



This file is an extract of Nora Kühner's lecture first held at Performance Days in Munich/Germany, on April 20, 2016.

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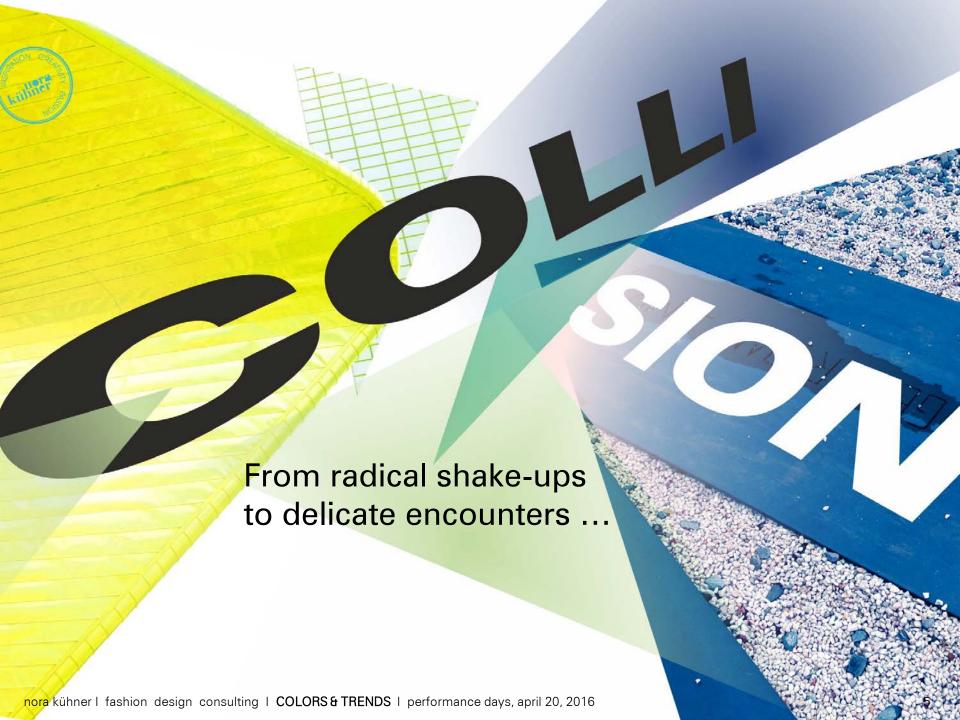


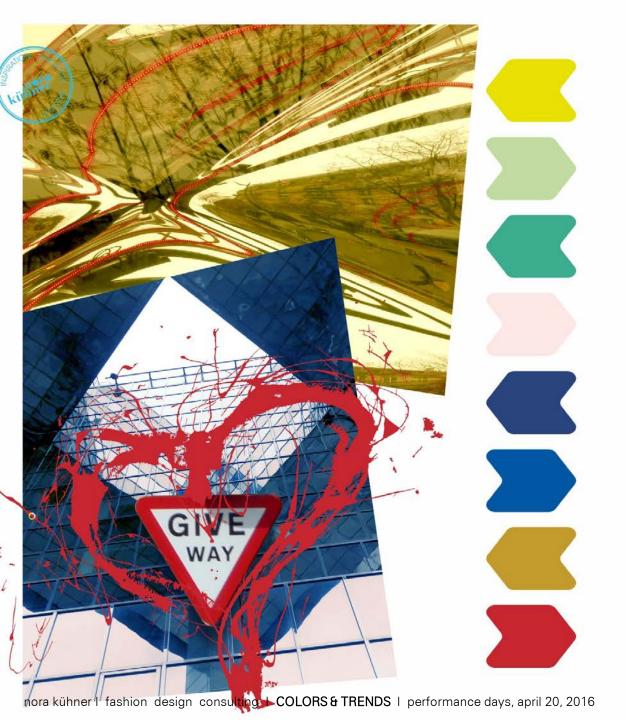
## The Spirit of the Season

Transformation is an essential part of life. Over the last years digitalization has been causing seismic changes in modern societies along with unprecedented challenges. New questions arise and require new answers. And the process of deep changes is not finished yet. The textile and clothing industry cannot stand aside any longer. The sports industry, too, has to take action - adjusting its strategies and rigid structures to the changing conditions to keep pace with people's fast shifting needs and wishes.

Luckily, sport has a magnetic pull turning it into a vital part of the modern lifestyle. Its attraction marked by surprise, fascination and emotion. A perfect playing field for a genuine renewal - leaving behind thoughts about pricing and sourcing and breaking sameness. Start propelling courageous ways of interpreting and making contemporary sports products ever onward!

