



designing

# shoes

for • industry

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The **Designing Shoes for Industry** workshop is part of the strategic collaboration between Design School Kolding and ECCO. This book was printed with support from ECCO.

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ISBN 978-87-93416-03-1 (printed version)

ISBN 978-87-93416-04-8 (digital version)

A top-down view of shoe design tools on a green cutting mat. In the top left is a blue felt shoe insert. In the center is a blue ballpoint pen. In the bottom left is a white shoe last with '20' and '1/2' written on it. On the right is a large, light-colored shoe last with a purple outline. A pair of purple-handled scissors is partially visible at the bottom right.

designing

# shoes

for • industry

# learning from the professionals

michael frederiksen  
industrial designer

Over the years, the ECCO shoe design project has become an integrated part of the curriculum at Design School Kolding, providing a great number of students with a hands-on design experience which effectively demonstrates the value of some central concepts in the field of design:

## **Working with industry**

Most importantly, the students experience the value of working with industry – learning from the professionals by observing their way of working, having the benefit of their involvement in the design process and listening to their opinion of the results. The extent of ECCO's willingness to involve itself in the school projects is remarkable, providing the students with a rare opportunity to experience the actual work processes in real-life industry through their own practice at an early point in their education.

Today, most design schools seek to establish a closer connection to the professional environments in which their candidates will be working. In this context, the collaboration between Design School Kolding and ECCO stands out as a prime example of the benefits that design students can gain from working with a serious and deeply involved business partner as part of their education.

This year's course brought the unique opportunity for the students of spending a full day at ECCO's extensive prototyping facility in Bredebro, working on their projects with the support of the company's own prototyping experts. Not only meeting these professionals, but doing actual hands-on work together with them, has proven a most enriching learning experience for the students – and one which closely resembles the working conditions they will meet in real commercial life after finishing their education.

## **Cross-disciplinary collaboration**

On top of this, the students are learning from each other – and of course from professional educators such as D'Wayne Edwards and his colleagues from Oregon-based PENSOLE Footwear Design Academy, who have been running the shoe design course this year.

In the course, we ask third-year Fashion, Textile and Industrial Design students to work together in cross-disciplinary groups where none of the members have any previous knowledge about the particular demands and potentials of the shoe as an object for design work. This forces the groups to develop their own take on shoe design with each of the members contributing with concepts and craftsmanship from his or her particular design discipline.

Working in close collaboration with both related design disciplines and experienced professionals from industry puts strong demands on the individual student's ability to cross the boundaries between the design disciplines and to take advice from the professionals while putting the particular competencies of her or his own design discipline into play. As the high design quality of the shoe prototypes in this book show, the students succeeded in striking the subtle balance between their individual artistic freedom and the limitations given by the industry's demand for shoe designs acceptable to the mainstream market.

Having the ability and willingness to work within the restrictions of the market is what distinguishes the professional designer from the amateur or the artist. This book illustrates the level of professionalism which can be achieved when running a school design process close to industry and market – a process which is made possible thanks to the wholehearted engagement of the designers, managers and prototype makers from ECCO.





**andrea** momme  
**louise** skjellerup holst  
**karina** larsen  
**dea** marcela tuns

shoes for **young men** with  
an **urban lifestyle**



**andrea** momme  
**louise** schjellerup holst  
**karina** larsen  
**dea** marcela tuns





**andrea** momme  
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**karina** larsen  
**dea** marcela tuns





**andrea** momme  
**louise** schjellerup holst  
**karina** larsen  
**dea** marcela tuns





# they **design** with their hands

## **Acknowledged Shoe Designer D'Wayne Edwards tests the comfort zone of ECCO and Design School Kolding**

- I can see that the students here are quite physical in the sense that they know far more about the actual craftsmanship than American students. If we in America design with our heads, you here in Kolding design with your hands.

These are the words of internationally acknowledged shoe designer and founder of the ultra-cool PENSOLE Footwear Design Academy in Oregon, D'Wayne Edwards.

For five weeks, he guided 40 students through an intense shoe design masterclass focusing on sketching and prototyping new ECCO models.

### **The Consumer, First and Foremost**

The students were divided into teams of four and their challenge was to approach the job as professionals:

- I believe in learning by doing so I organised the class as a professional growth process. We held the students personally responsible for their projects, and I emphasised that their job was to design for actual consumers, not just themselves. This can be a challenge if you are used to having a distinctly artistic approach. Some students had to adjust to the idea of focusing on specific user needs; however, this is the reality of the market. When they graduate, they will work for companies whose main priority is to sell products.

### **Defined Focus**

Another deliberate challenge that D'Wayne Edwards set up was to have the teams work with specifically defined target groups.

- We distributed the categories Men, Women, Children, Outdoor, and a special category that we called '?' according to a basic chance principle. The challenge was for the students to work within these specific frameworks while maintaining their creativity. In many ways, I think this helped them. Take for instance children's shoes. This category forces you to consider the needs of the children as well as the parents. You must consider the fact that children have a particularly slender foot that puts special requirements on the ergonomics of the shoe. However, it must also be easy to take on and off, and perhaps ideally it should also work as a learning tool for the child to become independent. This gives the creative process a sense of direction that I could see benefitted the students and made them approach the task with a high level of professionalism.

### **Slightly Uncomfortable**

However, the idea was not only to push the comfort zone boundaries for the students. The ambition was also to push the boundaries for the audience at the final presentation. Including the ECCO design team who, as Design School Kolding partners, had front-row seats and jury status at the event.

- We wanted ECCO to feel slightly uncomfortable. The students' job is to challenge the brand, the consumer perception, and the entire approach to making shoes. New ideas emerge by confronting the unknown.

We also played with the idea of how the consumer changes over time; what will he or she desire five years from now? All of this to create a series of presentations that focus on growth and new challenges, says D'Wayne Edwards.













