



design
school
kolding

DK:

great migration

ecco®

shoes & bags for

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shoes & bags for the great migration

education up close

by Lene Tanggaard
Rector of Design School Kolding

At Design School Kolding we are deeply dependent on collaboration with the world around us. ECCO is one of the companies that we have worked with the longest. The partnership makes it possible for us to offer high-quality education delivered by top shoe designers from around the world together with our own teachers. The collaboration is an opportunity for our students to learn, and we know for a fact that the inspiration goes both ways.

This year the student teams have worked from the same creative brief as ECCO's own shoe designers. This means that ECCO made their creative presentations on trends, colours, materials as well as customer, market and competitor analyses and much more available to the teams, so that they could experience 1:1 what it is like to work from a brief, just as professional shoe and bag designers typically do in an international company.

This year, each team was assigned a mentor from ECCO (a designer within their specific product group) to guide them with knowledge and expertise in relation to their collection. This very real-life supervision of their projects was certainly an eye-opener for most of the teams. A large part of the supervision was about how to communicate your project professionally and how to engage in professional dialogue. The groups gained new perspectives on collaboration by working closely with designers who are not used to being pedagogical, but who perhaps say things a little more 'straight out of the box'. Last, but not least, this year there has been a great focus on not only creating a product but creating a whole story and an experience around the product, so that the product is put into context.

According to the teachers, the student projects reached a new level this year. They were extremely thorough, innovative and both technically and digitally well executed.





natalie dupont
caroline nicholaisen bille
astrid randel dige
thilde laursen
philip johannesen

a **backpack collection** for adventuring into unknown parts of the world and finding a **connection to your roots**

bag to the roots



We created a backpack collection that consists of three different backpack designs. It is derived from adventuring into unknown parts of the world and finding a connection to your roots. The collection is called *Bag To The Roots* and it combines transformation, softness, comfort and style to make your travels safe and worry free.

All of the backpacks are designed to fit multiple body types and genders. The targeted user groups are the young and the mature adult. The intended usage for the young persona is safe travel when discovering yourself, and for the mature user when rediscovering yourself. They all surround your body and can be adjusted with strings. The bags are designed for multifunctionality and for being useful and practical in a variety of environments

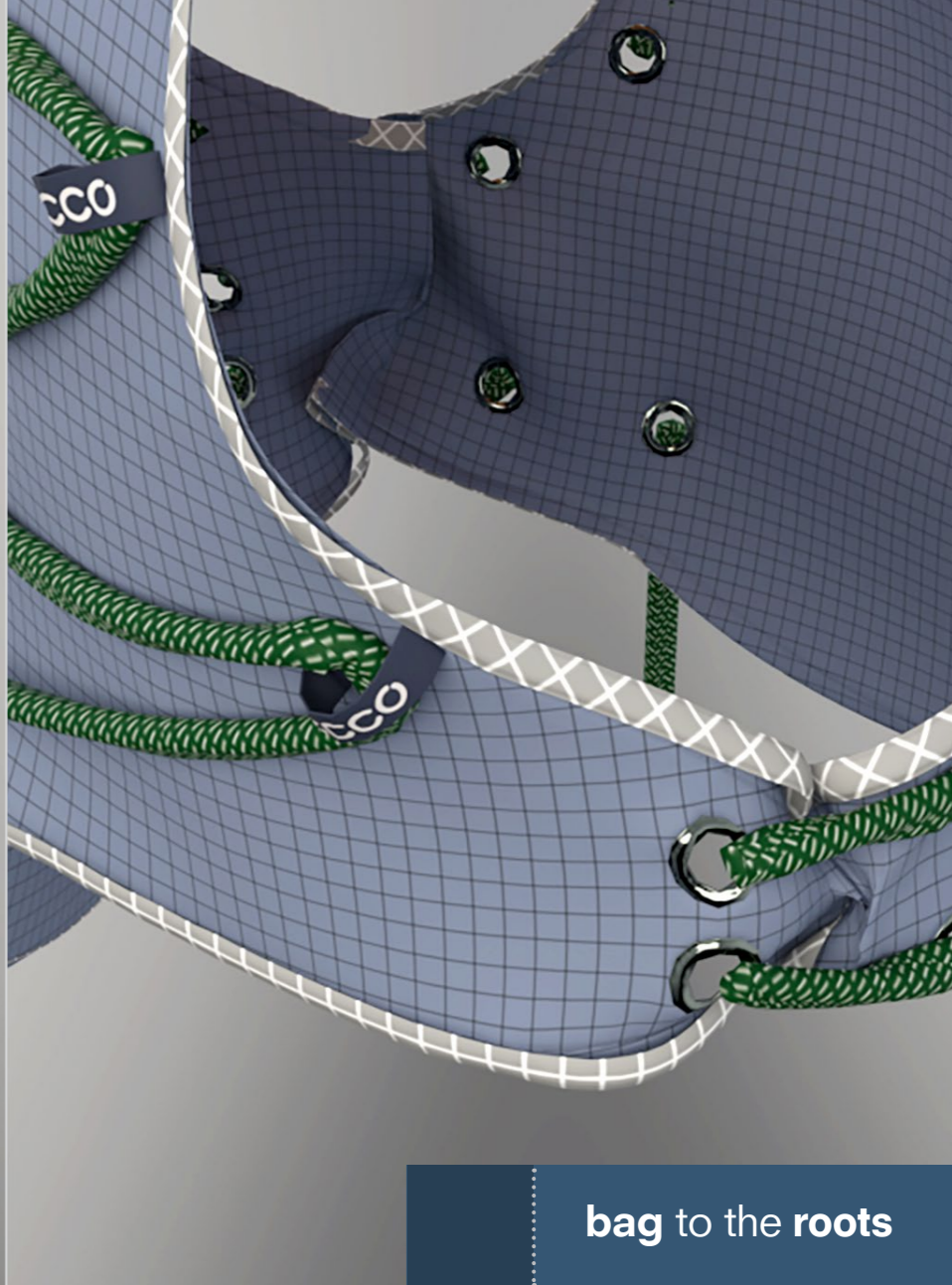
Our collection of backpacks uses durable functional textiles, which have the strength to be used over time and in different environments. With tightly woven fabrics, we prevent dust and water from penetrating the fabric. Comfort is key, which is why we have created the backpacks with a comfortable fit made of soft shock-absorbing textiles.

The colors are closely related to the materials, drawing inspiration from the environments our users are traveling through. Rain, a cloudy day, snow, a pop of sunshine.

The backpacks have an extended digital app function. The app can track your route and is meant as an encouragement to go out and explore. Since it is a backpack you will keep for a lifetime, the app contributes to the sustainable aspect through the embedded storytelling, creating a bond between product and user and therefore prolonging the backpack's overall lifespan.

The mixture backpack is for wearing like a piece of clothing. It becomes a part of your body and makes it easy for you to move around freely. It stores all the essentials for a long day trip. The back has a hidden anorak inside a small pocket, making the backpack a great companion in all sorts of weather.

