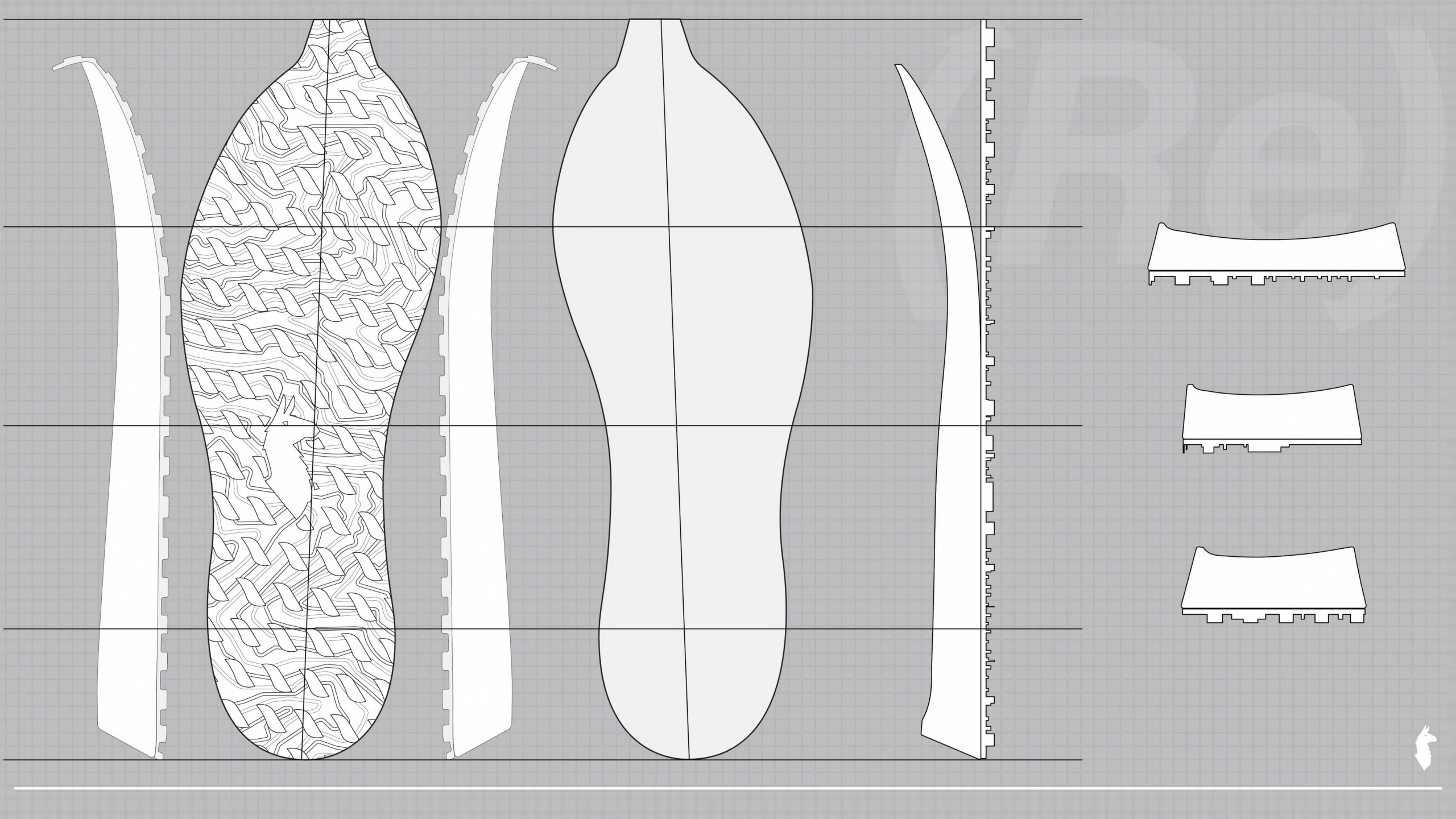




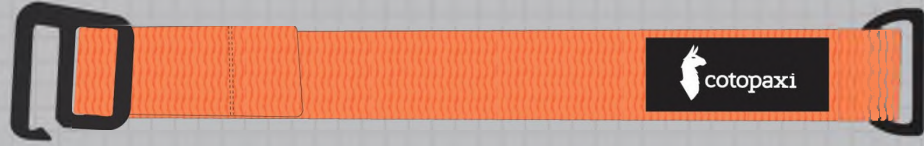
cotopaxi

cotopaxi





RECYCLED POLY
WEBBING STRAP



ADJUSTABLE WEBBING STRAP FOR
MULTI-POINT LOCKDOWN

