

ALRN

IMMERSE YOURSELF IN THE GAME.



- ▶ **RESEARCH 4-22**
 - The Problem
 - Proprioception
 - The Environment
 - Baseline Products
 - Baseling Testing
- ▶ **PROBLEM STATEMENT 23-25**
 - Product Line
 - Technologies
- ▶ **DESIGN PROCESS 26-38**
 - Sketching
 - Prototyping
 - Testing
- ▶ **TECH PACKS 39-47**
 - Footwear
 - Sleeve
 - Sock
- ▶ **PACKAGING 48**
- ▶ **PHOTOGRAPHY 49-51**
- ▶ **VALIDATION 52**
- ▶ **PRODUCT OUTCOMES 53**





“ My mission as a designer is to combine my passion for sports with my engineering knowledge to innovate smart, beautiful solutions that excite and motivate athletes to get out and play.

I want to be remembered as a designer who created beautiful, thoughtful products that challenged the constraints of traditional sport.

”



▶ GOLFERS OF THE 21ST CENTURY ARE
DATA DRIVEN

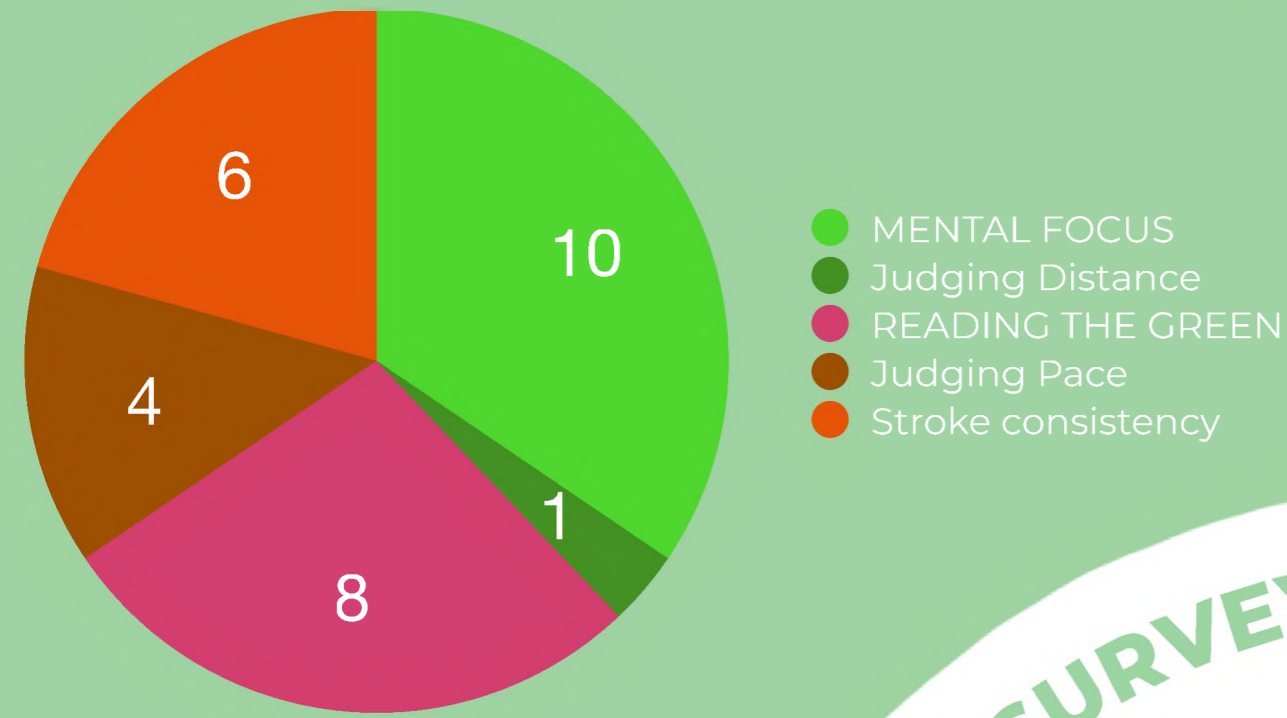
87% OF PLAYERS
▶ BOUGHT A TRAINING AID LAST YEAR

▶ GLOBAL GOLF EQUIPMENT MARKET WORTH
OVER \$7 BILLION

\$6.2 MILLION
▶ NEW PLAYERS TOOK UP GOLF IN 2020

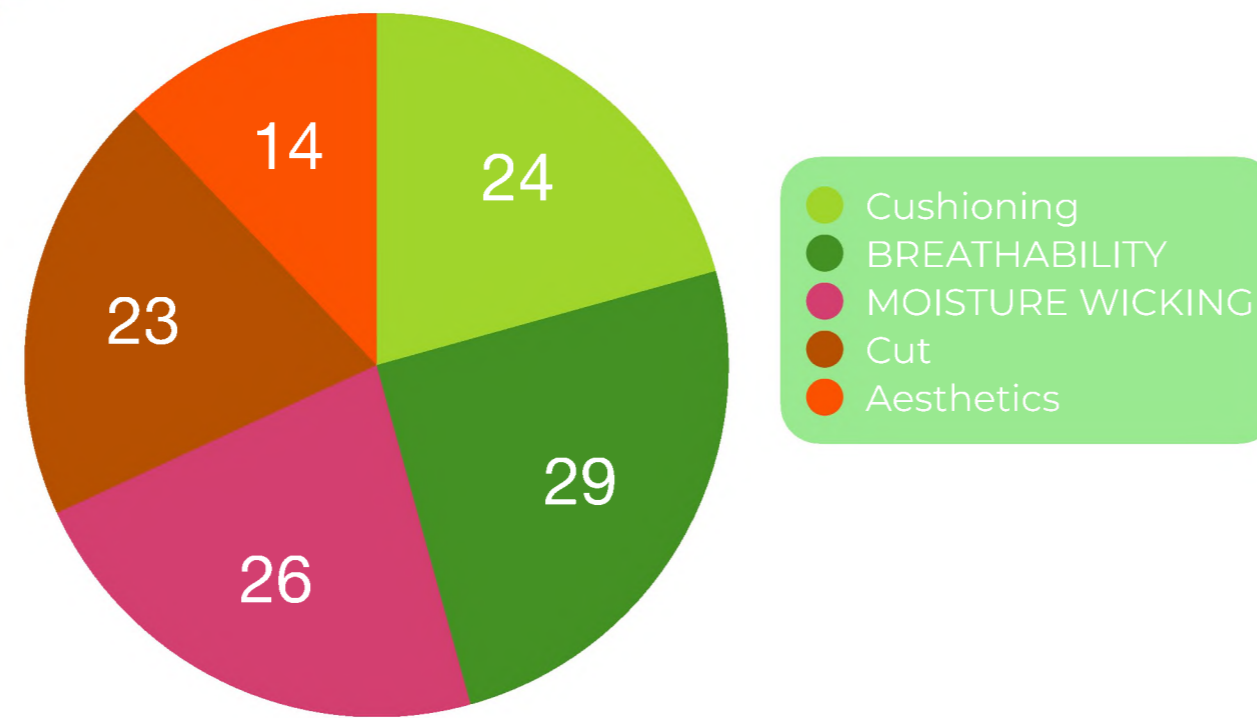


WHY GOLF?

