

26SS&AW SPW Socks Project

KIPRUN Team

3 NEW SEASONAL HARMONIES

SS26 COLOR PALETTE

PERMANENT CORE COLORS



SEASONAL COLORS

STAGES



APP ONLY?
ACCENT IN FTWR

COLLISION

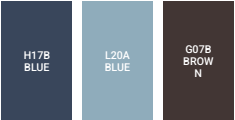


C/O

RECREATION



EXPLORE NEW AREAS

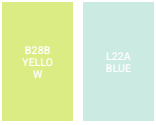
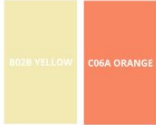


PRIMARY

SECONDARY



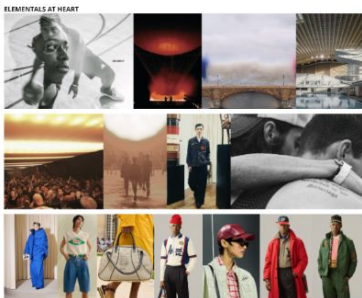
C/O



3 NEW SEASONAL HARMONIES

STAGES

SPORT CULTURES ARE UNDER THE SPOTLIGHTS



CLASSIC SPORT COLORS RE-ENERGIZED / IN COMBINATION WITH NEUTRAL PALETTE

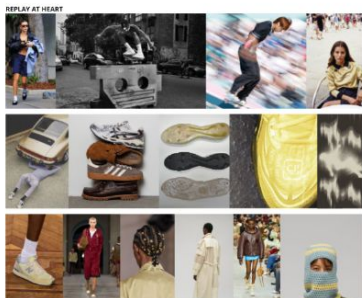


ELEMENTALS

The sobriety of neutral tones white, black, and green allows the more dynamic new primaries colors (yellow, blue and red) to reveal their energy

COLLISION

A MIX OF TRADITIONALISM AND SPORTS HERITAGE FOR THE STREETS



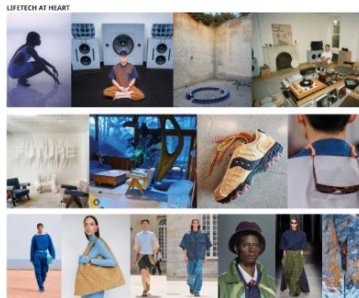
2021
 2020
 2019

REPLAY

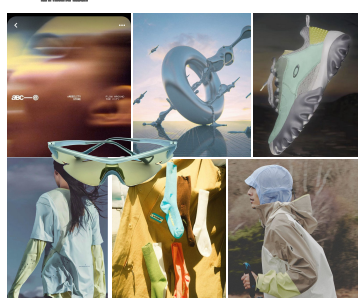
Stable base of traditional muted neutrals, complemented by soft pastels for a touch of lightness. Those gentle retro sports tones from collective memories encourage us to slow down.

RECREATION

SOPHISTICATED OUTDOOR EXPERIENCE



EXPLORE NEW AREAS
URBAN FUNCTION EXPERIENCE



LIFETECH

E1

The natural sand and rocks colors, augmented with khaki outdoor spirit are balanced by pops of brighter colors, such as orange and blue, which bring dynamism and modernity to the palette.

E2

The natural sand and folkstone gray as basic color, show a sense of calm. Dusty blue symbolizes wisdom and exploration, and the addition of lime punch brings vitality and energy. Let the city functions be full of agility and lightness. Let the city functions be full of agility and lightness.