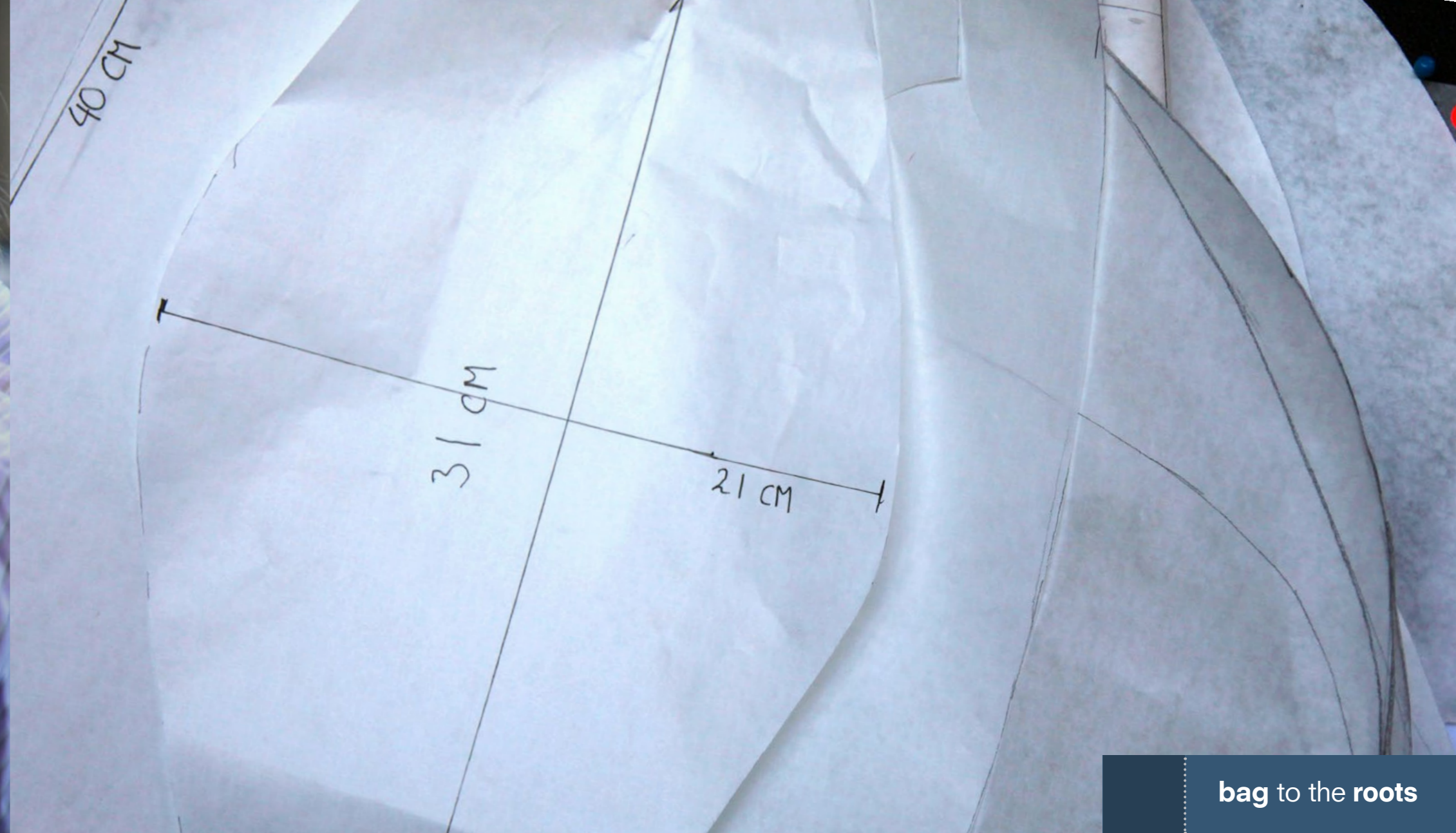




the essence of the design is the feeling of being **rooted**
and safe while wearing the backpack in undiscovered
territory, driven by an urge to **rediscover yourself**



bag to the roots



The mothership backpack carries all the necessary belongings for the entirety of your journey, giving you easy access to all of them. It is equipped with a long hooded cape to protect you in harsh weather conditions.



bag to the roots



The market backpack is worn like a vest, intended for the quick city or terrain trip where you carry only the bare necessities with you. It has a small hidden hood on the top to protect you from light rain.



mathilde grelck
troels tofft
sofie malkina mohr hansen
bolette julie bisgaard

targeting a new consumer group with high-end,
exclusive shoes with a young and contemporary feel

the heroine



Our collection *Heroine* is targeted towards a new and for ECCO Shoes untouched potential consumer group looking for high-end, exclusive products with a young and contemporary feel. These consumers are highly aware of aesthetics and pick each wardrobe item with care and great attention to detail. Their current wardrobe contains new and thrifted items from brands like Ganni, Saks Potts, Prada, Cos and cool items they find on Trendsales.

To accommodate their taste, there will be an online and digital personalizing option, giving the customer a choice of selected materials and colors, ensuring that their new shoes fit both their feet and personality perfectly.

We have designed a limited edition collection to echo our target group's need for exclusivity, incorporating an authentic silver logo imprint in the lining to further underline this. Attention to detail is an important aspect of capturing this market, so naturally that includes the unboxing experience of the product. We have designed a box with a modern look with luxurious satin dust bags and the collaboration logo as a silver statement on the front.

This new collection will be launched in an ambassador campaign featuring journalist and influencer Anna Lin, a short video commercial formatted for medias like Instagram, a pop-up store entirely dedicated for this collection, since there is a slight stigma attached to the current ECCO stores that can be hard for our target group to overcome..

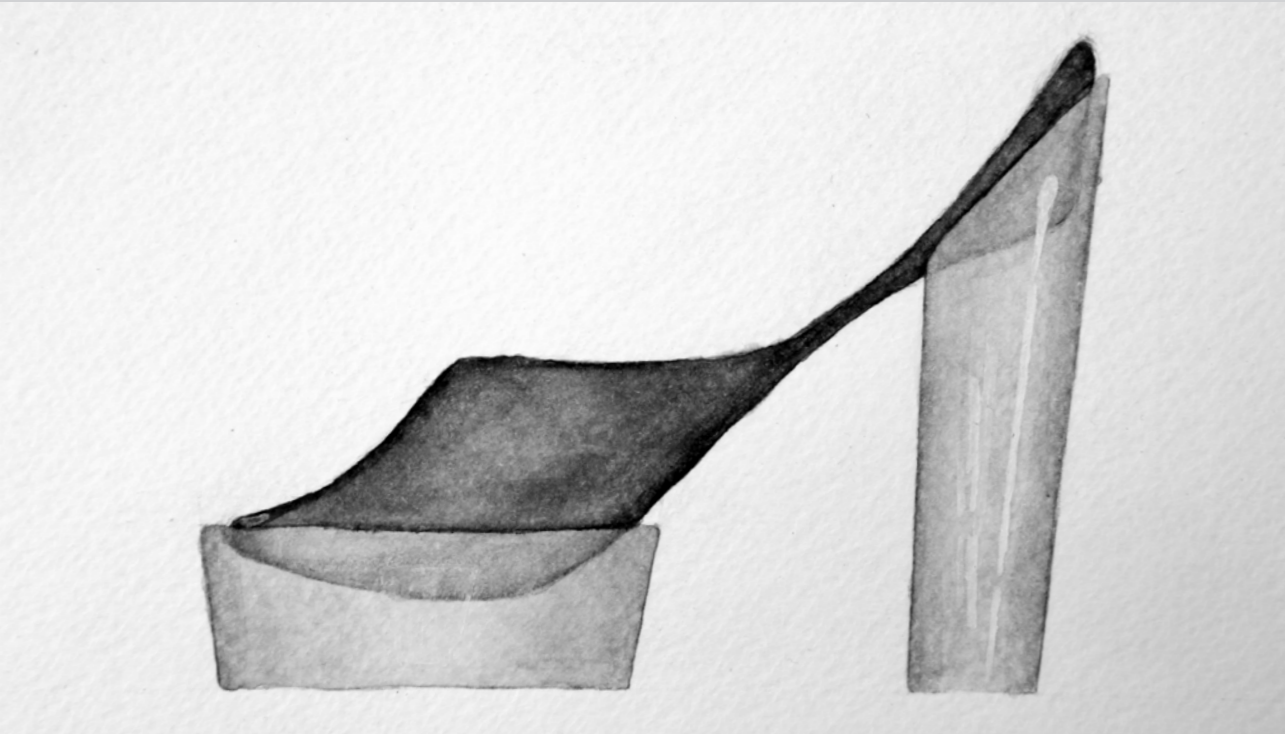
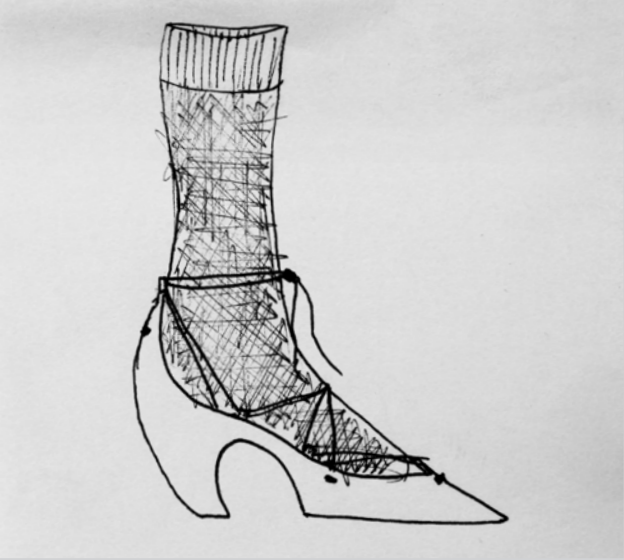
Our shoe collection consists of three shoes: our market shoe *Yzma*, mixture shoe *Shego* and mothership *Malavia*.



