

# BEAUTY MAKES THE DIFFERENCE!

sports x function x beauty

**Extracts of the speech held in Munich on May 9, 2019**

**NEWNESS** **CREATIVITY**  
**TECHNOLOGY** **FUNCTIONALITY**  
**FEASIBILITY** **PRICING**  
**SALES NUMBERS**  
**INNOVATION** **TIMELINES**  
**FAST DELIVERIES** **QUANTITIES**  
**IDEA**

# Pursuit of beauty in culture & art



Ideals of beauty come and go.  
Beauty reflects time, culture,  
social conventions, value norms,  
and individual feelings.

**"BEAUTY IS IN THE EYE OF THE BEHOLDER."**

David Hume, Scottish philosopher (1711 - 1776)







# DO YOU LOVE YOUR SPORTS CLOTHING?

... The fit underlines the body and is rather sexy. Furthermore the jacket is highly comfortable due to 12-way stretch ...

Weight: 98 g

Water column: 45.000 mm

Breathability: 15000 g/sm/24h

Category/Table: 3 SOFTSHELL EQUIPE LAMIN

Article name: #1138 BCR, TPU

Composition: 100% Polyamide, %

Weight: 18 g





**CLEAN  
BARE  
OPTIMIZED**

**FUNCTIONAL**

**PRAGMATIC  
STANDARDIZED  
USEFUL**





„IF SOMETHING IS USEFUL,  
IT STOPS BEING BEAUTIFUL.”

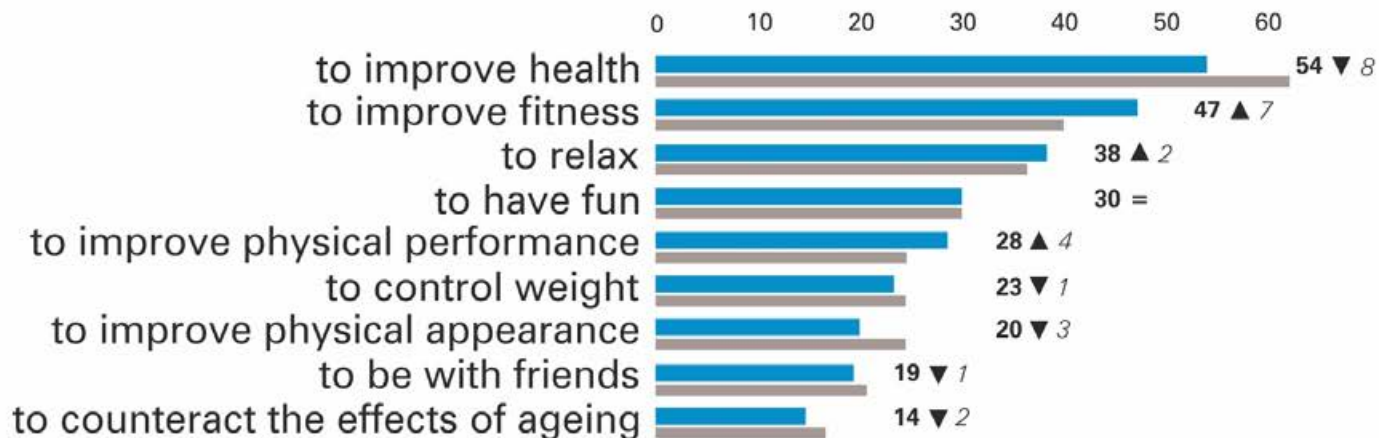
— Théophile Gautier, French author (1811 – 1872)

# Is beauty an outdated idea?



Special Eurobarometer 472  
Report  
Sport and physical activity  
December 2017

## Why do you engage in sport or physical activity?



Dec. 2017

Nov. - Dec. 2013

Base: Respondents who exercise, play sport or engage in other physical activities (N: 19,982)  
(Multiple answers possible)



**Sport or physical activity  
takes place in  
a wide range of locations,  
most commonly  
in parks and outdoors (40%),  
at home (32%) or  
on the journey  
between home and school,  
work or shops (23%).**