AW26 COLOR PALETTE



CORE COLORS





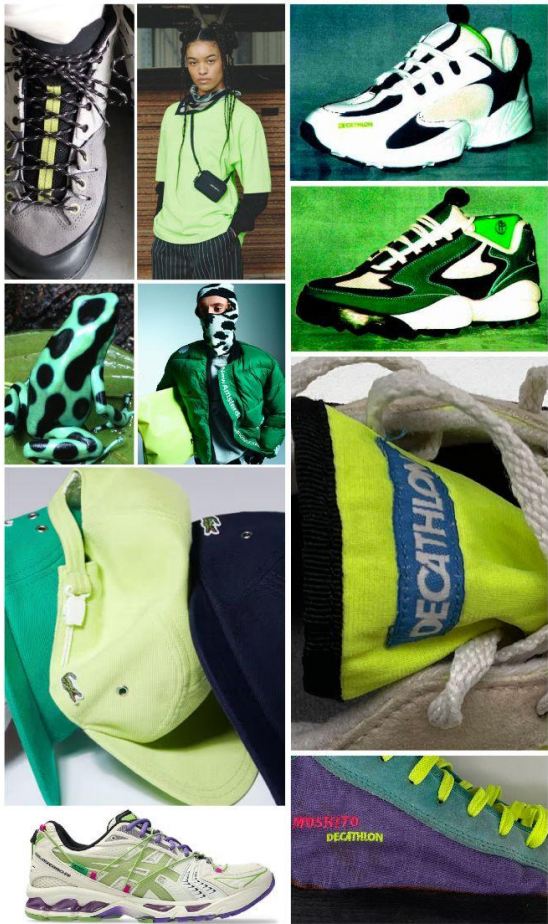
NEUTRALS & OFF'S

DKT-N13A WHITE	DKT-N14A WHITE	DKT-L02B BEIGE	DKT-G27A KHAKI
DKT-N01A GREY	DKT-N08A GREY	DKT-G19A GREY	DKT-N06B GREY



PURPLE & TEAL





LIME & WASHED

DKT-A27A YELLOW

DKT-B27A GREEN

SS26 C/O

DKT-D23B GREEN



Future Plan & Strategy | One. Designed by level of trendy



Sportswear consumers



MAINSTREAM

People that dress the most conventional or common. Slower to notice fashion - they need to see it on many before they feel comfortable in wearing a trend. widely accepted or popular among general public.



TRENDS FOLLOWERS

People who look to fashion leaders as source of inspiration. They adopt and stick to the trend - but avoid items when they see it as too risky. They are the quickest to drop a trend.



EARLY ADOPTERS

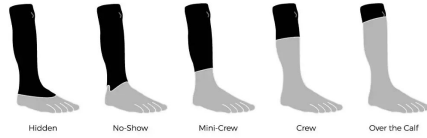
People that are the first to buy and adopt a trend from innovative fashion insight to make them more wearable and turn them into a popular style - they enjoy change



STATEMENT

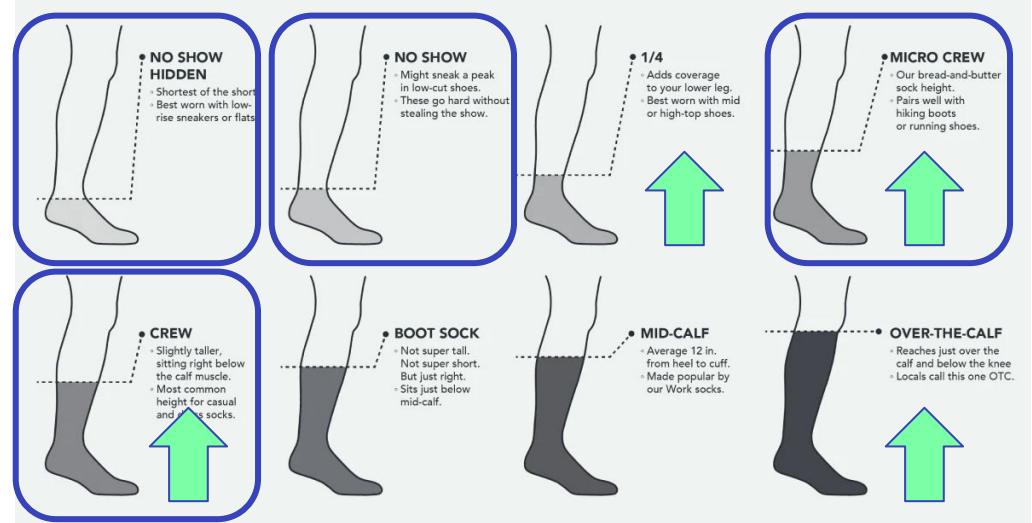
People that dress themselves in a way that captures attention to show other people the type of person you are. They like risks and always looking for something new. They are opinion leaders.

Future Plan & Strategy | Two. Focus on trendy socks height

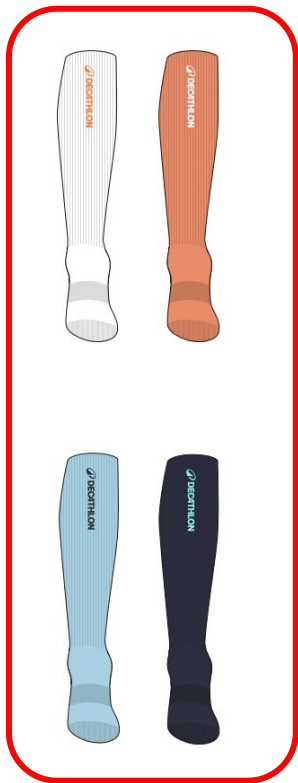
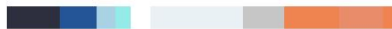