Yzma comes in two options, both high shine silver leather and black lacquer leather including a selection of neon leather laces in green, pink and orange to match each shoe. It consists of three panels of leather and a mesh with black piping sewn in between. The neon laces are held in place in loops through a patch on the heel.



the heroine

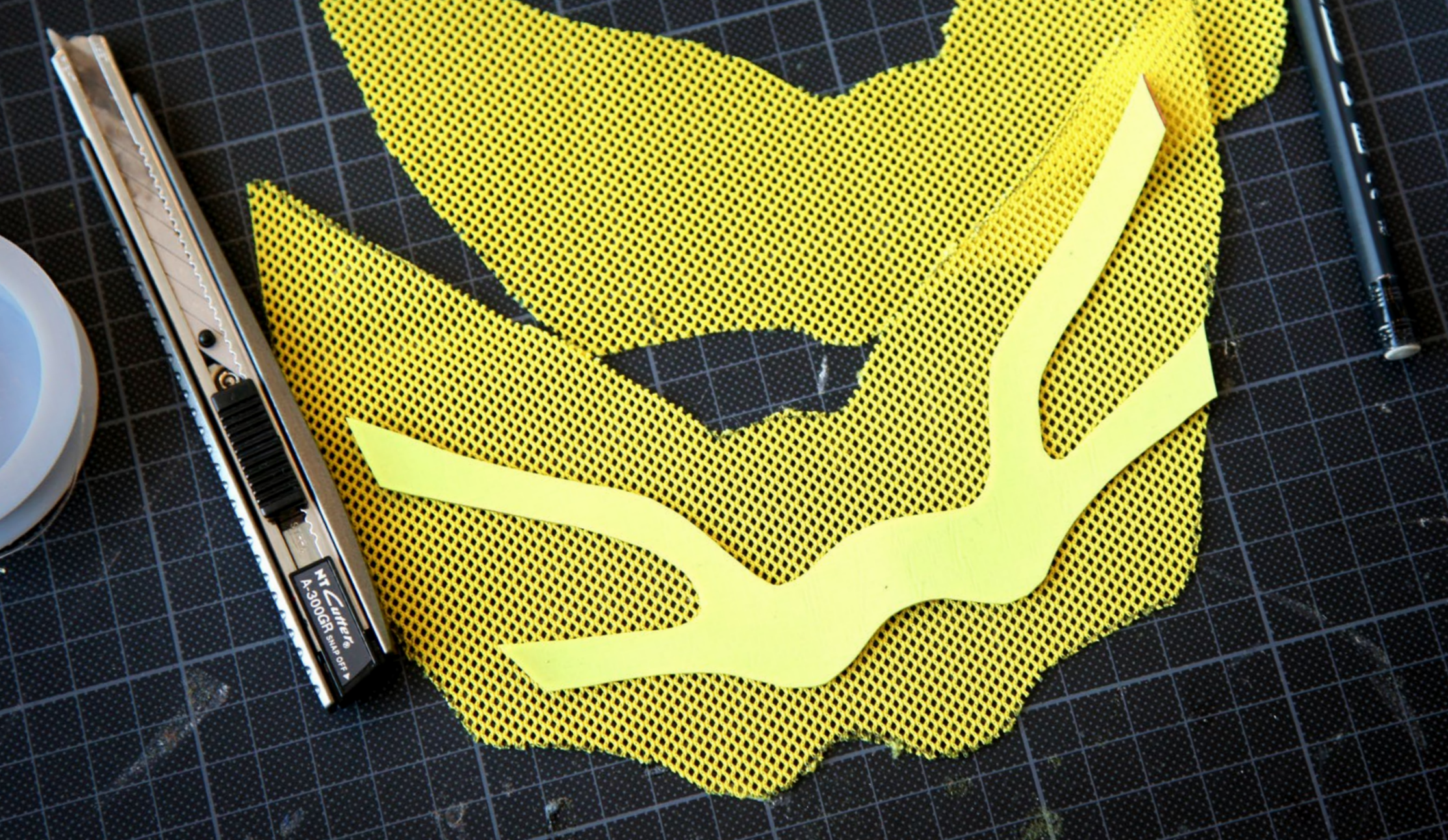




Shego consists of a lacquer leather pointed toe with a decorative silver leather piece, followed up by a mesh fabric with neon green piping. The lacing system has two black leather laces going through reflective silver loops joined in the back.



the heroine





Malavia has a rounded black lacquer leather toe, white mesh, silver leather, neon piping and black lacquer leather details that function as a lace-holding system. There is a lacquer piece going up the calf, wrapped around the leg for a bold look.



our target group is **highly aware of aesthetics**, selecting each wardrobe item with care and **great attention to detail**



mikael nørgaard
lasse sylvest lilleør
ida ohn
asger olsen
emilie kallager

a collection of shoes for **exploring** urban and rural environments which **tickle your childish curiosity**

saga



With inspiration from the Wadden sea and the migration from city to rural areas, we have designed a collection of shoes that is useable in both environments and gaps the bridge between the two aesthetically. The design expression shows hints of the environment, but our main focus has been to create shoes that let you experience both city and rural areas, encouraging you to explore environments that tickle your childish curiosity.

The shoes are modular, giving them a wide range of opportunities for use. Most parts can be used on any of the three shoes. This gives possibilities both in terms of styling and functionality. On top of this comes our open source 3D printing platform, which gives you the ability to increase the versatility of the shoes by 3D printing add-ons for particular situations, expanding the functional and aesthetic modularity even further. Another element is the addition of an ECCO data gathering chip, collecting information relevant for nature conservation. This is a much needed thing all over the world. We need data to know where to act, when to act and most importantly how to act.

All of these three conceptual elements add to the sustainable footprint of the shoes, so that in the future, we will still have places for exploring and using our fantasy.





The wearer of our shoes is Karla, 35, a woman who wants to have sheep in the city and disco on the farm. This shines through in terms of her aesthetics. She is a mix of gorp-core and dark-cottage core. She loves tactility and feeling things – whether it be good times with friends, the coarse knit on her body or the fresh air in her nostrils from the sea.

Karla works as a fantasy author and recently moved from Copenhagen to the Wadden sea with her child. She grew up in the area with her father, a fisherman who told her stories from the old days about creatures that lurk under the sand and sea. She was always taught how you must care for and respect the nature and surroundings that you are living in. Her father's stories have given her a childish curiosity that she has carried with her all her life and now wants to pass on to her child.

She wears our shoes when she takes a walk by the sea to gather inspiration for her novels, both summer and winter – and also when she goes to a vernissage in Copenhagen and wants to turn up the volume on the expression knob.











eva dupont dissing
søren minds johannsen
sasha gonzales
viggo osterloh
martin ib hvid

shoes for **moving slowly through the city**, connecting to the ever-changing skylscapes above it

flowmode



A warm morning shines through the mixture shoe where elements of orange, white and shades of grey illustrate the break of dawn.



In our evermoving society where technology is constantly evolving and demanding more and more from us each day, people are seeking time to slow down and connect with themselves. We interpret the great migration as a state of mind where people can stay within the city while still having a way of connecting with outdoor nature as well as their own human nature. We look upon the sky as the ever-present natural aspect of the city, whose slow, continuous movement inspires us to slow down as well. The sky follows us through each state of the day, from the first light of dawn, the high set sun during the day and until the day has passed and dusk sets in. This rhythm of the day is reflected in our designs, where each shoe represents the color scheme of these phases.

With this collection, we want to contemplate the ways in which a shoe design can encourage the wearer to consciously walk at a slower pace during the daily walks in the city, and thereby calming their mind.

When the wearer enters this slow and continuous pace, the shoe will connect with the phone's focus settings and enter "ECCO FLOW mode" where notifications will be turned off. This will encourage the wearer to put their focus inwards and take the time for themselves to walk slowly through the city.

Before buying the shoes, the consumer can try out the experience of "ECCO FLOW mode" in the ECCO flagship stores, where a setup of a treadmill surrounded by large screens will show the sky moving, matching the pace of the wearer.





