

WERRREL

# 2H22 Fall / Winter

Lookbook

2021







OUR BRAND PURPOSE

**Sharing the simple  
power of being  
outside with everyone.**

- ① Welcoming to all
- ② Protecting the trail



# NO.1 RUGGED OUTDOOR FOOTWEAR BRAND IN THE WORLD 2020.

(SGI OCTOBER 2021)

## Rugged outdoor footwear category

Rank	Company	Share	U.S	Non-U.S
1	Merrell	13,3%	10,5%	15,6%
2	Columbia Brands	12,1%	16,0%	9%
3	Hoka One One	10,9%	16,1%	6,7%
4	Salomon	10,6%	3,8%	16%
5	Keen	6,6%	10%	4%
6	The North Face	4,4%	6%	3,1%
7	Grisport	3,6%	0,4%	6,2%
8	Tecnica Group	3,5%	0,6%	5,9%
9	Teva	2,7%	4%	1,6%
10	Scarpa	2,6%	1%	3,8%

# SUSTAINABILITY







100% of the line has at least one recycled component

Including: recycled footbeds, recycled uppers, recycled outsoles, recycled linings and recycled laces.



# Preserve & Protect the Trail

We believe through the materials we select, to the processes we use, to the organizations we partner with, our business can be a force for good.

					
<p>BLOOM makes flexible foams from algae biomass which clean and restore the environment when harvested.</p> <p>They help keep natural ecologies in balance, and in return, we get an incredible renewable resource that helps us offset the use of petroleum in traditional footwear foams.</p> <p>Shoes made from Bloom Algae Foam components are the result of 225 bottles of filtered water returned to the habitat, and 21 balloons of CO2 kept from entering the atmosphere.</p>	<p>Delivering lightweight, durable comfort and made with zero waste, not chemical additives, and no VOCs.</p>	<p>A Merrell exclusive, Vibram® Ecodura is made from a minimum of 30% recycled rubber.</p> <p>This high-quality compound formulation sacrifices none of the performance and durability that you've come to expect from Vibram and Merrell.</p>	<p>Solutions to save water and energy in the manufacturing process.</p> <p><b>Dope Dyed</b> Materials made with solution dyed yarns</p> <p><b>Undyed</b> Components that have been made with no dye in the process</p>	<p>There's more than one way to make a shoe.</p> <p>Vegan friendly products use 0% animal products, leaving a smaller carbon footprint behind.</p>	<p>Sourcing eco-friendly materials in order to include as much recycled content in our products as possible while balancing performance and durability.</p> <p>Materials Include:</p> <ul style="list-style-type: none"> <li>Recycled Laces</li> <li>Recycled Lining</li> <li>Recycled Outsoles</li> <li>Recycled Uppers</li> <li>Recycled Insoles</li> </ul>



# CONSUMER INSIGHTS



## CONSUMER INSIGHT

### Hike is the new Yoga

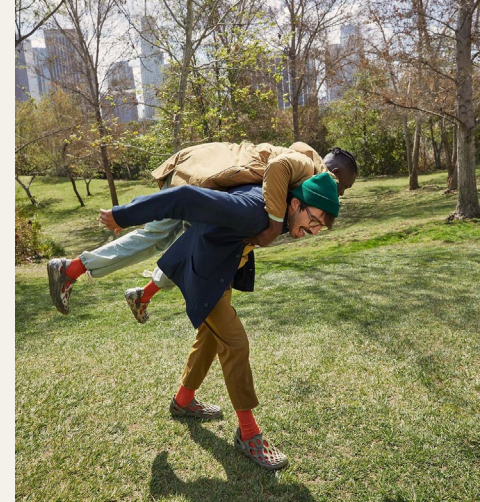
Going on a hike and getting outdoors is a great way to deal with stress and increase your well-being. More people than ever turn to the outdoors for this.



## CONSUMER INSIGHT

### Hiking momentum will continue

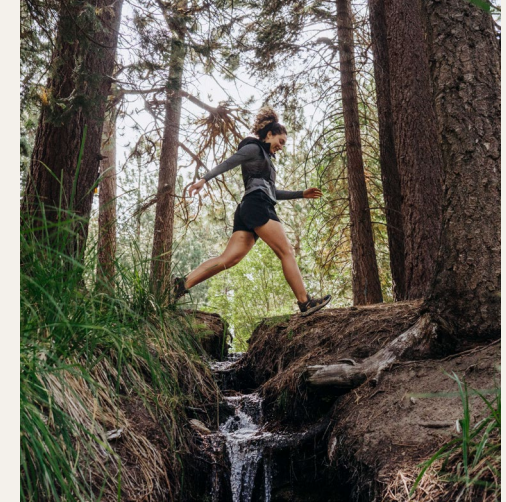
In 2021, the outdoor participation will grow with 20% LY and is not looking to slow down during 2022. Athletic performance has a huge momentum, and more people are looking for versatile outdoor shoes to “do it all” for their needs.



## CONSUMER INSIGHT

### Human connection in the outdoor

An awareness of wellbeing and self-care is at the forefront of consumers’ minds and sharing micro-experiences in smaller groups will be the first step into the new normal. Consumers are looking towards experiences on the trail with their friends.



## CONSUMER INSIGHT

### Sustainability

Sustainability is even more important than ever, consumers are continuously looking for recycled products and materials. Consumers put more pressure on brands to deliver sustainable products.

# CONSUMER INSIGHTS



## MOTIVATION

### Experiencing nature

The main goal and motivation of trail running is the experience of nature. Unlike marathons, trail running is not just about personal records. Due to the changing terrain, the pace is constantly changing.



## NEW AUDIENCE

### Running boom

Many people had started running in the lockdown and learned to appreciate regular jogging, they had equipped themselves with high-quality equipment and had literally absorbed everything worth knowing about running.



## RACES

### High performance

The sport of trail running has become more professional. Athletes are performing on a very high level. On the other hand, extreme races attract more average runners.



## FOOTWEAR TREND

### Versatile products

High demand for light, versatile Outdoor footwear causes an accelerated growth of the trail running footwear category.

**MERRELL**

**Thank You**