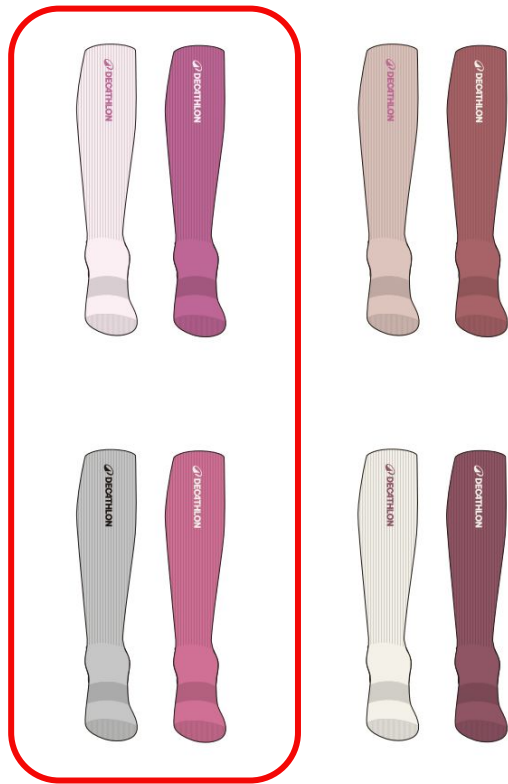


Socks By Height

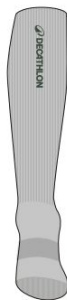


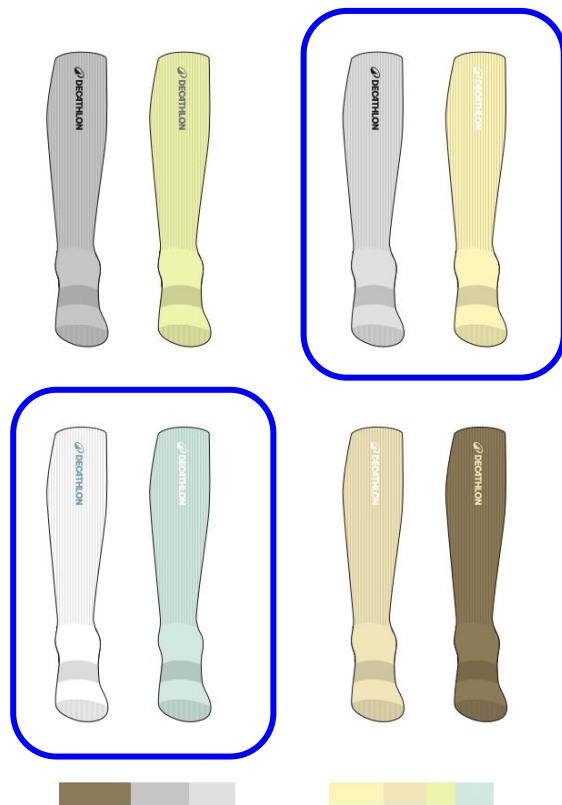
	材质	最终确认需求，设计提案1.8倍		
 logo 位置同nike 每组2个配色	long thin 薄款1组	6个配色	玩纯色搭配	
 logo 位置在袜底 每组3个配色	long thin 薄款2组	6个配色	玩配色	
 logo 位置同nike 每组2个配色	long thick 厚款1组	4个配色	玩纯色搭配	
 logo 位置在袜底 2个图案 每组1个配色	long thick 厚款2组	1个配色	这组需要设计图案	