PADDED INSTEP



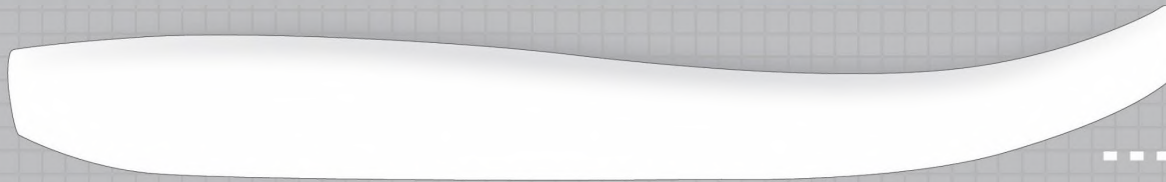
PADDED INSTEP FOR OPTIMAL
FOOT COMFORT

FAIR TRADE HAT
SCRAP FABRIC

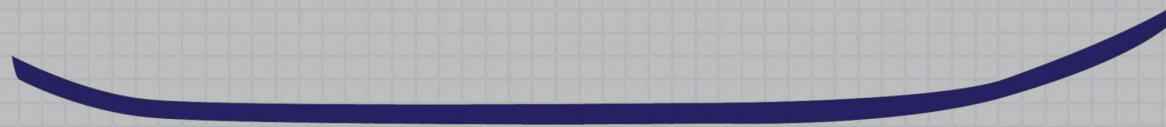


BLOOM USAGE FOR REGENERATIVE