At the core practising sports is about striving for the seemingly unattainable and transcending the limits of body and mind. Following these principles, let's change the game!





atmosphere I Moments of movement, moments of stillness – the unexpected lends momentum to breaking the ordinary. Synthesizing the seemingly incompatible - subtle fusions and dynamic inversions prompt ambivalent tension.

colour mood I The range is cool in feeling yet loaded with energy. The captivating interaction of acid yellow, soft mint and aquatic green sets the tone. Intense shades of royal blue add depth while a subtle hint of rose brings a warm shimmer. Accents of deep red and golden yellow lend pulsating energy to this powerful palette.









fabrics I Encouraging mismatches. Solid neatness and shivering fluidity. Highly stretchable knitted double faces. Fancy terries with brushed backsides. Glassy transparency and grainy density. Shimmering metallic perfection and natural roughness. Animated textures and fluffy depths.

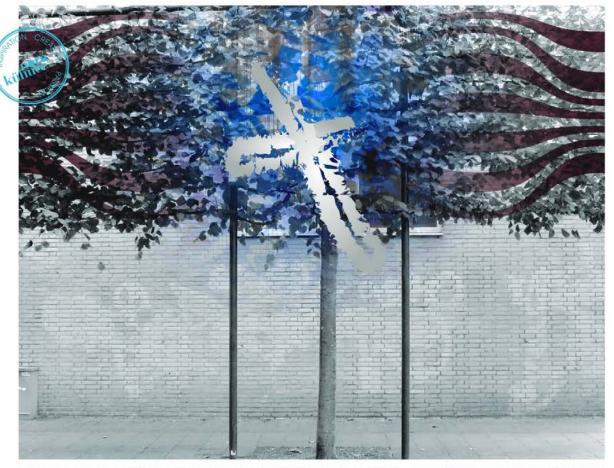


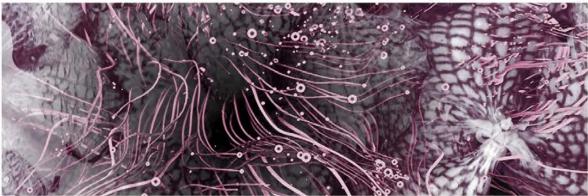












atmosphere I Highly efficient algorithms at work, big data knows everything. The world we once knew is disappearing. Hidden technology – never tangible or visible – rules the universe. New approaches of experiencing our surroundings gain ground.

colour mood I A clean and simple colour palette with an elaborated contemporary twist: a sophisticated gradation of grey tones reflects our changing environment and the ubiquitous play of light and shadow. Flawless bright yellow, burgundy red and electric blue underline the ethereal luminosity of this digital story.









atmosphere I Living labs – bustling metropolises as testing ground, boosting creativity with a pioneering spirit. The willingness to experiment with an open mind– redefining the way of living together. Sharing and combining diverse and inspirational experiences to envision new solutions. Tomorrow is now!

colour mood I Glowing aqua, deep red, non-girlie purple, bright orange and acid yellow take centre stage. Eye-catching and light-hearted with a summerly brilliancy. Generously sprinkled or massively invading monotone grounds. Dark grey and rich petrol set the framework. A lively array merging the natural and the synthetic with curiosity and empathy.





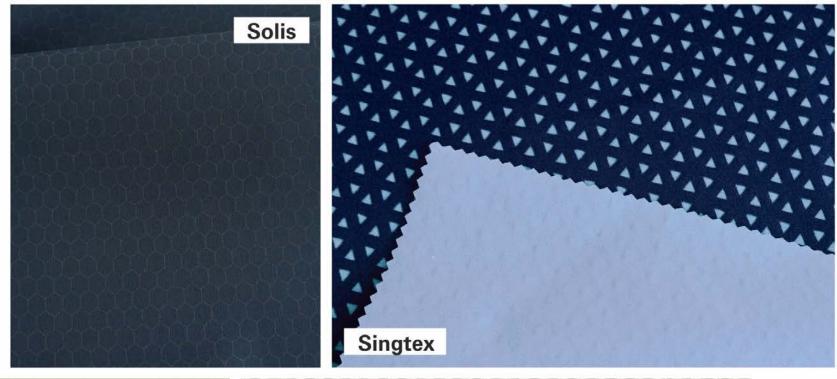


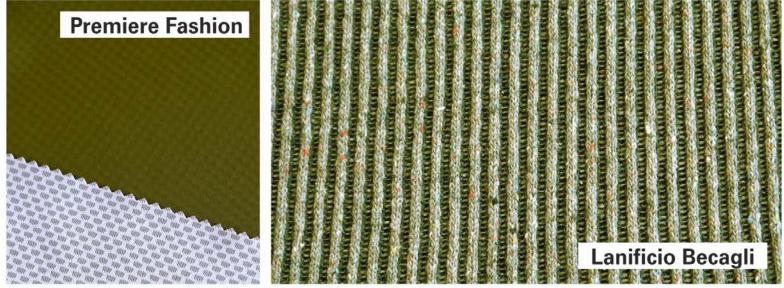


atmosphere I Empathy is key to excite the human senses - imposing a different way to look at technology. The creation of emotional experiences and connections gains new value.