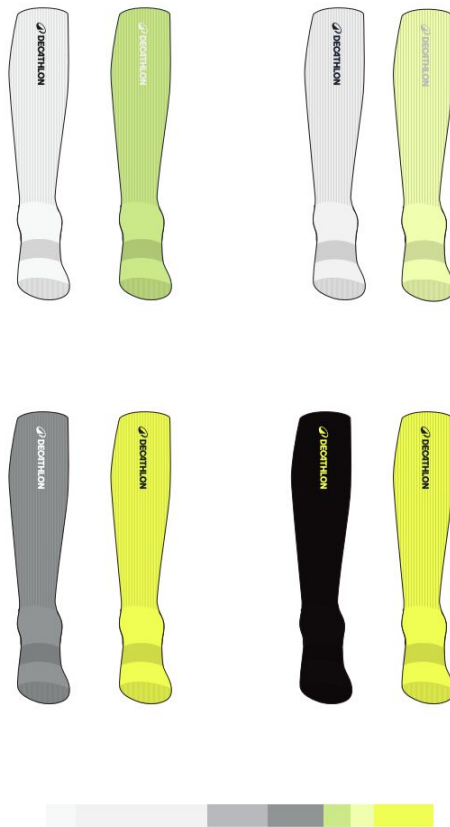






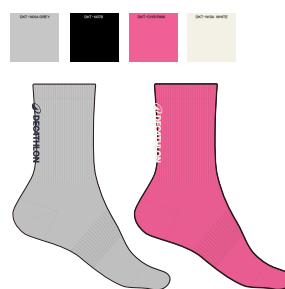
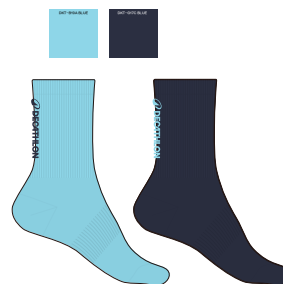
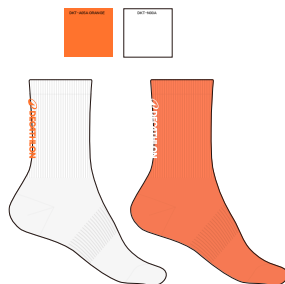


这两组配色用在
Long Thin 上



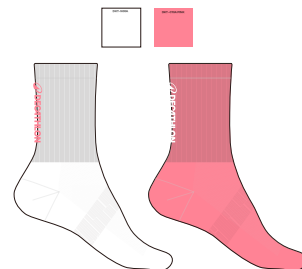
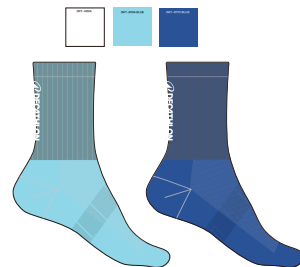
	材质	最终确认需求，设计提案1.8倍		
 NEW COLOR 9987409 NEW COLOR 9987410 NEW COLOR 9987408 logo 位置同nike 每组2个配色	long thin 薄款1组	6个配色	玩纯色搭配	
 PATTERN 9987411 PATTERN 9987412 PATTERN 9987413 logo 位置在袜底 每组3个配色	long thin 薄款2组	6个配色	玩配色	
 NEW COLOR 9987414 NEW COLOR 9987415 logo 位置同nike 每组2个配色	long thick 厚款1组	4个配色	玩纯色搭配	
 9987417 BOLD PATTERN logo 位置在袜底 2个图案 每组1个配色	long thick 厚款2组	1个配色	这组需要设计图案	

☑ DONE



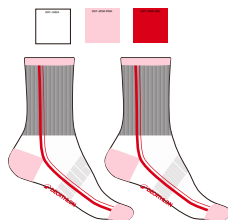
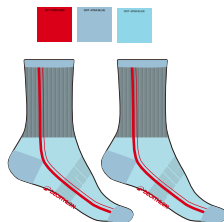
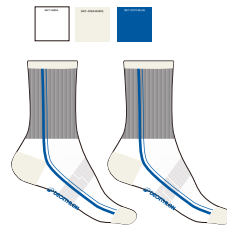
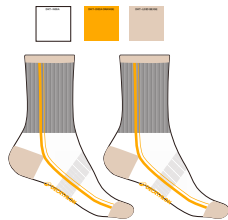
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	long thin 薄款1组	6个配色	玩纯色搭配	
	long thin 薄款2组	6个配色	玩配色	
	long thick 厚款1组	4个配色	玩纯色搭配	
	long thick 厚款2组	1个配色	这组需要设计图案	

☑ DONE



	材质	最终确认需求，设计提案1.8倍		
 NEW COLOR 898740P NEW COLOR 898741P NEW COLOR 898740P logo 位置同nike 每组2个配色	long thin 薄款1组	6个配色	玩纯色搭配	
 NEW COLOR 898740P NEW COLOR 898741P NEW COLOR 898740P logo 位置在袜底 每组3个配色	long thin 薄款2组	6个配色	玩配色	
 NEW COLOR 898740P NEW COLOR 898741P NEW COLOR 898740P logo 位置同nike 每组2个配色	long thick 厚款1组	4个配色	玩纯色搭配	
 NEW COLOR 898740P NEW COLOR 898741P NEW COLOR 898740P logo 位置在袜底 2个图案 每组1个配色	long thick 厚款2组	1个配色	这组需要设计图案	

☒ **DONE**



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 logo 位置同nike 每组2个配色	long thin 薄款1组	6个配色	玩纯色搭配	
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✓ DONE