ECO-IMPACT

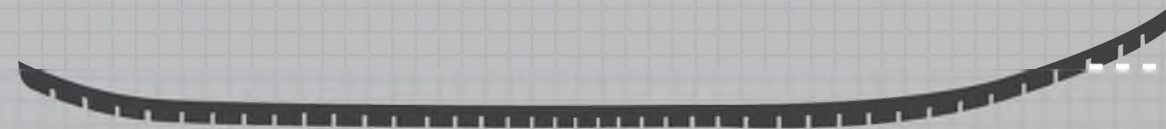
SOLUM RUBBER BIO-TREAD USAGE
FOR POSITIVE NUTRIENT WEAR

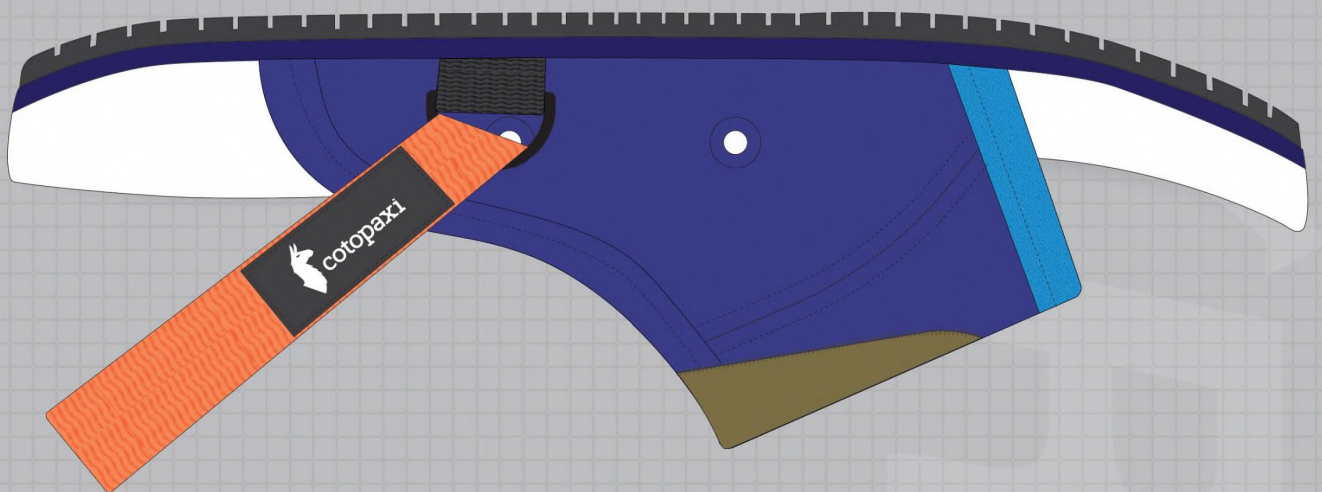
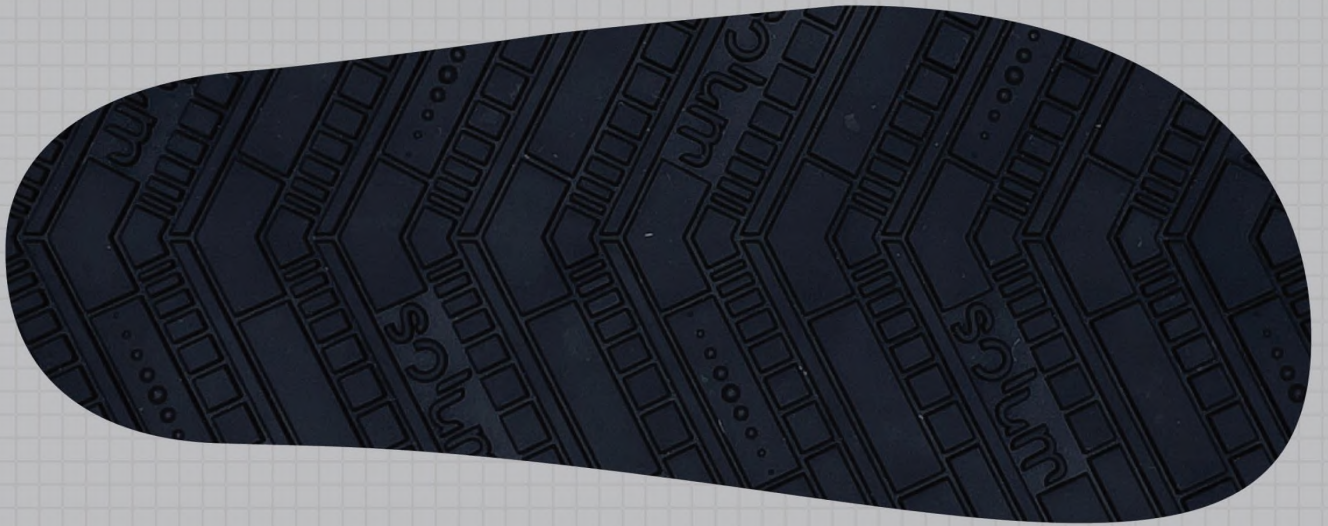