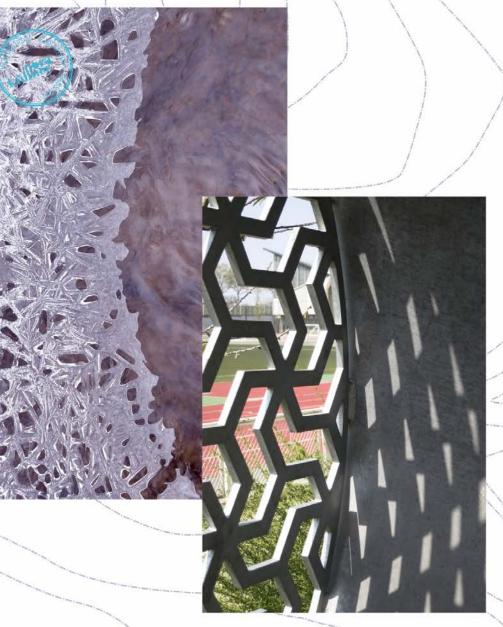
graphics I Nuanced patterns with a strong visual impact and a touch of mystery. Striving for infinity. Fluid organic forms team up with strict grids. Oversized spacious landscapes and monochrome labyrinths of refined hand-drawn lines. Stylized printed moiré effects.





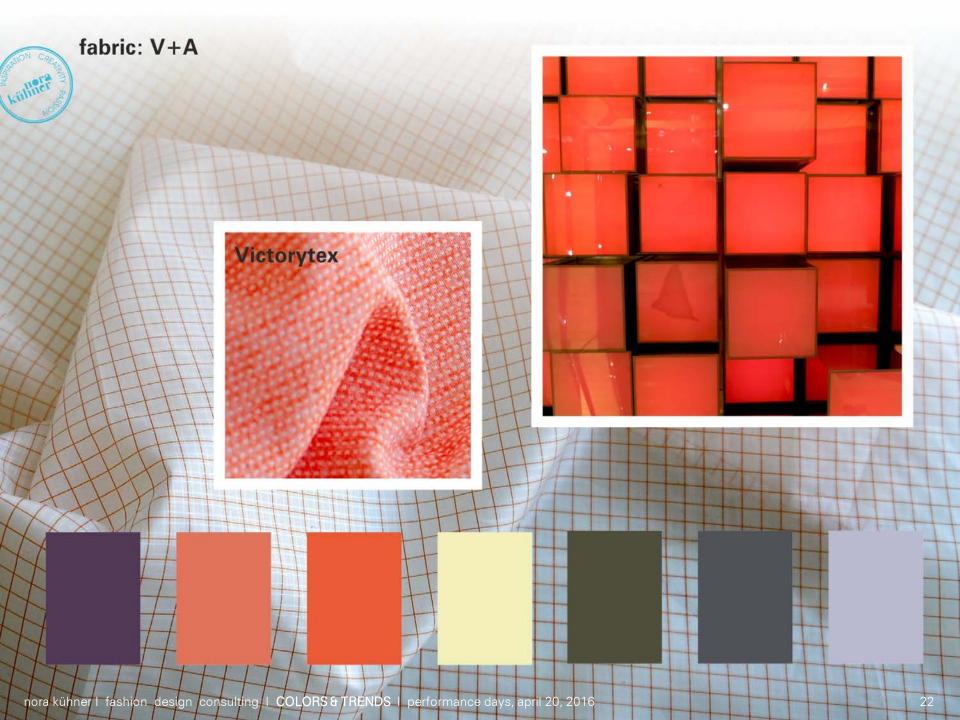






atmosphere I Trompe I oeil – stepping into other worlds, multiplying reality. Hyperreal imagery blurs the line between reality and the realm of fiction. Creating narratives of bold new worlds and reviving traditional myths.

graphics I Dots & pixels alive! Mysterious and visually intriguing patterns. Combining fragility and stableness. Colours morph gently from one shade to another thus creating dreamlike backdrops for head-turning creative crossovers - from shamanistic symbols to natural phenomena. Cloudy overprints take everyday motifs to other dimensions and puzzle the mind.





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