The market shoe represents mid-day with its freshness of the sky in blue and white.







gazing at the **calm, continuous flow of the sky** above the city,
the ever-present reminder of the nature surrounding it, **grounds**
us and slows down our movement through its streets





expanding digitalism

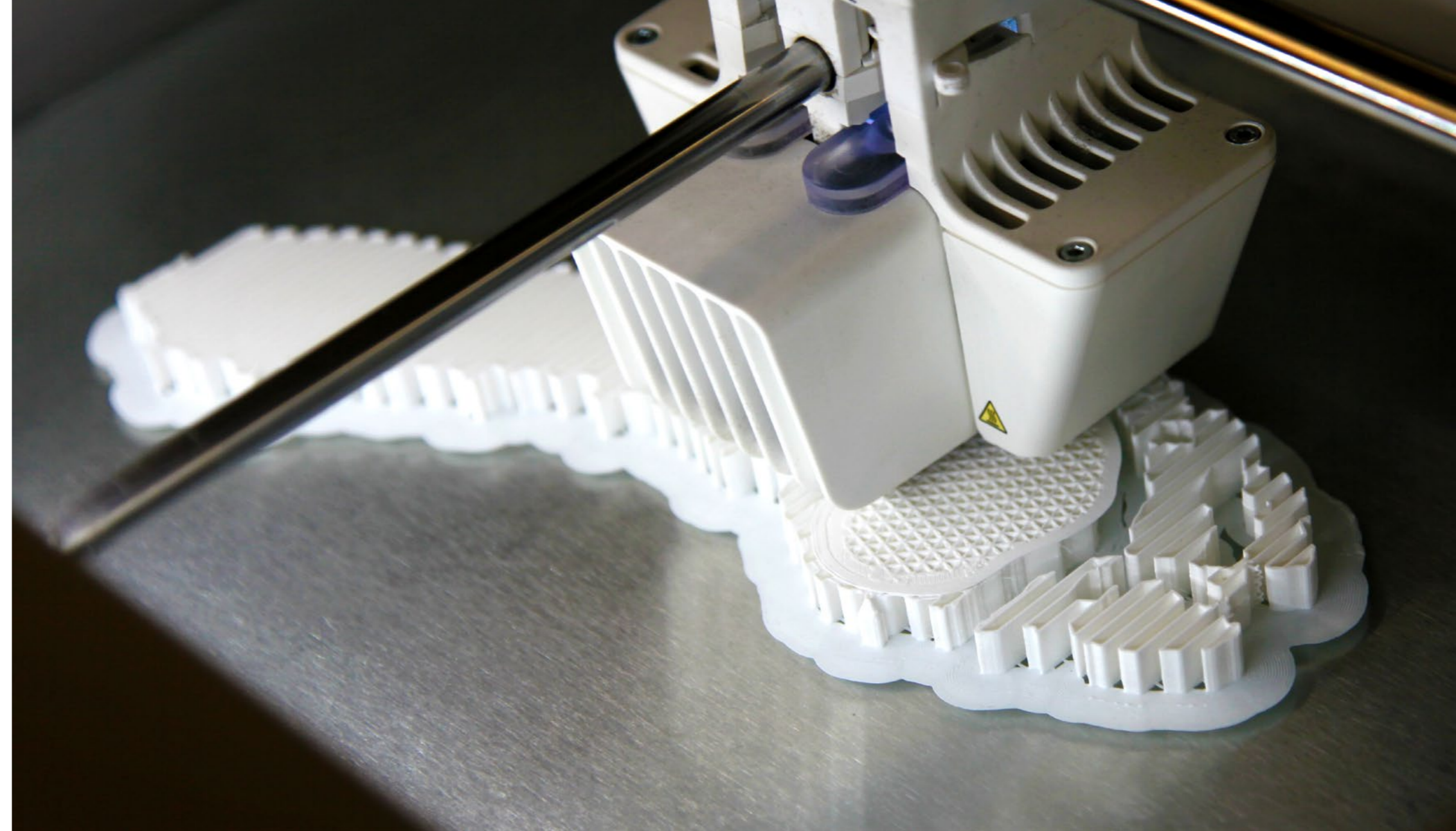
by Flavia Bon
Designer and founder of Studio Bon

Digital tools have become essential parts of the designer's workflow over the past decades, simplifying processes and enabling techniques that were not feasible through manual manufacturing alone. Using such tools has allowed us to develop and experiment on new levels, as well as become more efficient, sustainable, and connected with like-minded creators.

Rapid prototyping is using digitally driven tools and has created a bridge between design and engineering, making high-precision manufacturing processes such as 3D printing, plotting, laser cutting, or CNC milling accessible to designers so they can actively participate in product development from the very beginning. In fact, it has created design concepts that are fully based on the capabilities of such machines. The key is to test the limitations of the tool and for doing so, one needs to think "out of the box". Designers are trained in this skill, and when implemented in rapid prototyping, it guarantees a vast array of outputs that inspire the products of our future.

Fuelling these machines requires computer aided design (CAD) data, which can be 2- and 3-dimensional. The creation of 3D-models using complex software used to be the domain of highly trained specialists. Big improvements in user interface and the power of open source have opened the doors to everyone willing to learn. With the rise of digital technology, it has also become a required skill in the design field – a need that has been taken seriously and implemented by educational institutions like Design School Kolding. Thus, we see more departments joining the digital adoption and adding digital design to their curriculum. This progression is happening in many disciplines that have a long history of crafting, like shoemaking, jewelry design, or tailoring. The fear comes along that craftsmanship is not surviving as a consequence of digitalization.

The ECCO course takes a forward-looking stance and encourages designers to combine digital and manual tools in their design process and execution. The students are learning to combine old techniques with the latest technologies and gain a deep understanding of all three layers, physical, digital, and virtual. By doing so, our crafting skills are developing and taking new forms.





A great example is the implementation of 3D modelling in VR using the software Gravity Sketch. Designing 3D objects in a virtual room, sculpting with both hands in an intuitive, never-before-experienced way. This piece of software blurs the lines between physical and digital and becomes a tool for students to express their creativity.

We can expand our knowledge immensely by harnessing such possibilities, and ultimately evolve our notion of craftsmanship.

In a world that is becoming increasingly virtual, digital craft is becoming inevitable and creating new opportunities. The rise of the Metaverse is demanding a radically different type of products. Through Blockchain technology, digital assets have been brought to life, allowing ownership and authenticity to be defined. By tokenizing these assets (NFTs), they are becoming scarce and therefore, value can be assigned. This evolution of technology makes it possible to create an economy with only digital assets. For example, a digital shoe that can be worn in a virtual world on someone's avatar.

This year's ECCO course included a brief on EXPANDING DIGITALISM. The students were asked to integrate digital aspects into their concepts. For many of them, it was the first time they used technology not just in the development but also as part of the final product. For example, using AR to add a virtual dimension to a leather good. The product is triggering a hidden world, which can provide more information about the item, expand visual output, or even create a virtual experience.

These features are becoming increasingly popular with forward thinking and younger generations, giving the students the chance to explore and improve today's design in an industry that is oversaturated and harming the planet with its constant stream of new products. It is refreshing to witness what the future of product creation will bring us in combination with new digital technologies where imagination is the only limit.

To be continued...



ina s. bødker
line mohr
peter raunkjær
helena lehn
kristian v. k. falden

encouraging the **future nomads** to work only when necessary, spending their time on **that which brings meaning and peace to life**

in transition



The conforming social structures into which most of us are born make us believe that to achieve a great life, we need to strive towards corporate success and gaining money and material possessions. Social media act as a showroom where you cannot help but compare yourself to people around you as well as influencers who embody the illusion of the perfect life. When will we ever feel content and at peace if we are caught in the stressful circle of exceeding? Stop the momentum and define for yourself what brings true meaning to your life.

We wish to encourage the big city trotters to look deeper in search of a more meaningful life, spending time on what really matters such as family, friends, and time in nature. We want to question the belief that we live to work and change it to *we work to live*, encouraging the future nomad to work only when necessary and spend most of their time on things that bring meaning and peace to their life.

Our collection *In Transition* consists of three shoes that each showcases the different stages of the migration from city to nature, both mentally and physically. We want our products to embrace and guide the consumer comfortably on the path of redefining their daily pattern.