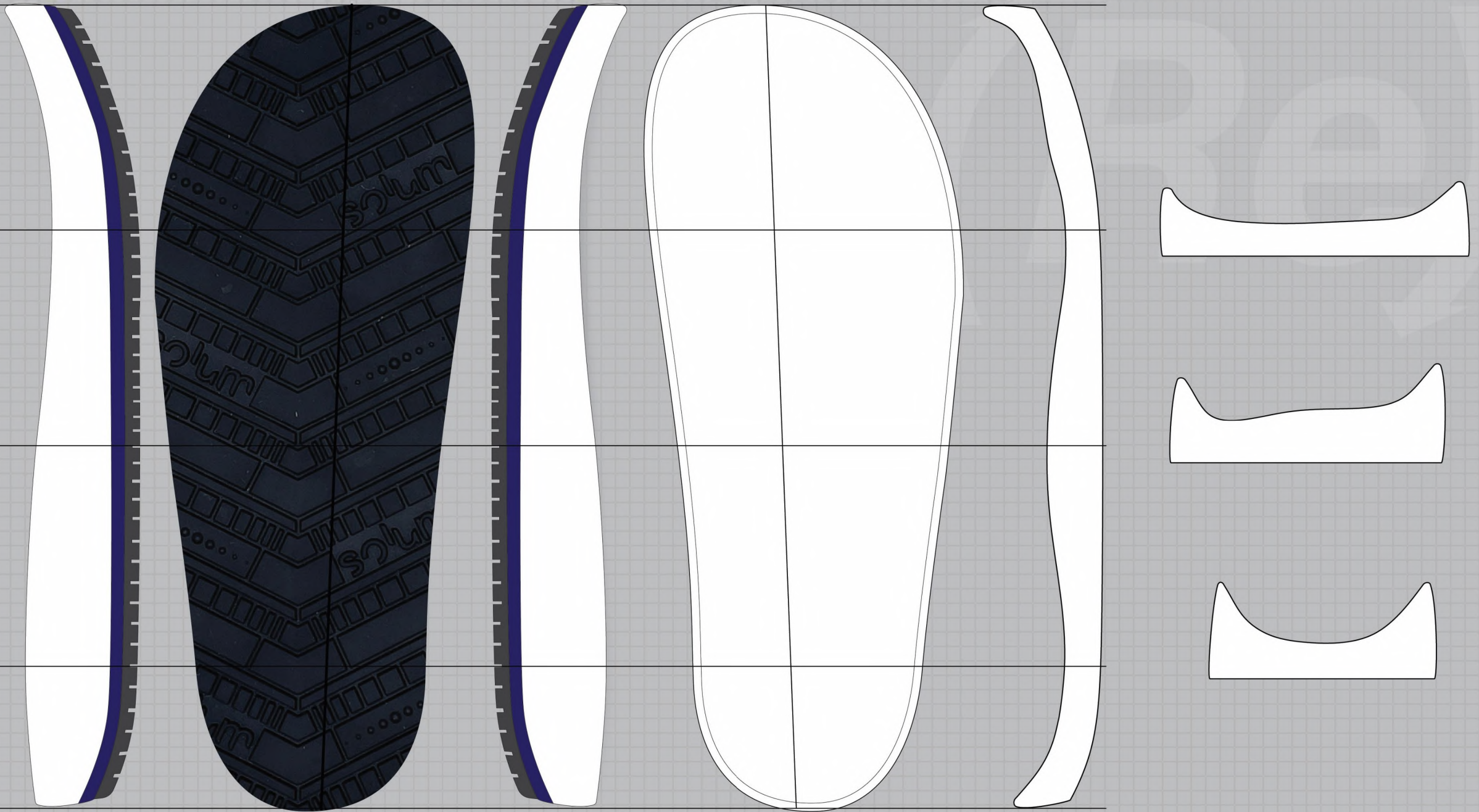
BLOOM FOAM



SOLUM BIO-TREAD









D-RING PIVOT



HEEL SECURITY



INSTEP LOCKDOWN





BREATHABLE
ALLOWANCE



RAPID
ADAPTATION



FORE-FOOT
WATER
PROTECTION



CUFF CINCH



STRAP PLACEMENT



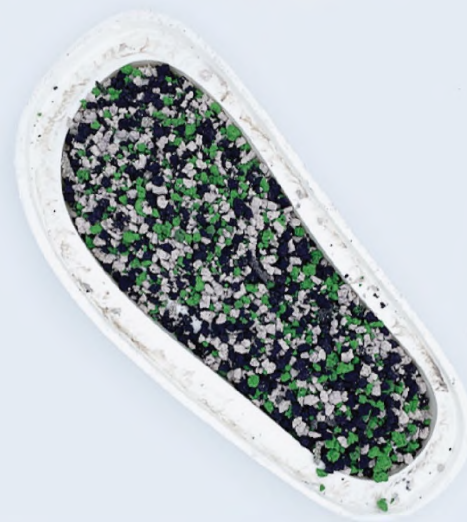
HEIGHT MANAGEMENT



FRONT SEAM ZIP



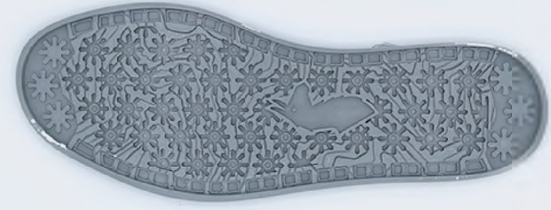
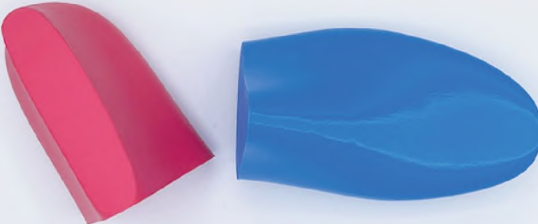




BASIC		SOLE	SOLE
		SOLE	SOLE
WEIGHT	20.5g	SOLE	SOLE
COMSET	SOLE	SOLE	SOLE
SHRINKAGE	SOLE	SOLE	SOLE
RESISTANCE	SOLE	SOLE	SOLE
		SOLE	SOLE
		SOLE	SOLE
		SOLE	SOLE
		SOLE	SOLE
		SOLE	SOLE
		SOLE	SOLE









ADJUSTABILITY

How many different ways can the shoes be stylized?

How many different use cases would the customer use the shoe?





ADJUSTABILITY

Testing the number of wear options for fit and scenario compared to the single lace option of benchmark shoes