**anne** hagsten le fevre  
**christina maria** tassi di luigi  
**lidia** contreras escobar  
**daniella** zogogiannis

**outdoor shoes** for  
active women



**anne** hagsten le fevre  
**christina maria** tassi di luigi  
**lidia** contreras escobar  
**daniella** zogogiannis





anne hagsten le fevre  
christina maria tassi di luigi  
lidia contreras escobar  
daniella zogogiannis





**anne** hagsten le fevre  
**christina maria** tassi di luigi  
**lidia** contreras escobar  
**daniella** zogogiannis







**esben** lyhne hougaard  
**marcus** r. schjøtt  
**frederik** ingvorsen  
**lotte** hahn kofoed

**captivating** the transformative elements  
in the life of the **future ECCO woman**



**esben** lyhne hougard  
**marcus** r. schjøtt  
**frederik** ingvorsen  
**lotte** hahn kofoed





**esben** lyhne hougard  
**marcus** r. schjøtt  
**frederik** ingvorsen  
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**lotte** hahn kofoed





**esben** lyhne hougard  
**marcus** r. schjøtt  
**frederik** ingvorsen  
**lotte** hahn kofoed





# pop-up traditions & mountain goats

One of the projects that matched ECCO's expectations straight away when the students presented their final projects was a collection for young female consumers.

- We had designed three women's shoes for spring, summer and winter 2019. Yet, in addition, we had prepared a launch of the collection using a portable pup-up shop that you can set up anywhere in the world. We learned a great deal by having to think the project through right from the basic idea to the context in which the consumer encounters the products. We very much appreciated the response that we received from ECCO, says the team comprising Simen Lierhagen, Jens Ole Árnason. Laura Lange and Ann-Sofi Gundtoft Hansen.

Especially the encounter between new and old was extraordinary, says Ejnar Truelsen, Designer in the ECCO Conceptlab:

- The team incorporated some of the old while applying colours in a very interesting way. From an artistic viewpoint this was fascinating but it also shows commercial potential. And I think the whole idea of having pop-up shops is exciting, says Ejnar Truelsen.

## A Safe Sketch

The 2015 shoe masterclass had a double aim: sketching and prototyping. Though the physical model is essential for the assessment of the final designs, the drawing phase is just as important, according to Ejnar Truelsen:

- A good sketch will tell you if your idea will hold. One of the most fundamental aspects of designing is being able to draw and see proportions, so the students will need these skills regardless of their future employment. Therefore, I was

pleased to see the high quality level of this year's sketching phase, says the designer, who also lets us know what he pays particular attention to when it comes to the student projects:

- What is interesting to us is to identify a story that we might recognise at first – but which is told differently. This makes our collaboration with Design School Kolding somewhat of a dream scenario for ECCO because it presents us with alternative products. That is always exciting, he says.

## Insect, Animal, Goat

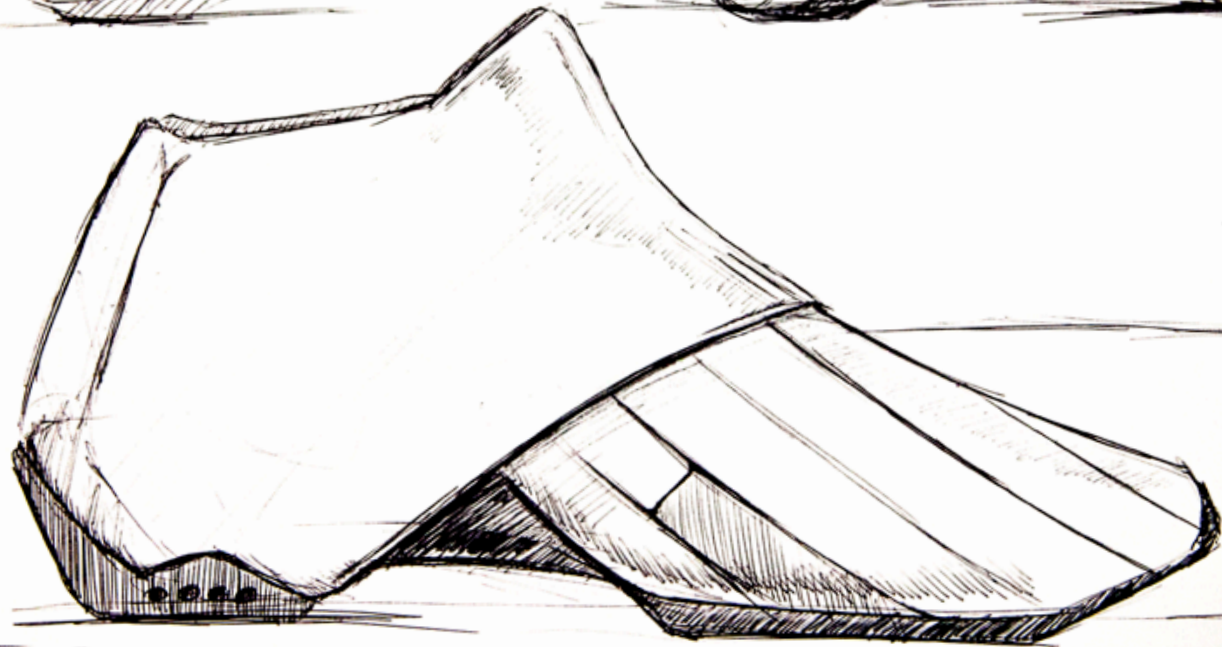
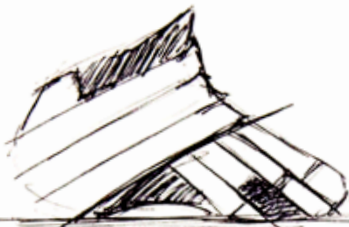
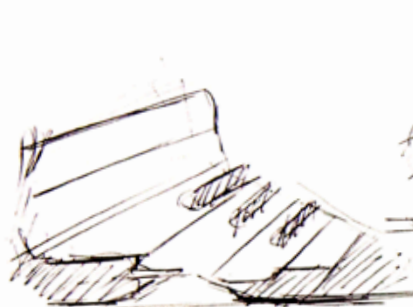
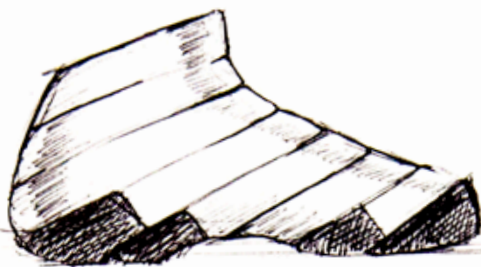
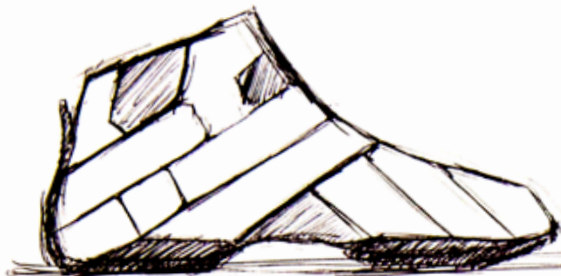
Another team had designed an outdoor women's collection that caught the attention of the professional designers. Based on elements from the animal kingdom, the students have designed a yoga shoe inspired by the architecture of an insect wing, a hiking shoe inspired by animal paws, and a climbing shoe inspired by the anatomy of a mountain goat hoof with a sole that separates at the toe. However, the students did not only focus on the artistic elements. Design student Christina Maria Tassi di Luigi, responsible for the climbing shoe, explains:

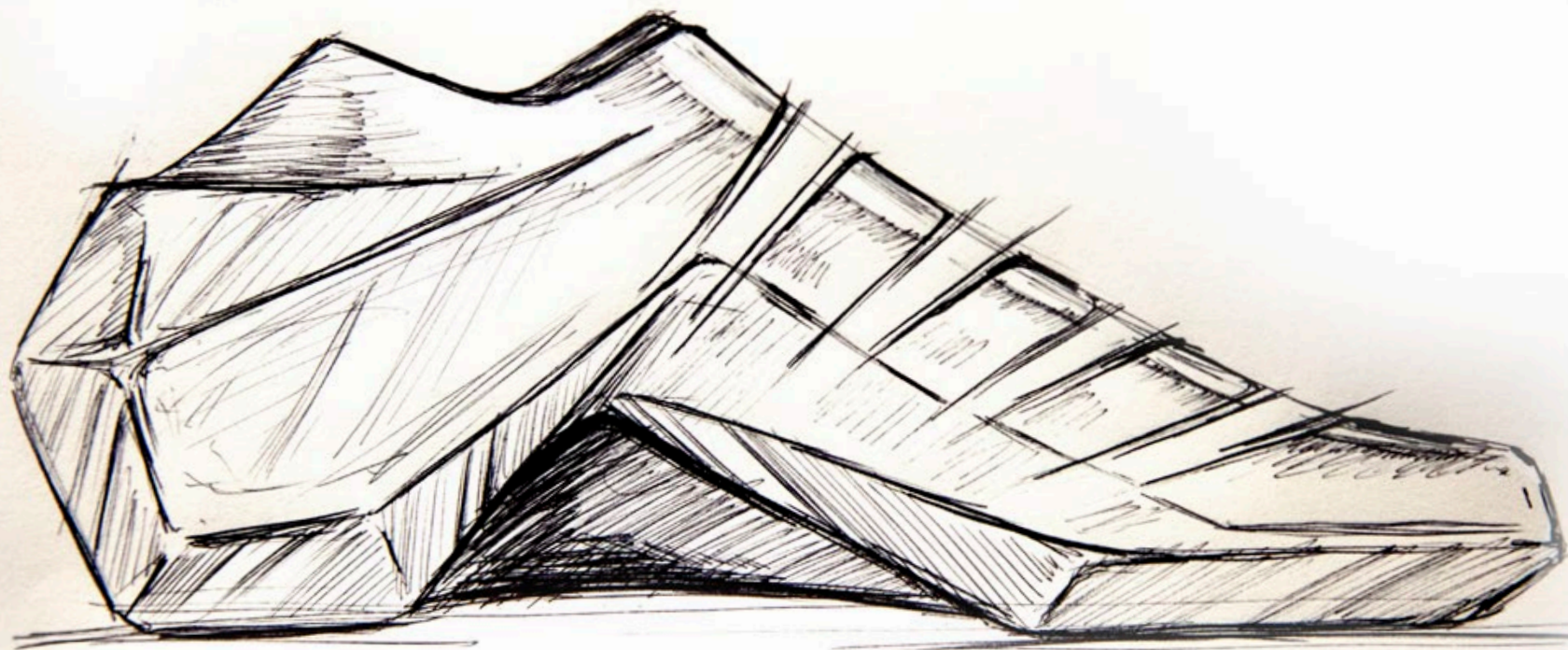
- I learned how important it is to include the commercial aspects throughout the design process. Even when we pitched our designs to ECCO, we had to be painfully clear in our communication of the product and its details in order to 'sell the idea'.

And they succeeded, Ejnar Truelsen confirms:

- The sole in particular was very interesting but the entire process seemed well thought out, from idea to sketching to the final prototype.









● SHOES = IDENTITY

"FASHION FORWARD"