in transition

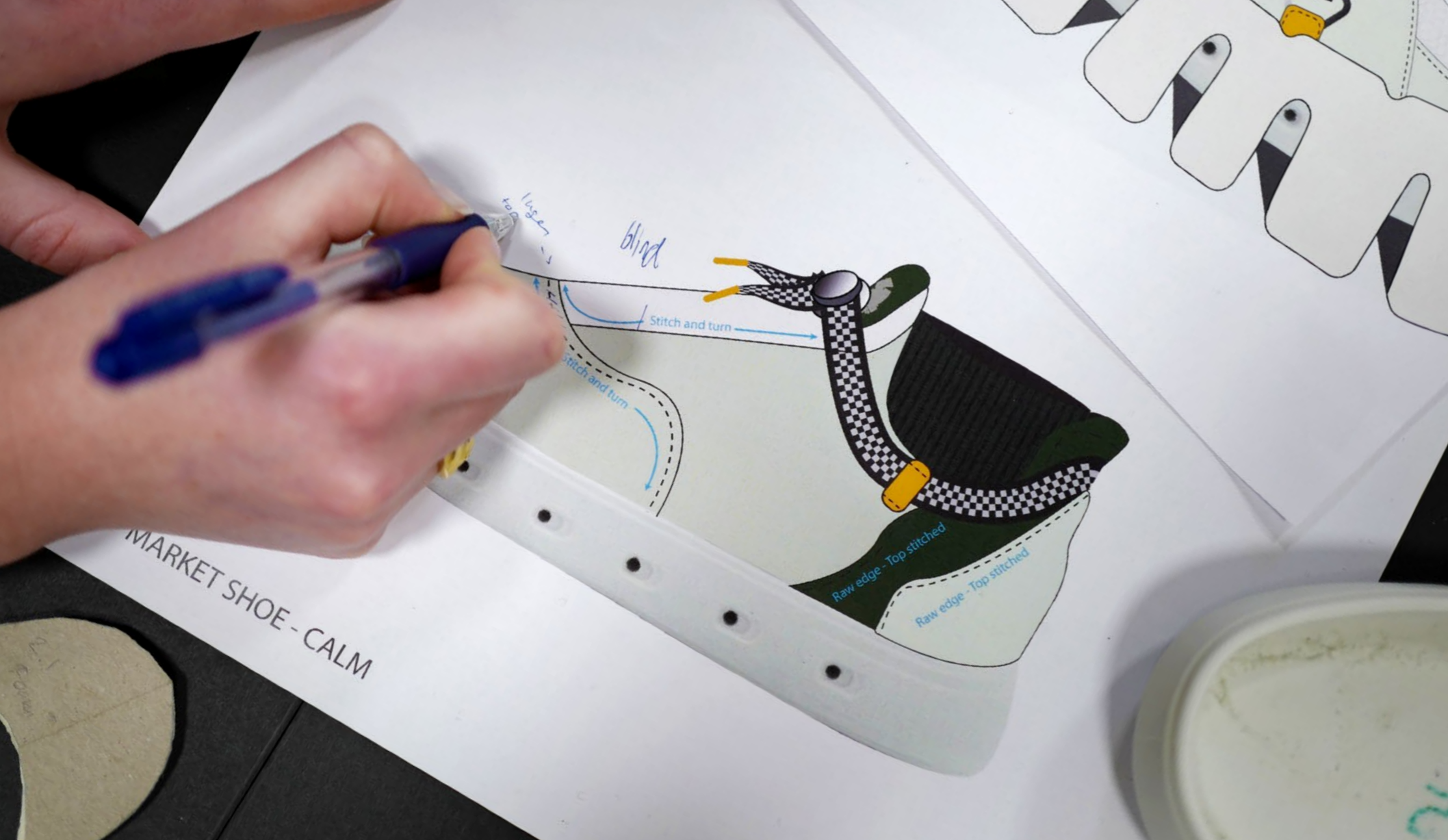




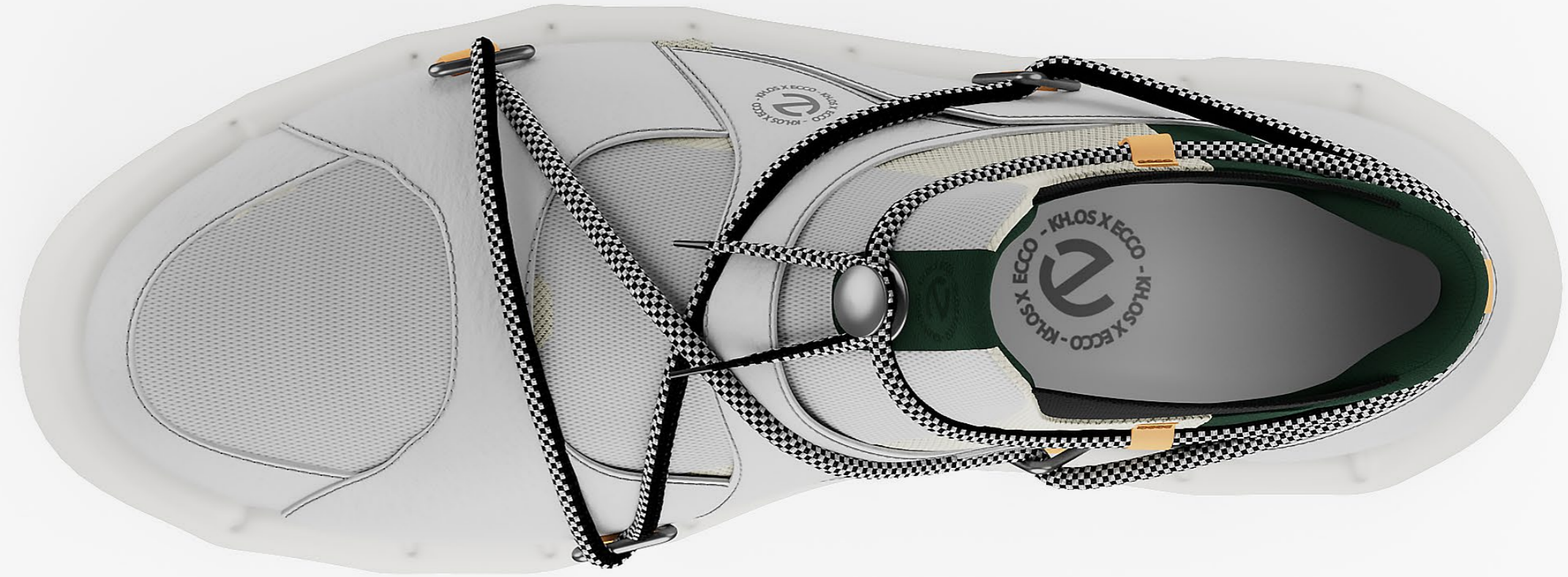
Breathe pays homage to the city sneakers but with a touch of natural softness coming from its green color tone. The sole has breathing holes to accommodate the calm exploration in both the physical and mental stage. The upper mesh materials provide breathability and water resistance.

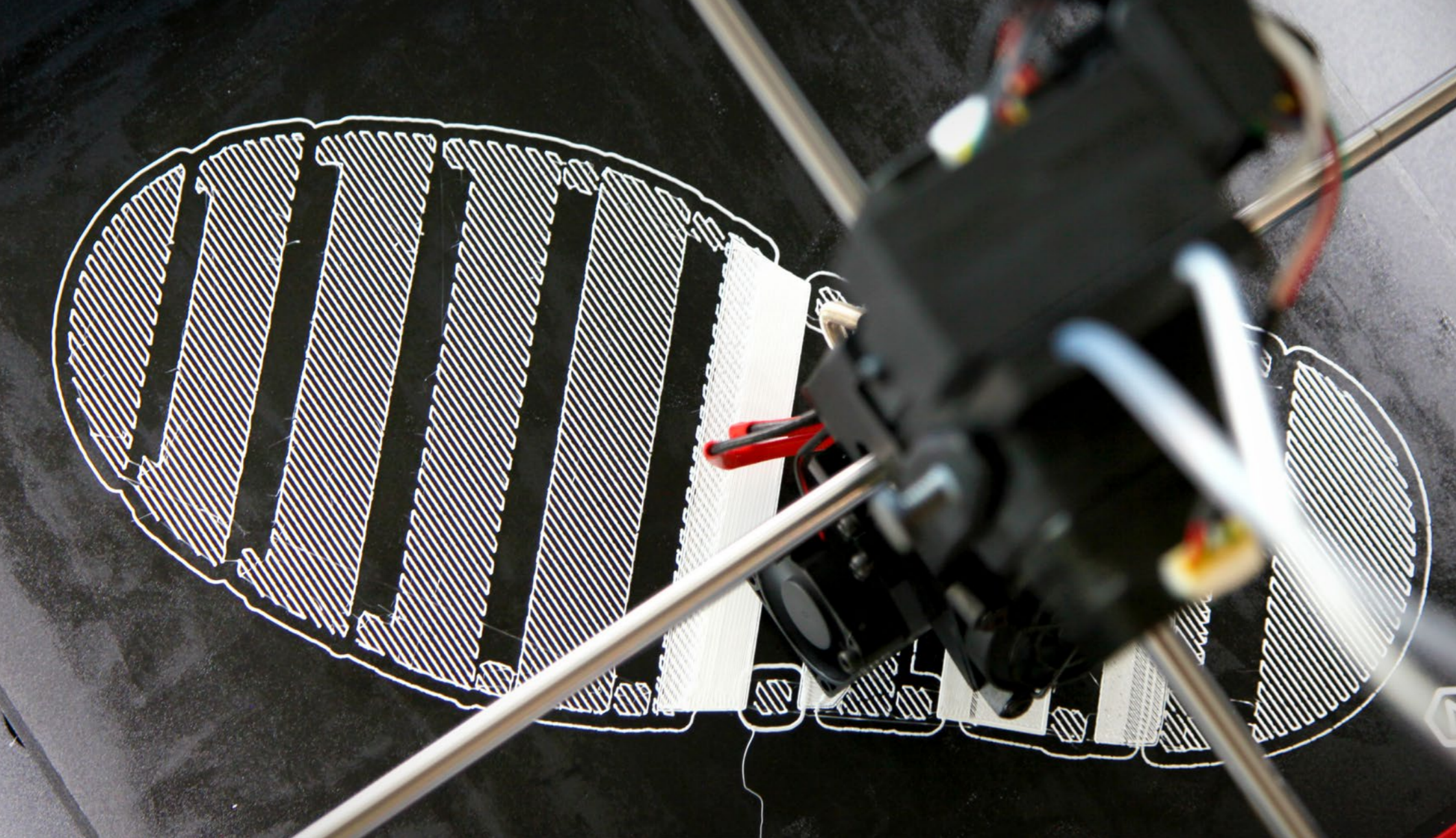


in transition



Nomad functions as a flexible add on to the flat city sneaker, making it more durable in changing terrains and encouraging you to go and explore nature as a part of yourself. The flexible fit ensures effortless insertion and allows *Breathe* to peep through the negative spaces of the *Nomad*.