1 Option



1 Option



1 Option



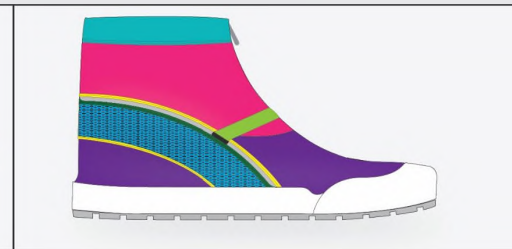
4 Options



2 Options



4 Options





ADJUSTABILITY











WATER RESISTANCE

City Puddles

Moab Stream

Do their feet get wet?

-Walk through wet terrain
5 times for consistency

-Test a fresh pair of socks







WATER RESISTANCE

Using a controlled pool of water, shoes are tested for their ability to keep the foot dry in targeted areas. The trainer being tested in the toe/forefoot area and the boot being fully submerged for 10 seconds. Each sock is the checked for moisture

D
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BOOT

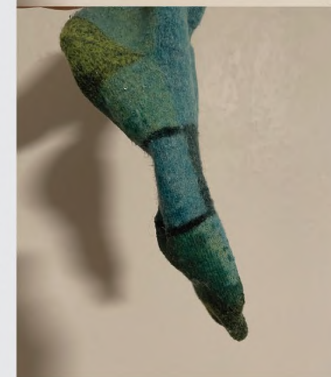


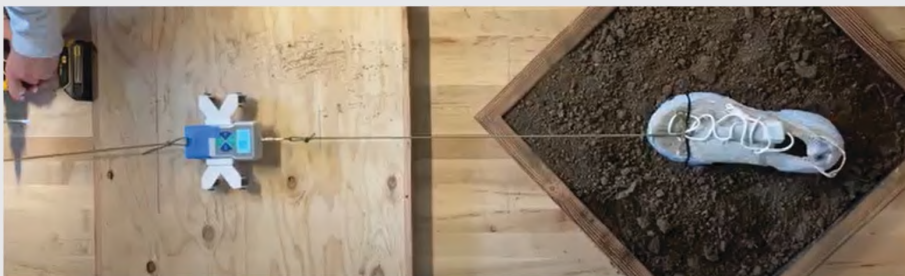
After testing and removing socks from the shoe each foot came out dry and tested positively