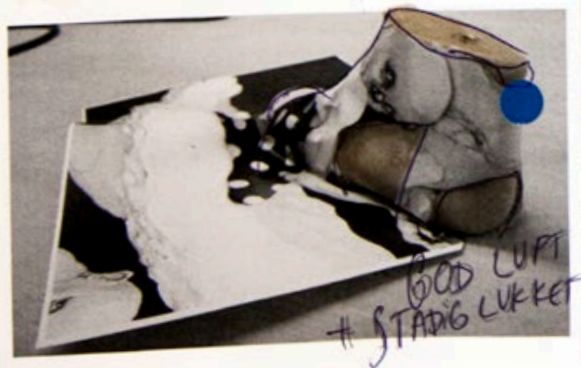
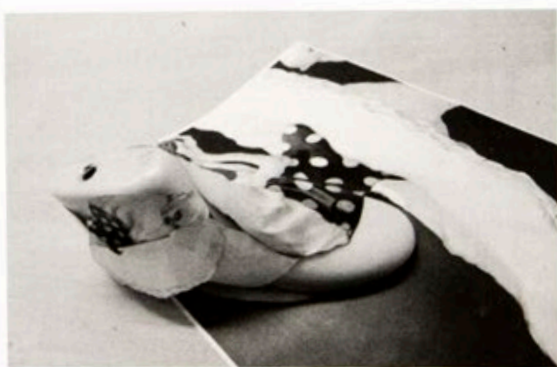
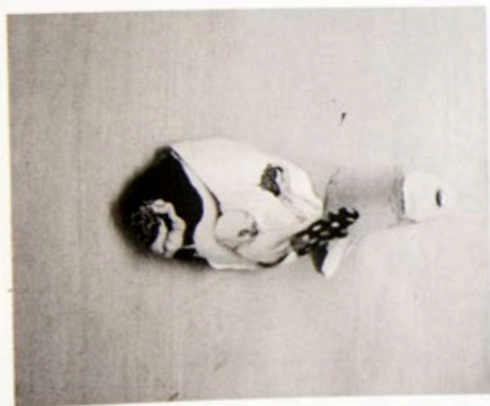
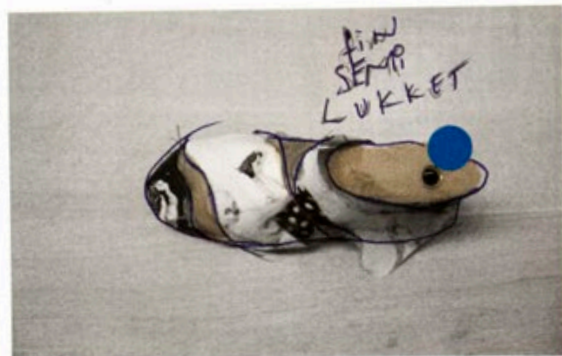
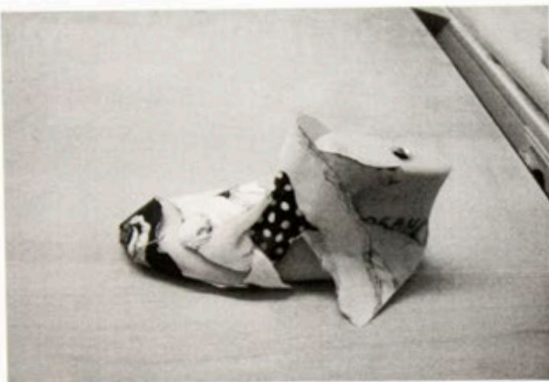
● "TRENDSETTER"

"BREAKIN' THE BOUNDARIES"

● SUCKER FOR  
DESIGN AESTHETICS

OUR CONSUMER

● EXPERIMENTAL  
"DARES TO TRY  
NEW"





**herbert smith**  
**daniel christian** brouner  
**michael molver nissen**

shoes for the **kids of tomorrow**



**herbert** smith  
**daniel christian** brouner  
**michael** molver nissen





**herbert** smith  
**daniel christian** brouner  
**michael** molver nissen







**jens ole** árnason  
**ann sofi** gundtoft  
**simen** løberg lierhagen  
**laura** lange



shoes for young women  
looking for **bold design**



**jens ole** árnason  
**ann sofi** gundtoft  
**simen** løberg lierhagen  
**laura** lange





**jens ole** árnason  
**ann sofi** gundtoft  
**simen** løberg lierhagen  
**laura** lange





jens ole árnason  
ann sofi gundtoft  
simen løberg lierhagen  
laura lange





jens ole árnason  
ann sofi gundtoft  
simen løberg lierhagen  
laura lange





# far-reaching shoe creations

- We look for ideas, concepts and notions that excite our interest and therefore have a commercial potential. Or simply shoes that are created in new and innovative ways, says Jakob Møller Hansen, Vice President for R&D at ECCO, after attending the student presentations. Sketching and prototyping have been the focal point of the 2015 masterclass and the projects have turned out very differently.

## Striking Projects

Based on specific user needs, the ten teams presented their ready designs to the ECCO designers, and the diversity volume was set to max: from sandals with special technical socks, to men's shoes specifically for urban use, and an ergonomic leg brace for elderly users.

The projects were striking both as sketches on the big screen and as tangible prototypes. Target groups, distribution patterns and packaging types were challenged as well.

This is the fifth time that ECCO encounters the students' shoe creations live, and every time the experience is different, says Jakob Møller Hansen:

- The students' work is interesting because they each have their own approach to shoe design, which makes them see our products in new ways. At the same time, I think the students sense that we take them seriously, and that reflects in their work, he says.

## Valuable Setting for Talent

Design School Kolding's unique partnership agreement with ECCO allows current and future shoe designers to exchange ideas through a tailored masterclass. The partnership means a great deal to Design School Kolding as well:

- The agreement provides the students with an excellent setting for using their creativity and valuable insight into the specific discipline of shoe design even during the Bachelor programme. Thanks to ECCO, we are able to develop the talents of a new generation of shoe designers and do so with ambition, says Elsebeth Gerner Nielsen, Rector of Design School Kolding.

ECCO also receives a boost of energy and new inspiration during days like these when students present their designs. It benefits the development work and ECCO as a whole.