Levitate is the final stage of the transition, physically showcasing the desired state of mind. The soft organic shapes draw parallels to the bouncy landscape and the pattern imitates the wind in the trees. The texture of the sole imitates the annual rings of a tree stem. It lifts you from the ground to a more elevated state of mind, while keeping you rooted to the forest floor.



in transition



anne sofie sørensen
frida akraberg
asbjørn ølgaard
sally bjerre gaarde

bags for **walking one's own path** from child to adult in a world of physical and digital realities

cute rebels



This project is about being in transition from child to adult and finding one's own path as a young human in a world of both physical and digital reality. Sometimes that means walking where one is not supposed to walk, because that is how to find one's own way. As a teenager you try out stuff, make mistakes and create your own identity together with your friends, who are your most important support and inspiration. With them you can be yourself and feel powerful in the detachment process from parents and the world that seems to never really understand.

For this bag collection, we have found inspiration in teenagers and their everyday lives, needs and dreams. It has led us into dialogues about our own teenage memories and spurred a curiosity about the present generation of teenagers and their still more complex world. It has been amazing to work with this group, allowing us to be both deeply anchored in real life situations as well as exploring and dreaming throughout the process.

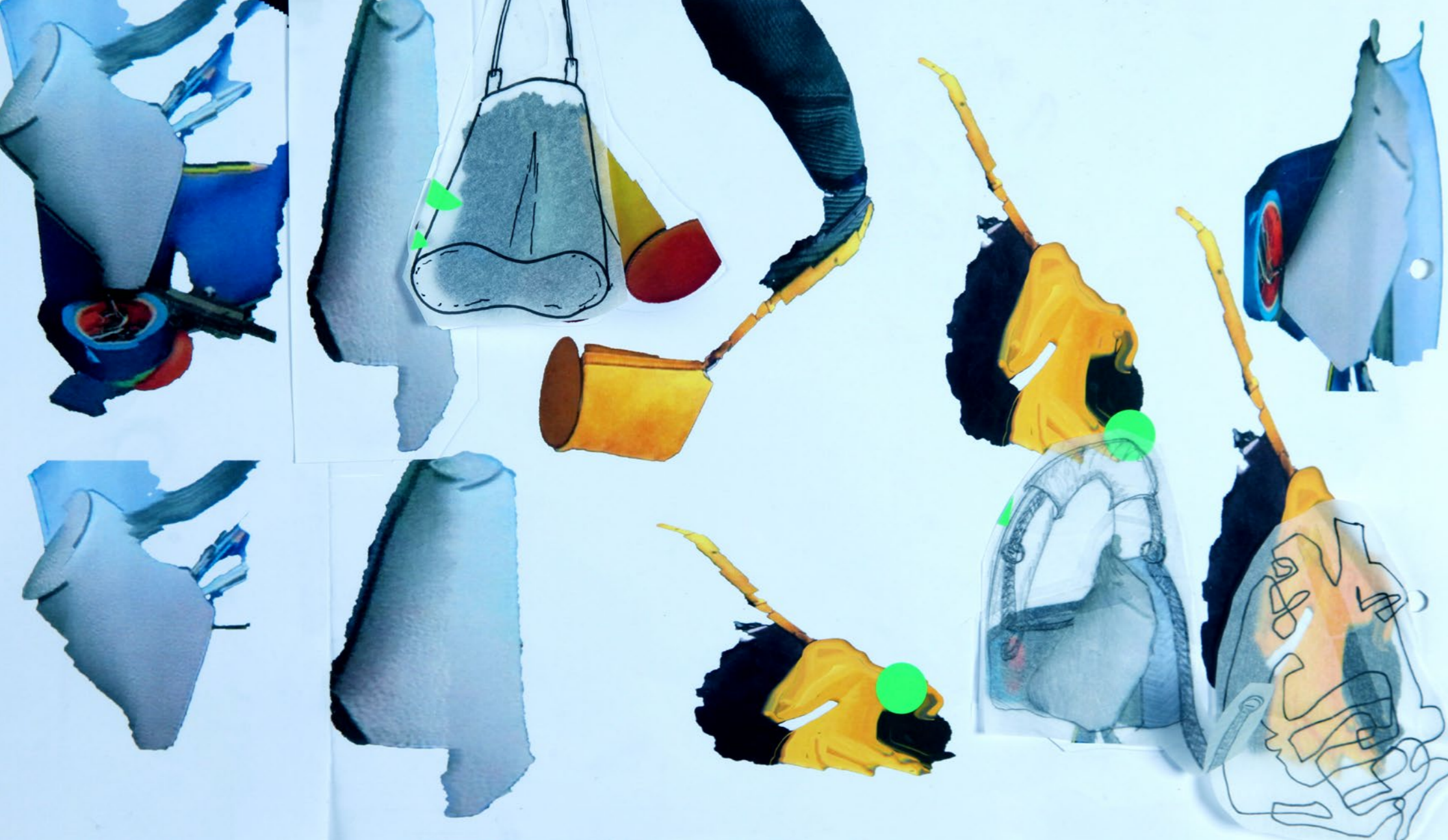
The bag collection consists of a leather tote bag, a gym bag in upcycled denim and a small leather key chain. In our choice of materials we wanted to materialize the contrast between the hard shell personality that a rebellious teenager puts on to meet the outside world and show off their identity, and their softer, cuter inner self that may be feeling insecure and uncertain.



Using the digital natives' favorite social media, we have reached out to teenagers to gain insight into their habits, life and aspirations in order to create a bag collection in alignment with their reality. We have found that walking the walk to create one's own path leads us into nonspaces of both physical and digital character. The teenagers never leave the house without their phone, from where they connect to their friends in cyberspace 24/7. They tend to hang out in public nonspace areas like malls, parking lots and while waiting at bus stops. They are quickly out the door to hang out and do their thing, and when their parents ask, they just did "nothing".

with this collection we aim to **inspire and empower teenagers to follow their own path**, be creative and true to their own identity **no matter where that might take them**









On their path from child to adult the teenagers carry with them a bunch of crucial stuff: gym clothes, snacks, wallet and keys, and of course digital devices. This connection to online life is something we have wanted to integrate in our design proposal for ECCO. We have aimed for the products to encourage interaction between the teens as their social life is their number one priority. The ECCO key-chain itself becomes the "key" to the digital dimension by unlocking a screen-filter when placed in front of a phone camera.





julie pedersen
victor minh vu
maria djernes glintborg
caroline egedesø
ulrikke bottke husted

versatile bags that you effortlessly throw on without thinking, **wear whenever, with everything**

urban sanctuary



The starting point for our collection was “that thing you effortlessly throw on without thinking”. An object you wear whenever, with everything. The Urban Sanctuary collection is a gender neutral collection that fits a dynamic life in the city. With our two bags we have made two products with great versatility. Wearable at several occasions they can be used both in the backyard or at the bar.

The collection is designed for a persona living a spontaneous, easy-going life in a larger city, someone who appreciates quality and being surrounded by friends. The persona finds her or his meditative state of mind within the city, using the neighborhood’s museums and parks.

One of our strategies to increase the affection of the products is traceability. When buying the bag you can access an online platform where you can explore the materials of the bags. We believe an honest material guide can help the user understand their purchase and know what their environmental impact is.

We wanted to challenge ECCO’s use of metallic hardware and decided to make our own out of horn. Just like the ECCO leather, the horn is a bi-product from the meat industry. All hardware pieces are handmade, from cutting the shape to the proces of polishing.

These designs will be your loyal companions for your dynamic everyday life.



The Essential Bag is a versatile wardrobe staple that transforms in size to fit all your needs, using drawstrings held in place by hornware designed and handcrafted specifically for this purpose. Inside there is a floating pocket for your smaller items. The strap has two lengths, worn across the body or thrown over the shoulder. With a pop of orange, *The Essential Bag* is subtle but eye-catching.