TRAINER



REFERENCE OF WET SOCK EXAMPLE



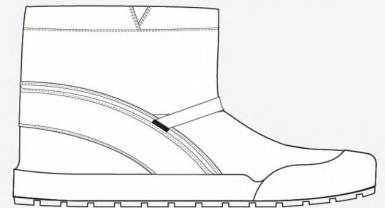
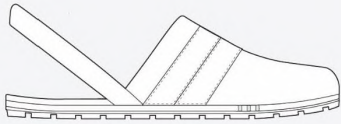
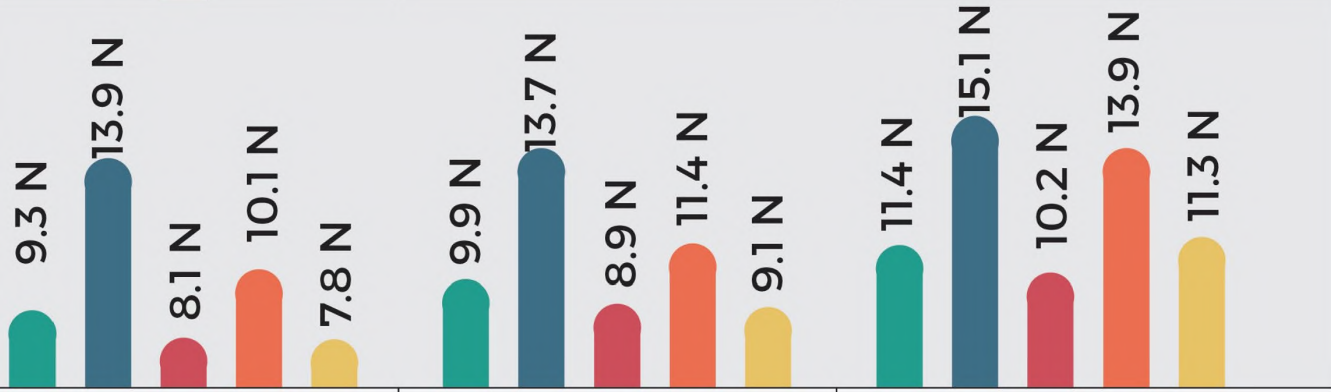
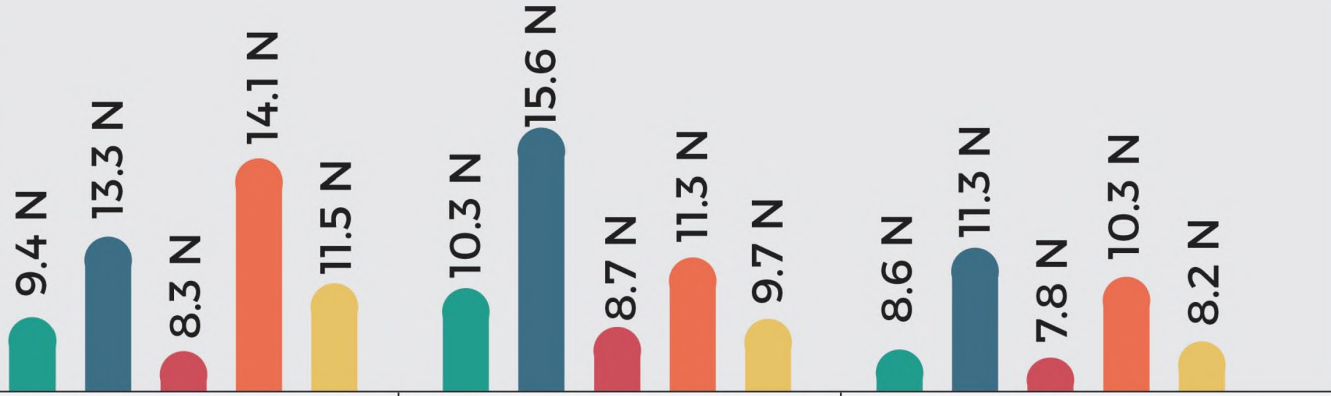


TRACTION

Using a fixed pulley system and force gauge to measure the required Newtons, pull shoes across different set terrain ecosystems to evaluate traction and outsole performance.