PFAFF

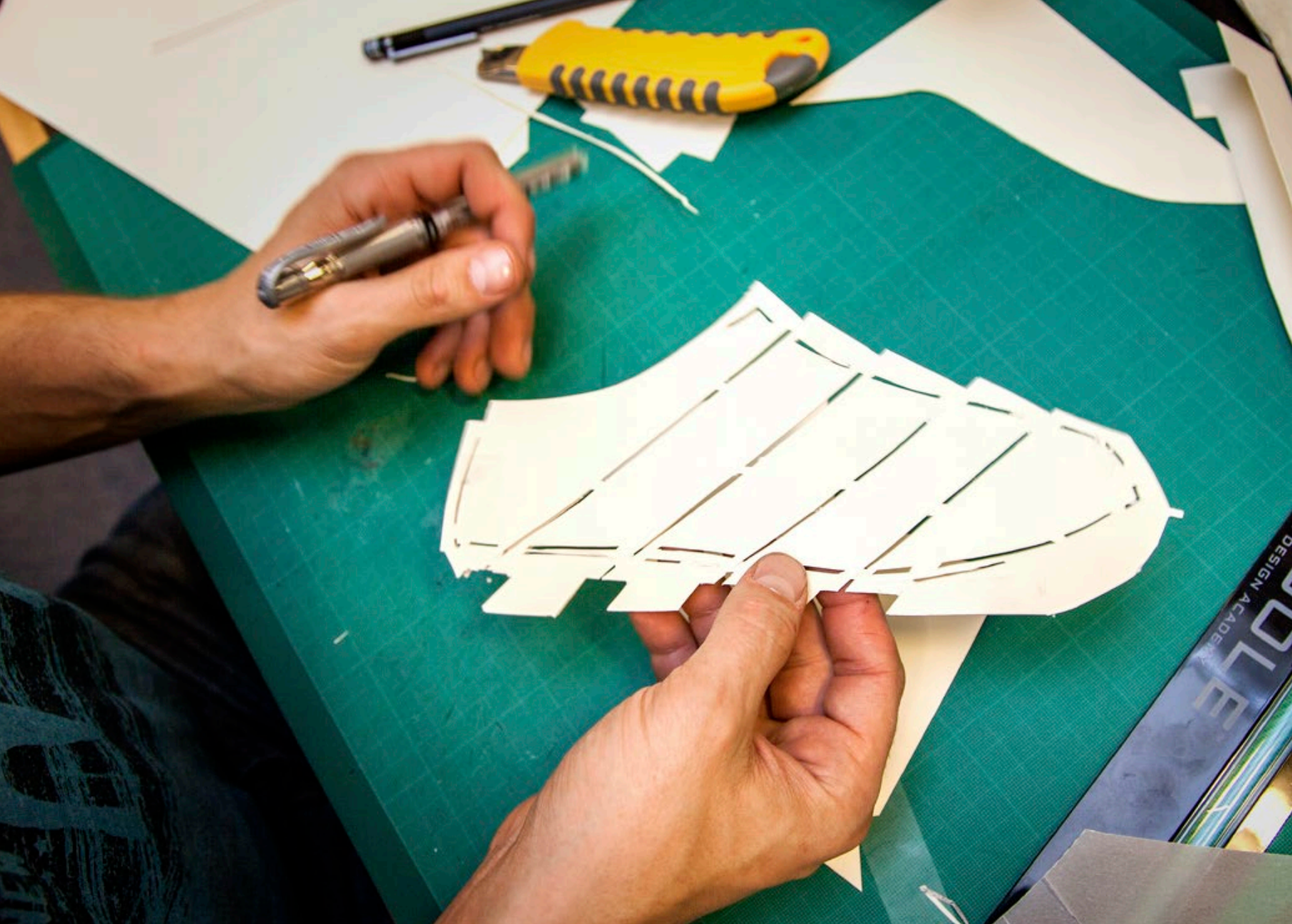
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SS STANDARD | eccc













**liv marie** rømer  
**marta** heidarsdottir  
**nanna** stech  
**rikke may** vorm

**sandals** and **socks**  
to go with them



**liv marie** rømer  
**marta** heidarsdottir  
**nanna** stech  
**rikke may** vorm





**liv marie** rømer  
**marta** heidarsdottir  
**nanna** stech  
**rikke may** vorm





**liv marie** rømer  
**marta** heidarsdottir  
**nanna** stech  
**rikke may** vorm





**liv marie** rømer  
**marta** heidarsdóttir  
**nanna** stech  
**rikke may** vorm







**mar** español  
**ida** brams jensen  
**anne-line** bo stefansen  
**katinka** melchiorson  
**ani** iskandaryan

**outdoor luxury**  
performance shoes



**mar** español  
**ida** brams jensen  
**anne-line** bo stefansen  
**katinka** melchiorsen  
**ani** iskandaryan





**mar** español  
**ida** brams jensen  
**anne-line** bo stefansen  
**katinka** melchiorsen  
**ani** iskandaryan





**mar** español  
**ida** brams jensen  
**anne-line** bo stefansen  
**katinka** melchiorson  
**ani** iskandaryan





**mar** español  
**ida** brams jensen  
**anne-line** bo stefansen  
**katinka** melchiorsen  
**ani** iskandaryan





## in their **element**

For the first time ever, the class of 2015 shoe designers were allowed to enter ECCO's sacred and rarely accessible production unit and work with ECCO's team of seamstresses and designers at an intense one-day workshop.

- We wanted to show the students what our possibilities are, so we decided to make the entire machinery and all of our competences available to them. This enabled them to test a few things, explains Jacob Møller Hansen, Vice President for R&D at ECCO.

- Some wanted help with details, others had bigger issues but all of the students were in their element, adds Ejnar Truelsen, Designer at ECCO Conceptlab.

### **Joy at the Last**

One of the people who was there to witness the students' amazing one-day journey was Michael Frederiksen who is industrial designer and guest lecturer at Design School Kolding:

- Everyone showed up well prepared. The teams brought sketches and mock-ups of lasts and distributed them among the employees. The prototype makers gave plenty of advice and asked about the young people's intentions. This resembles the ordinary way of working where designers always rely on the recommendations of the technical staff. Afterwards they all sat together in the large workshop sewing and cutting

leather, he says, and describes how with each passing hour, one promising prototype after another emerged:

- They mainly produced upper parts from the huge bucket of materials, leather, fabrics, buttons, holes and shoelaces that ECCO made available to them. As the day progressed, you could see the students and the staff bonding. It was a joyful experience, he says.