**FUNCTIONALITY**  
**PURPOSE**

at the core of sports

**EMOTION**

**BEAUTY**

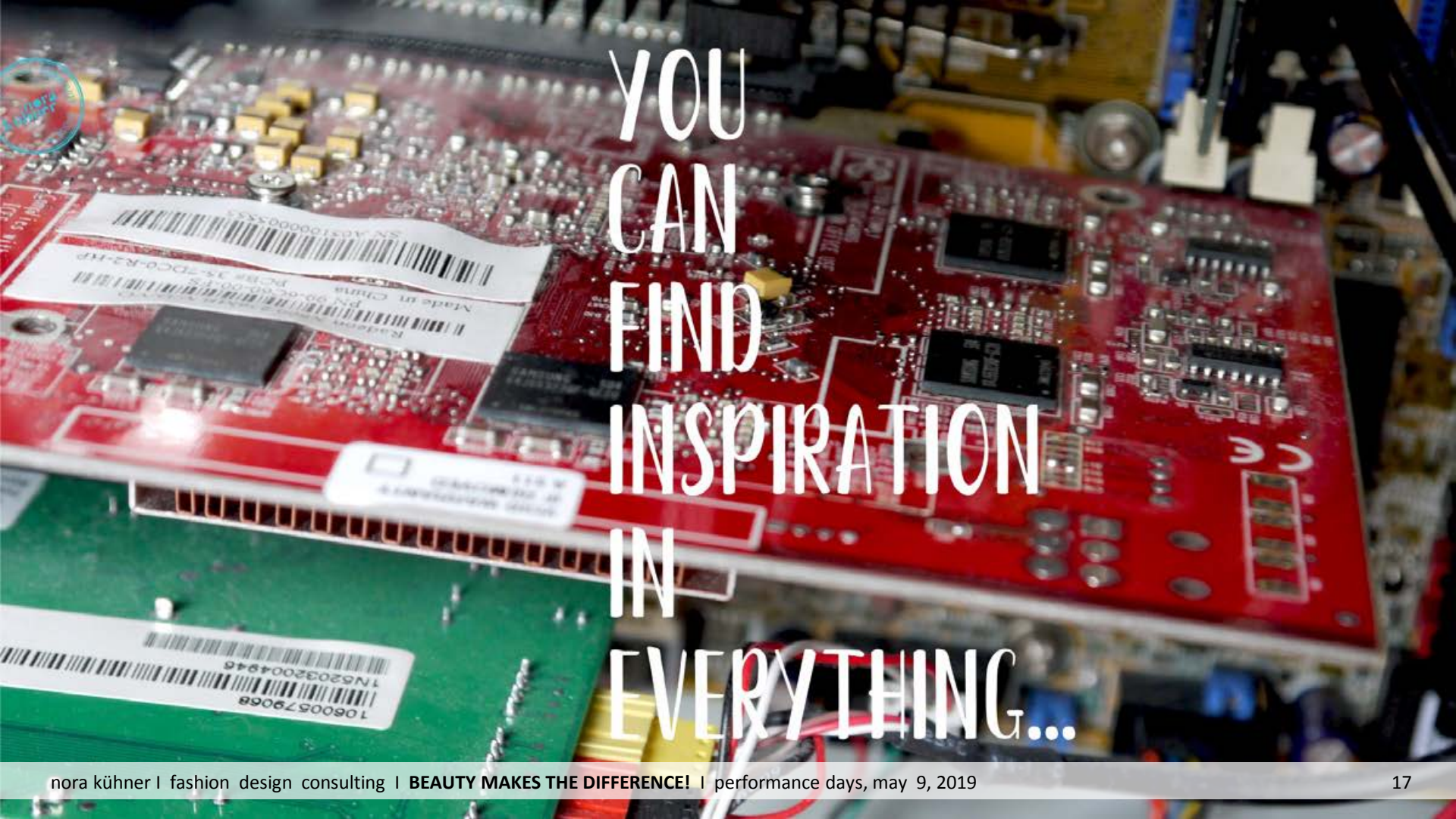




# HOW CAN WE PRESERVE THE GREAT OUTDOORS AS THE GREAT OUTDOORS?







YOU  
CAN  
FIND  
INSPIRATION  
IN  
EVERYTHING...

IT SHOULD BE OBVIOUS

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THAT PERFORMANCE WEAR PROVIDES  
THE APPROPRIATE FUNCTIONALITY.

BUT, WHAT ABOUT THE FUN?





**Take care of what  
you are designing!**





**THANK YOU**

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