Cotopaxi Footwear





Average Peak Force (Newtons)





BREATHABILITY

Using fog machine to run vapor through shoe upper and watch for areas where vapor comes out of shoe.
How long does it take?
How much vapor is there?

0:13 (Min : Sec)
Vapor Level: HIGH



1:17 (Min : Sec)
Vapor Level: MEDIUM





WEIGHT

Using a scale set to Grams measure the entire weight of shoe and tooling. Shoes dry with unaltered appearance.

Cotopaxi Footwear

196 Grams



242 Grams



348 Grams





COMFORT

Subjective comfort scale

How good does your foot feel?

Is this a shoe you would use in
questival type atmosphere?





WEAR TEST





WEAR TEST





WEAR TEST





SWELLING

Can we decrease swelling?

After 5 mile hike can we see a decrease in foot swelling?

Imagery every 10 minutes for an hour period



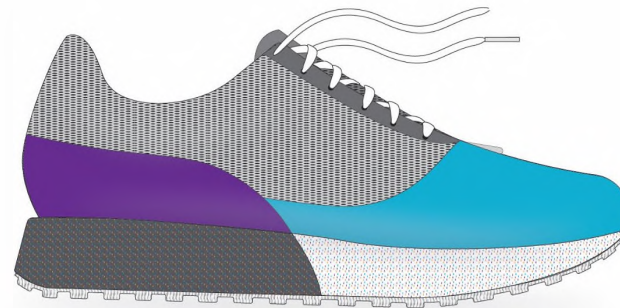


SWELLING/REDNESS

Using imagery of before and after hikes to see visual differences in swelling and redness in forefoot and top of foot-instep area

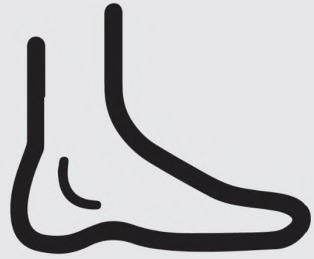


Visual Reference of feet in a relaxed state having not engaged in hiking activity and reference of socks worn in both hikes



Testing was done on the trainer and boot compared against benchmark products of the Space Hippie and Veja Nova





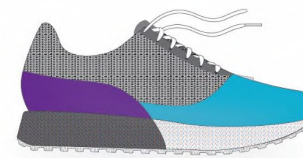
SWELLING/REDNESS

Using imagery of before and after hikes to see visual differences in swelling and redness in forefoot and top of foot-instep area

HIKE #1



LEFT



RIGHT

The left foot is showing more signs of redness/swelling, as well as increased skin irritation

HIKE #2



LEFT



RIGHT

The right foot is showing more signs of redness/swelling, as well as increased skin irritation