The E is derived from the old ECCO heritage logo and the small leather part is a cut-off from the mothership bag. We hope our Material-E can start a conversation about our general use of materials.





the bags are designed for **longevity and for keeping forever**,
made from **leather and horn**, which ages beautifully
– the longer you use your bags, the **more beautiful they become**



The Leisure Bag is inspired by a classic bum bag, with a drapy outer and a spacious inner. On the back there is a hidden pocket, and it can be worn in multiple ways.

and we walked back to the road, unchained

by Liam Maher
VP & Global Creative Director, Products
ECCO

Prior to this year's project with Design School Kolding, my colleagues at ECCO and I discussed whether we should brief the students in a way even more closely aligned with how we brief ourselves at the start of the season. We went so far as to share our specific ideas about the season we ourselves were working on. SS23.

At the time we were exploring some of the most significant behavioral trends as outlined in forecasting reports and our consumer insights team. Of course, as a team of creatives ourselves, we were observing some of these phenomena first-hand. From the rise of #cottagecore to a new Great Migration out of city centers and toward suburban and rural spaces, we could sense a hunger for peace and tranquility and a renewed desire to return to nature. We saw a rise in nostalgia with a particular interest in the attitudes and expressions associated with the 1970's. Apple TV premiered a docuseries called *1971: The Year that Music Changed Everything* and we were struck by the similarities to the times we're in now. Political and cultural polarization, war, a surge in concern for our stewardship of the Planet, a shift back-to-the-land, and most importantly for us, an explosion of rebellious creativity from a youthful population determined to imagine a better world and committed to set to work building it.

We were reminded of the David Bowie track, *Memory of a Free Festival* from 1970. He starts by saying, "The children of the summer's end gathered in the dampened grass", and right away we thought of the gratitude we were to feel over half-a-century later when COVID restrictions relaxed sufficiently that we too could begin gathering together in the dampened grass. We would never again take the simple act of being together for granted. He goes on to describe the unfolding of a magical day at his free festival. "...it seemed the very source of joy ran through...". In the end he concludes with, "...and we walked back to the road, unchained".





At risk of sounding sentimental, these lyrics struck me again as the students of Design School Kolding began to converge in person on campus following a year marked by the physical isolation of tight pandemic restrictions. It seemed these students too were gathering in the dampened grass of a place rich and fertile with creative potential. I can't speak for the students, but I'm not ashamed to say that my personal source of joy ran through each time they shared their evolving visions – from the initial concepts to the final presentations.

In the end they shared each team's individual vision. Each a proposed antidote for the challenges we all see around us. But from the perspective of those of us at ECCO, the sequence of their presentations and the array of exhibitions they constructed seemed like a collective act. It was clear that each individual team could be seen as an interdependent facet of a larger community. Through each connected lens we could see the nuanced variations of a unifying ethos. Each envisioned a unique persona united by a shared experience of the world and times we live in. For one the solution was to bridge the city with inherent *Saga* of the seaside, for another it was to capture the sky above within the *Flowmode* surfaces of the shoes beneath. For others it was to discover new routes *In Transition* through familiar towns or simply engineer playful connections between school age *Cute Rebels*. In one exceptional case the answer was to start as we do with the human foot itself and wrap it carefully with premium leathers reclaimed from *Generations* of vintage garments in a virtuoso act of improvisational tailoring. Regardless of which lens we looked through, the result has amounted to a dazzling kaleidoscope of intellect, insight, empathy, energy, optimism, and talent – all committed not just to providing shoes and bags to tomorrow's consumers, but to offer solace, freedom and hope as well.

When the wonders of their exhibits had been fully explored and the narratives of their projects had been fully unveiled, I for one...

Walked Back to the Road, Unchained.



emil beier
thomas lydixsen
katrine kjær nielsen
sofie graabæk byriel
ida marie skriver

challenging **the conventional way** of shoemaking with new innovative techniques such as **leather made from upcycling** of old clothing articles

generations

The *Generations* collection explores various commercial aspects of the ECCO brand and challenges the conventional way of shoemaking with new innovative techniques. Each shoe represents a different set of brand values, from commercial to experimental, and a combination of both.

Recycled leather is the primary material, including upcycling of old clothing articles. For example, the mixture shoe in our line consists entirely of scraps from an old pair of leather pants. Because of our upcycling approach to the project, we have faced difficulties with the construction and pattern making of the shoes. But we managed to see opportunities instead of limitations in the material we were given, which ultimately resulted in a unique and well-crafted collection.

The concept revolves around the construction of a fictional persona. The character we developed enjoys the occasional detour through nature as a counterpart to her urban lifestyle. We have designed a range of shoes that allow for a quick transition between nature and office. The freedom to wear the same shoe for different occasions makes it attractive for our persona to wear, because it gives her this possibility to escape from the office and her busy everyday schedule. Therefore, we made sure that comfort and versatility is represented throughout the entire collection.



generations

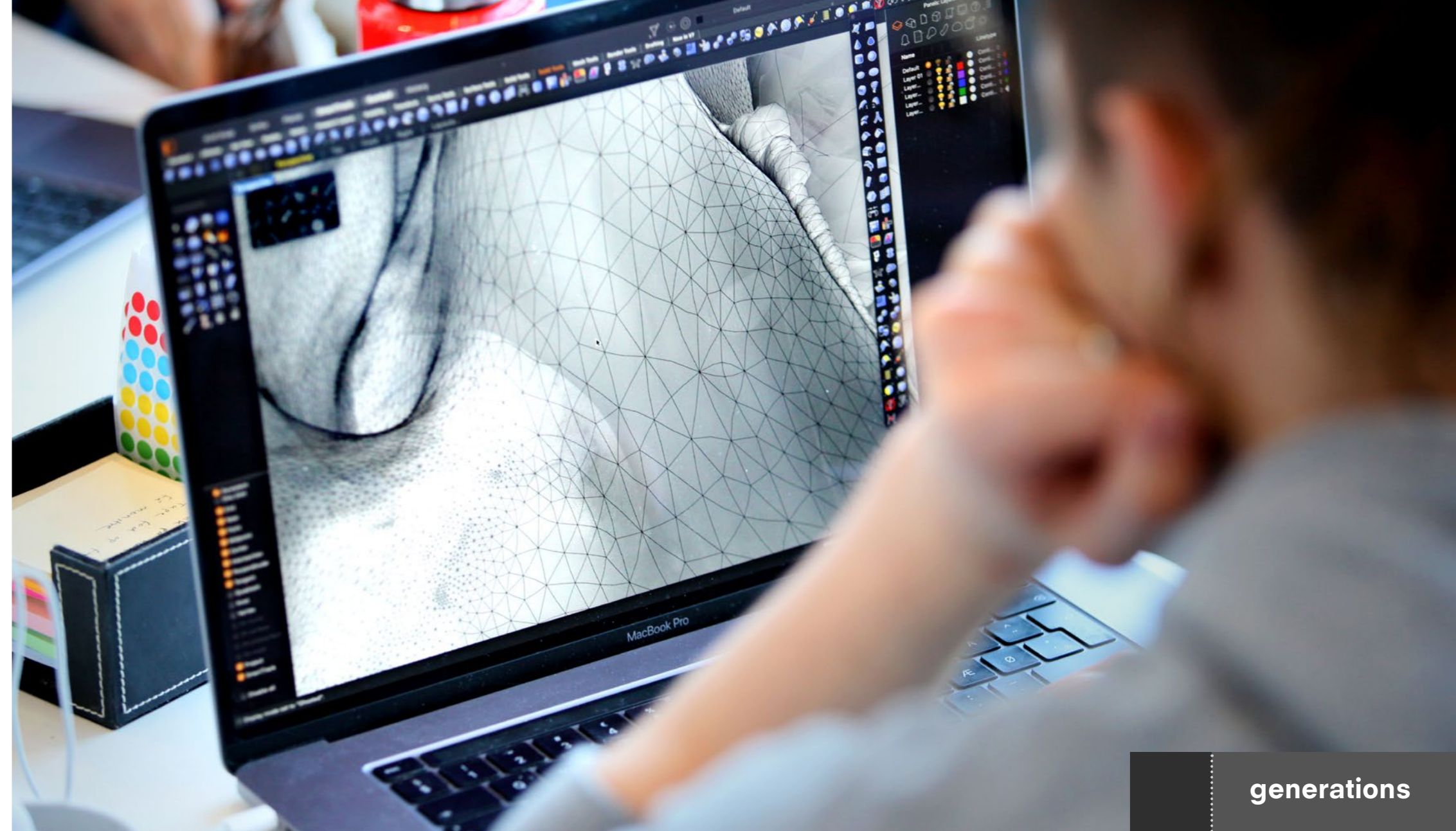


a high emphasis on digitalisation has been a key component in the development process – **3D scanning of the leg** was used to understand and incorporate the leg's anatomy into our shoe, making it a **natural extension of the human body**





We have used VR-based 3D modelling software to work intuitively with the construction and design of the upper part of the shoes. We imagine that digitalisation of the design process will be integrated even more in the future, allowing further exploration and development of our concept.