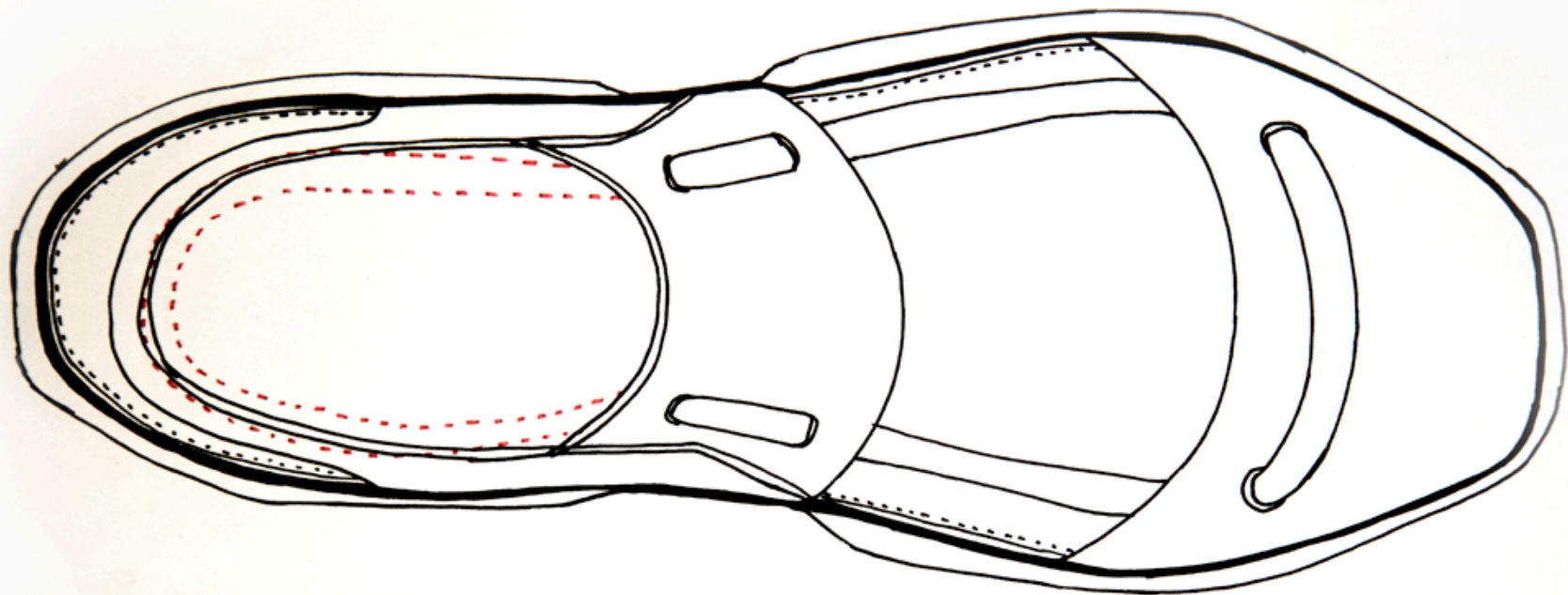
### **Putting Projects into Perspective**

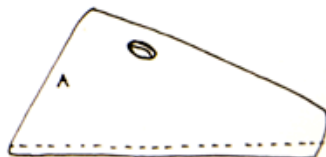
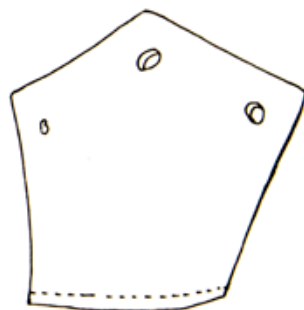
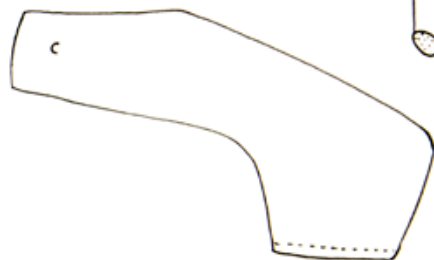
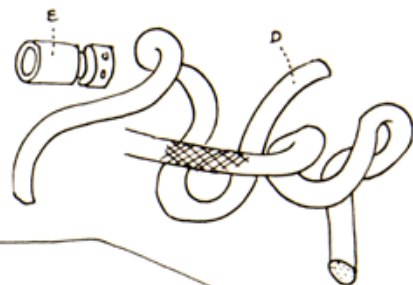
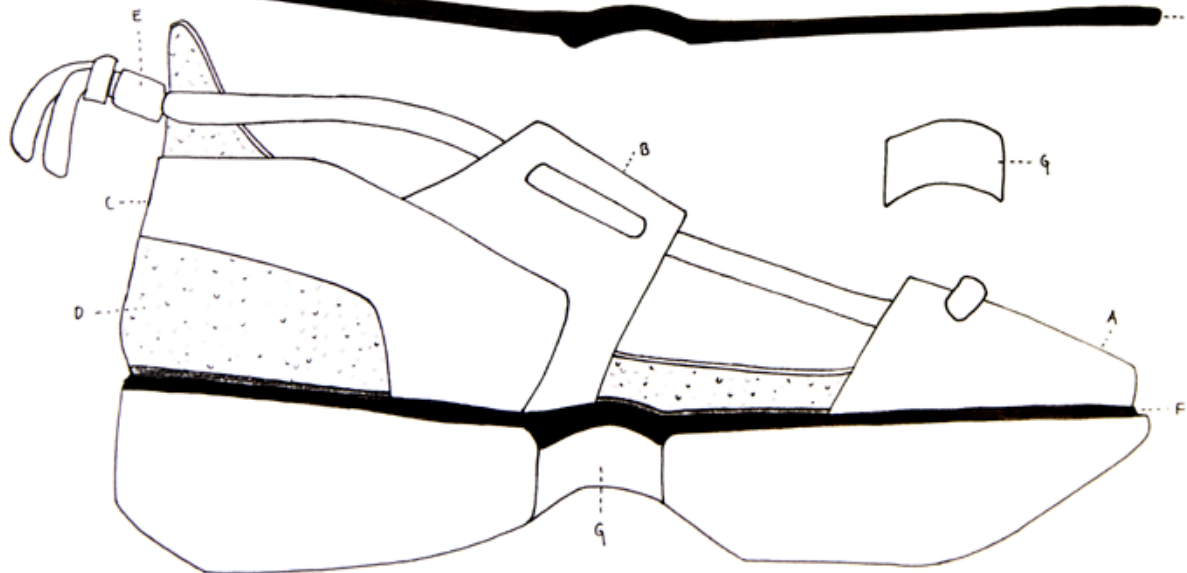
The joy of working together was mutual, says Jacob Møller Hansen from ECCO:

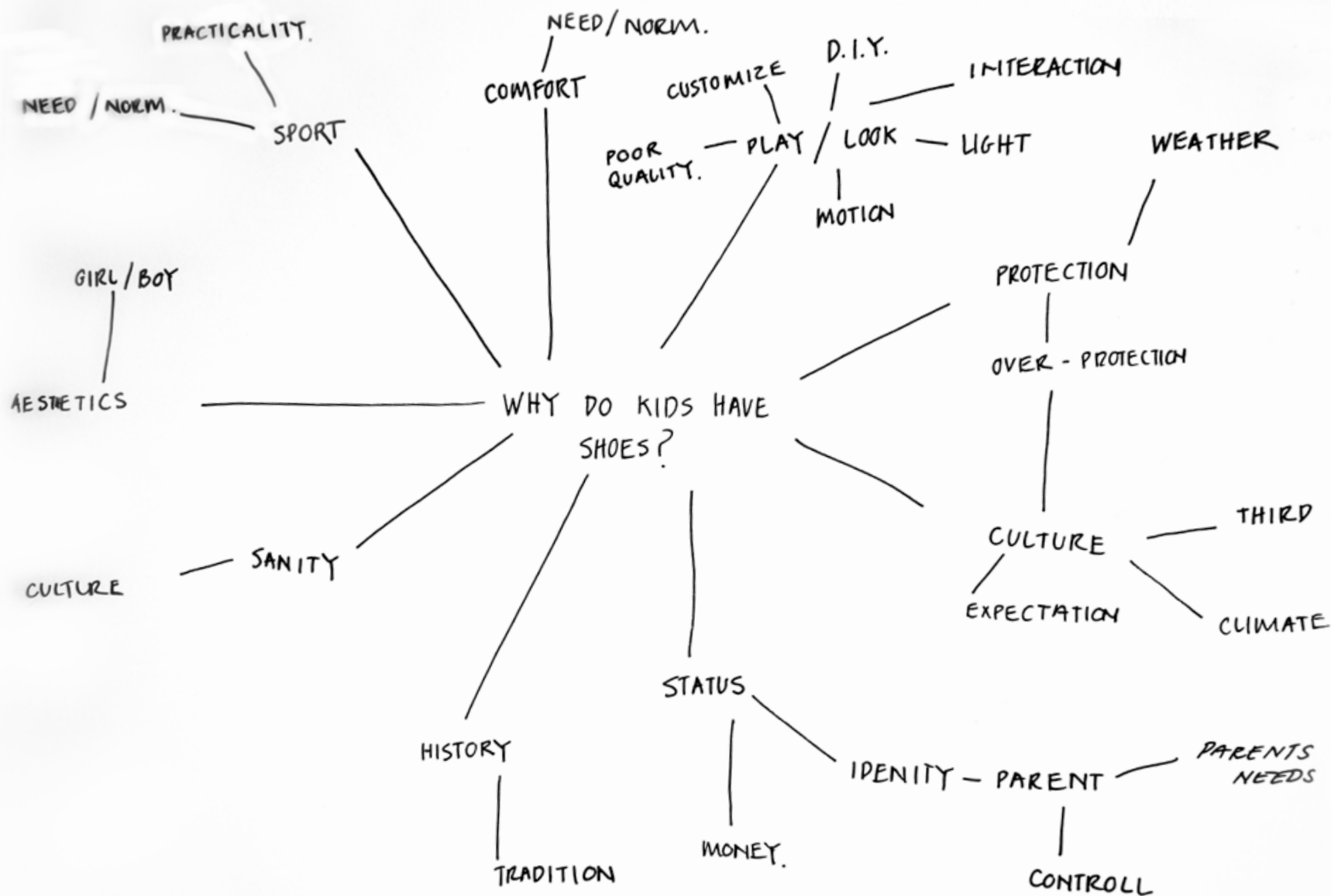
- Our employees thought it was great to try something new. The students asked some simple questions that made us think about the way we do things. The immediate feedback from the students was that we had spotted their needs and opened their eyes to what is possible.

Design School Kolding is thrilled about the unique opportunity for the students to work directly with ECCO:

- Making an entire department available for a whole day's work shows how much ECCO wants this collaboration. Seeing how the work is done in real life gives the students a completely new perspective on their projects, says Helle Graabæk, Head of Textile Design at Design School Kolding, and in charge of organising the masterclass.