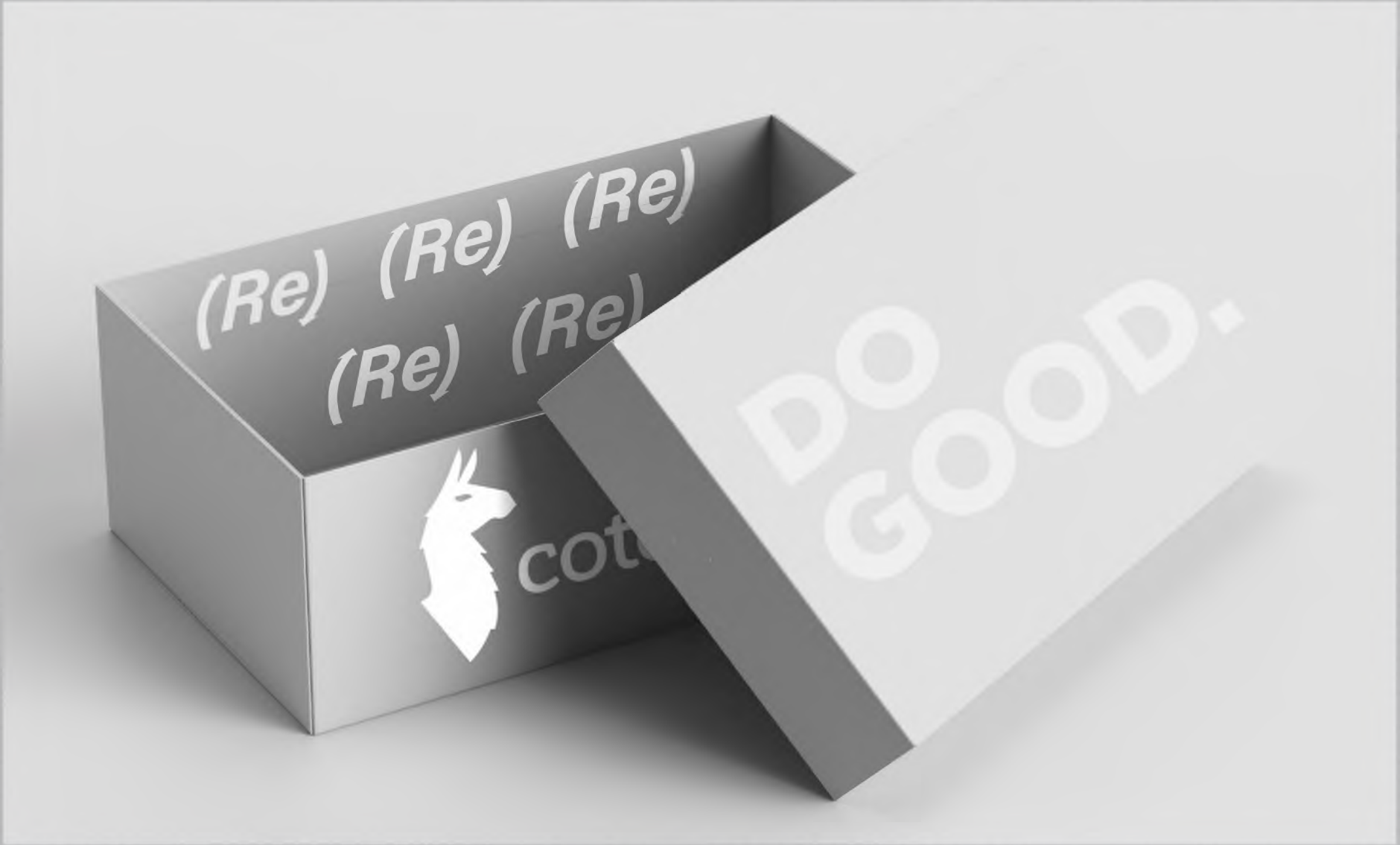




(Re)

**EXECUTION
SUSTAINABILITY
FEASIBILITY**







Annie Agle



Matt Newey



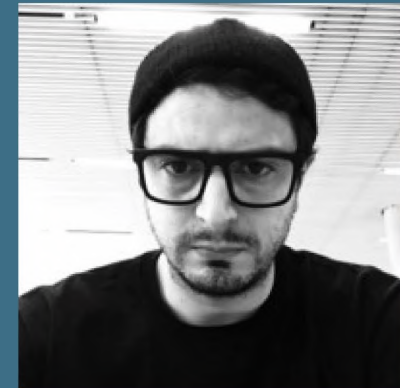
Tom Berend



Tom Kvilhaug



Camee Hymas



Jesus Alvarez

EXPERT

ATHLETE

DESIGN MENTOR



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Tom Berend

“THIS PRODUCT CLEARLY READS AS A COTOPAXI PRODUCT, WITH THE COLOR/MATERIAL APPLICATION IT FEELS FUN AND LIKE SOMETHING YOU WOULD SEE COTOPAXI PRODUCE...”



Tom Kvilhaug

“THIS IS AWESOME. THE COTOPAXI AESTHETIC WAS HIT RIGHT ON POINT. A LOT OF POTENTIAL HERE WITH WHAT COTOPAXI SEE’S IN THE FUTURE OF FOOTWEAR. VERY FUN.”



SENDERO

(Re)Purpose



THANK YOU FRIENDS!