The aim is to create a collection that not only speaks to the relevance of today's market, but sees the potential of future possibilities, bridging the gap between different generations of wearers.





lærke thorup barfod
rikke køppen thomsen
sofie rosa madsen
søren overgaard
isabella nicolaysen

a collection of shoes that **react and adapt to their surroundings**, reflecting the seasons and the urban and rural contexts in which they are used

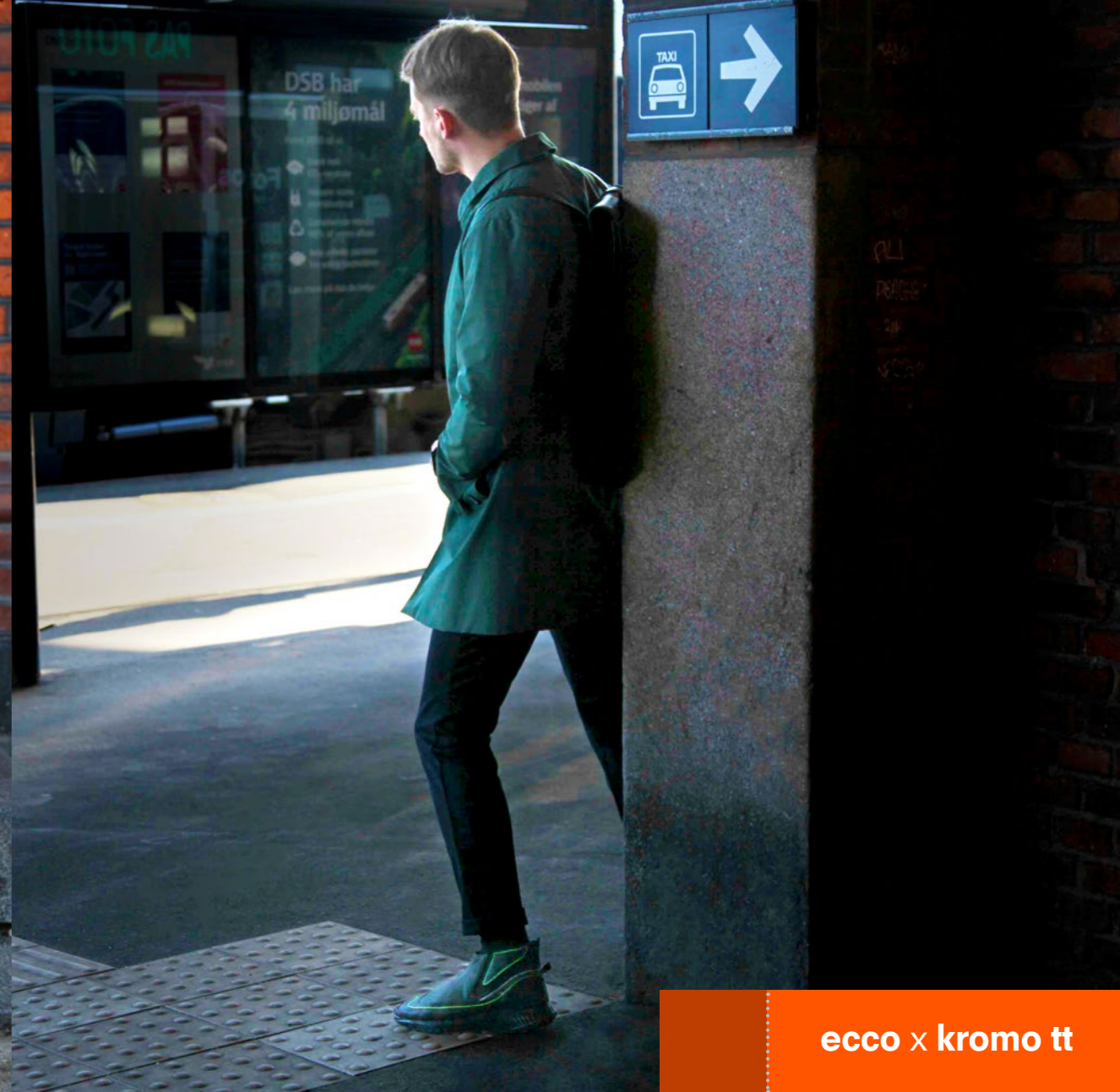
ecco x kromo tt



Three flights of stairs, a cramped two-bedroom apartment, two kids and a tiny bathroom. Grocery bags, child carriers, filled public transportation, diesel particles, people, people, people. Few kindergartens, even fewer parking spots, high rent.

Yeah, we get why a new, great migration is taking place these years. For generations, there has been a constant stream of movement towards the bigger cities. The Great Centralization. Up until now. The southern part of Funen, Djursland and Cold Hawaii are all examples of areas in Denmark where younger generations are joining forces to live closer to nature and with room to breathe. But quietness, open spaces, green grass, and the sweet smell of manure is not necessarily everything in life. We get that as well. We get why business meetings often require mom and dad to commute to the city, we get the need for museums, restaurants, cinemas, theaters and the other cultural stimuli cities have to offer. Alongside with friends, family, or colleagues still living there.

So we made a collection of shoes for these exact purposes. Shoes that transform and react. Literally. Because just as well as mom and dad must adapt to their surroundings, we think our shoes should do the same. Kromo TT – an ECCO collection. And part of a great migration.







shoes so **practical and comfortable** that you'll wear them for the weekend hike, but formal enough that you can easily wear them for the meeting monday morning – **all, of course, with a dash of neon**





Being temperature-responsive the shoe poetically reflects the seasons. In autumn and winter, with November blues and long, lonely nights, it translates coldness into dark colors. And when February turns to March, the warmer temperatures bring out the brighter colors. And then the summer sun.





Lecturers

Line Rebecca Rumhult is responsible for the ECCO X Design School Kolding project. She is an experienced accessories and fashion designer and head of the shoe and leather workshops at Design School Kolding. She has specialized in merging the analogue and digital processes within accessories design and combines traditional shoemaking craft and modern fabrication advantages.

Liam Maher is the VP & Global Creative Director for ECCO products. He worked with the Kolding team to refine and structure this year's assignment. Liam Maher's experience in creative leadership spans a range of footwear, apparel and lifestyle brands in both mainstream and premium niche segments.

Solveig Gubser is a senior designer with the ECCO Accessories team. She supported the course with the accessories perspective to give the students the opportunity to explore the world of handbags.

Helle Graabæk is a textile designer and teaching associate professor at Design School Kolding. She has been deeply involved in the ECCO X Design School Kolding projects over the years and continues to play an important role.

Ana Catarina Cabral is the head of the digital fabrication workshop at Design School Kolding. She offered guidance in the prototyping phase - 3D modelling & visualization software, 3D scanning, 3D printing, laser cutting, etc.

Flavia Bon is a freelance design developer working with ECCO Leather and ECCO Leathergoods Unit. With a broad experience in prototyping and making, she shared technical knowledge and supported the students in bringing their ideas to life.

Trine Skjoldan Kallesøe is an expert technician and designer within the craft of footwear. She works as a consultant for several shoe brands, covering a wide variety of functional needs.

Elisa Payer is an independent footwear and apparel designer who has worked with clients such as Yeezy, Rhude and Inan. Her creative process mixes digital and analogue design. She guided students in the virtual reality creation (Gravity Sketch) and other digital programs.

Scott Wilson's experience in fashion jewellery and accessory design offers a unique perspective in design execution and brand development. With over two decades in the industry, both at the helm of his own brand and as a design consultant.

Thomas Willemoes is an industrial designer and shoe craftsman with extensive knowledge of building professional footwear prototypes. He has experience in combining industrial and accessories competences and brings knowledge in the functional and material aspects and ergonomic perspectives.

Alexander Fielden is an independent designer and product developer specialising in bespoke shoes and leather goods. He works as a creative consultant for ECCO, playing with new ideas and bringing them to ECCO's design table.

Anne Mette Fosgrau is an experienced CMF designer and workshop manager for the fine craft workshop at Design School Kolding. Her craftsmanship skills helped the students make the shoes and bags as well as understand the design process.

Frederikke Tholander is an independent design psychologist, applying design thinking and knowledge about human cognition, emotion and behaviour to design projects for clients across a variety of industries.

Jesper Hildebrandt is an educated architect with a focus in digital design and its practical application. He supports the students in 3d modeling in Rhino, Grasshopper and Gravity Sketch, as well as in rapid prototyping.



shoes & bags for the great migration

A great migration from urban to rural housing is taking place. People are deserting city centres in favour of village squares.

Addressing this move to the outdoors, with its substantial consequences for work, life and happiness, has been the challenge for the nine cross-disciplinary groups of students from Design School Kolding whose work and design process is showcased in this book.