**matej** kebric  
**sky lucy** young  
**ditte marie** fog ibsen  
**tine** tourell søderberg

**flexible, durable,  
fun** shoes for kids



**matej** kebric  
**sky lucy** young  
**ditte marie** fog ibsen  
**tine** tourell søderberg





**matej** kebric  
**sky lucy** young  
**ditte marie** fog ibsen  
**tine** tourell søderberg



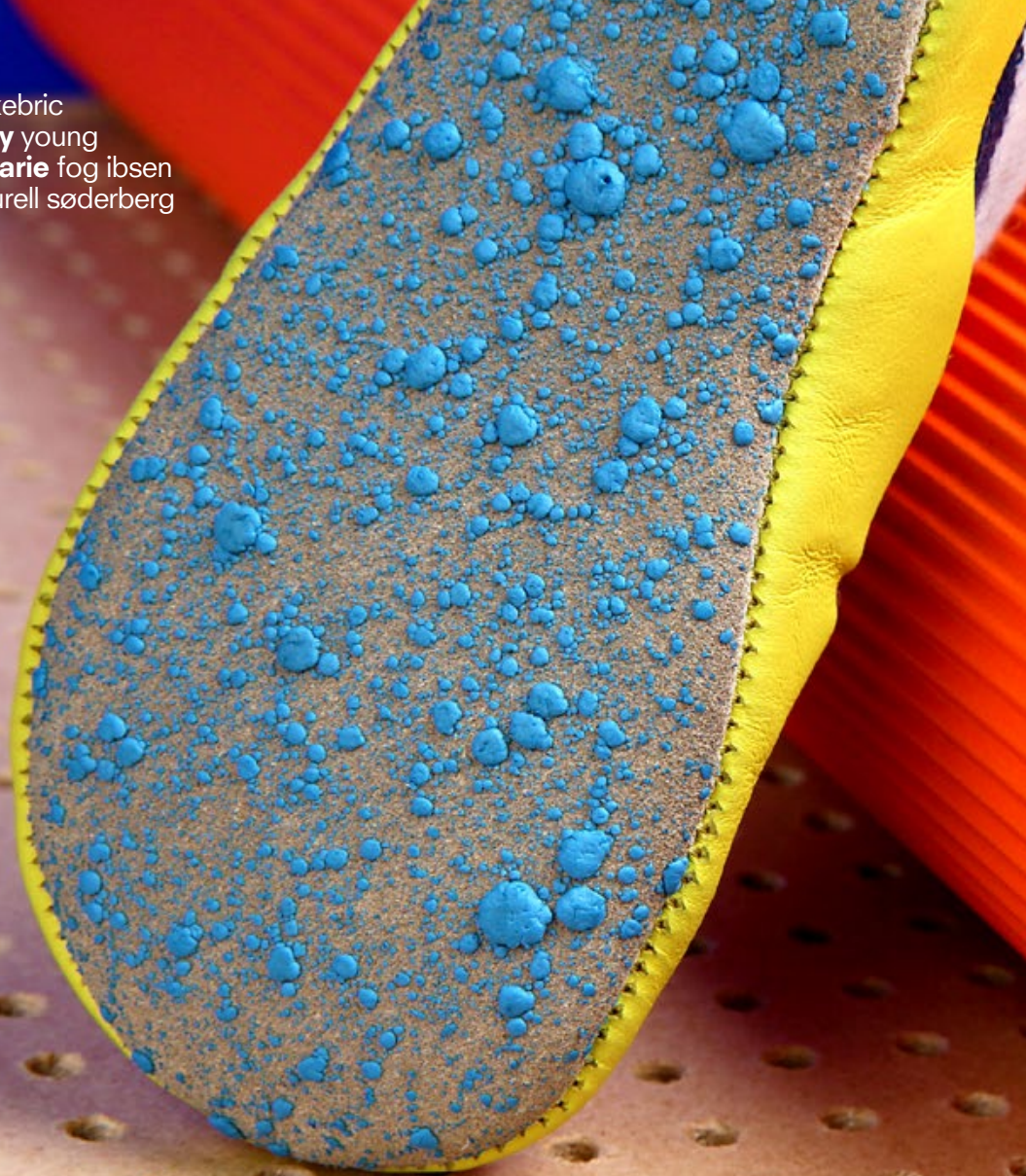


**matej** kebric  
**sky lucy** young  
**ditte marie** fog ibsen  
**tine** tourell søderberg





**matej** kebric  
**sky lucy** young  
**ditte marie** fog ibsen  
**tine** tourell søderberg





**mikkel** h. mikkelsen  
**kirstine** dahl hammershøj  
**nanna** b. graversen  
**olivia** hetman



**collapsible** shoes  
for the **suitcase**



**mikkel** h. mikkelsen  
**kirstine** dahl hammershøj  
**nanna** b. graversen  
**olivia** hetman





**mikkel** h. mikkelsen  
**kirstine** dahl hammershøj  
**nanna** b. graversen  
**olivia** hetman





# a special talent for shoes

## **Unique collaboration between ECCO and Design School Kolding fosters the shoe designers of tomorrow**

There is only one place in Denmark that you are able to study and specialise in Shoe Design, and that place is Design School Kolding.

Thanks to a collaboration agreement with ECCO, the school is able to nurture the talent of the shoe concept makers of the future – on Danish soil. Something that benefits the industry at large, says Jakob Møller Hansen, Vice President for R&D at ECCO:

- Actually, the shoe industry is about the size of the textile industry, yet somehow the students have not been that much tuned in on us. Manufacturing shoes is a very technical craft and therefore slightly less accessible. We are therefore pleased that this collaboration enables us to introduce future designers to the world of shoes and all that it represents.

### **Plenty of Growth**

Rector at Design School Kolding, Elsebeth Gerner Nielsen, is equally pleased about the long-term aspects of the collaboration:

- When you look at the number of shoe manufacturers out there, it is actually striking that Denmark has not had a programme for educating shoe designers sooner. Our partnership with ECCO is therefore unique.

The agreement supports our design education and our development activities concerning shoes. At the same time,

the specialisation is very beneficial to our students because they learn about materials, form giving and construction from one of the leading players in the market.

Finally, the collaboration benefits everyone involved on an overall level because it creates new and interesting opportunities for growth when young capacities contribute their ideas and concepts, she says.

### **New Jobs**

Indeed, new opportunities is a focal area concerning students, says Helle Graabæk, Head of Textile Design at Design School Kolding:

- The students study Industrial Design, Fashion Design as well as Textile Design. Since ECCO became a collaborating partner, we have integrated shoe design in our curriculum. The entire programme is a revelation that has opened the students' eyes to the vast career opportunities within shoe design.

In this regard, the collaboration has already borne fruit, Jakob Møller Hansen confirms:

- Thanks to the collaboration, we have been able to take on new talented designers, and not least, we have been able to recruit on a completely new foundation because, during their education, we have been able to show the students who ECCO is. They have seen that we take them seriously, that we take our customers seriously, and the collaboration in general has enabled us to create a positive experience around our brand and our products.













**trine** tronhjem  
**line** nygaard jensen  
**julia** sand  
**jakob** bladt

shoes **customizable**  
beyond colour



**trine** tronhjem  
**line** nygaard jensen  
**julia** sand  
**jakob** bladt





**trine** tronhjem  
**line** nygaard jensen  
**julia** sand  
**jakob** bladt





**trine** tronhjem  
**line** nygaard jensen  
**julia** sand  
**jakob** bladt





## Learning from the Professionals

Over the years, the ECCO shoe design project has become an integrated part of the curriculum at Design School Kolding. It provides a great number of students with a hands-on design experience which effectively demonstrates the value of working with industry – learning from the professionals by observing their way of working, having the benefit of their involvement in the design process, and listening to their opinion of the results.

This book illustrates the level of professionalism which can be achieved when running a school design process close to industry and market – a process which is made possible thanks to the wholehearted engagement of the designers, managers and prototype makers from ECCO.