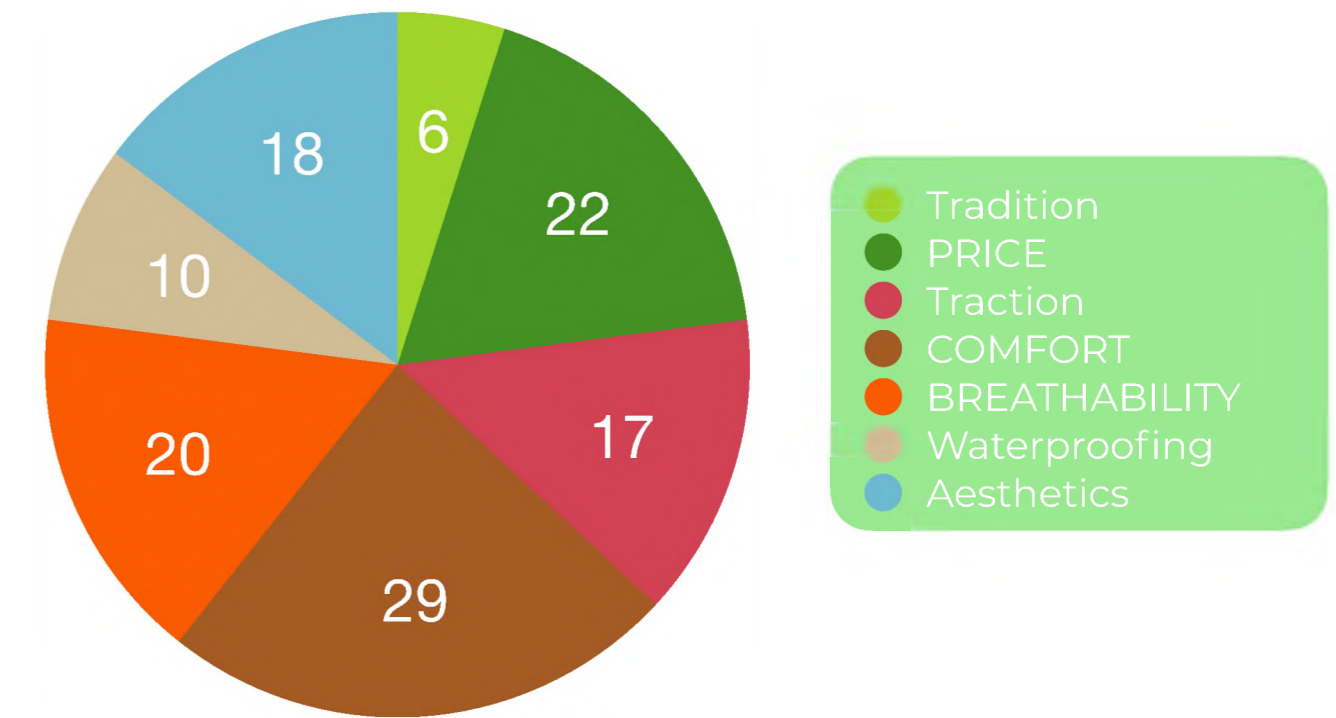


WHAT ASPECTS OF PUTTING DO YOU STRUGGLE WITH THE MOST?

FROM AN ONLINE SURVEY OF 29 PLAYERS



FROM AN ONLINE SURVEY, 21/29 PLAYERS SAID THEY REGULARLY USE TRAINING AIDS TO IMPROVE GOLFING PERFORMANCE.



83% OF UK PLAYERS HAVE NEVER WORN COMPRESSION SLEEVES

vs

60% OF US PLAYERS HAVE NEVER WORN COMPRESSION SLEEVES



76% OF UK PLAYERS WOULD NOT BE INTERESTED IN SLEEVES THAT PROVIDE SENSORY FEEDBACK

vs

33% OF US PLAYERS WOULD NOT BE INTERESTED IN SLEEVES THAT PROVIDE SENSORY FEEDBACK

89% OF PLAYERS WOULD BE INTERESTED IN SHOES THAT IMPROVE PUTTING PERFORMANCE.

THOSE THAT WERENT INTERESTED WERE CONCERNED USING THEM ON THE COURSE WOULD FEEL LIKE CHEATING.



- ▶ **DETERMINE PACE**
- ▶ **DETERMINE GRADIENT**
- ▶ **DETERMINE LINE**





- ▶ **FLEXIBILITY**
- ▶ **GOOD POSTURE**
- ▶ **BALANCE**
- ▶ **COORDINATION**
- ▶ **FOCUS**
- ▶ **PATIENCE**





▶ **THE BODY'S ABILITY TO PROVIDE INFORMATION TO THE BRAIN ON IT'S POSITION, LOCATION, ORIENTATION AND MOVEMENT OF THE BODY**



PROPRIOCEPTION

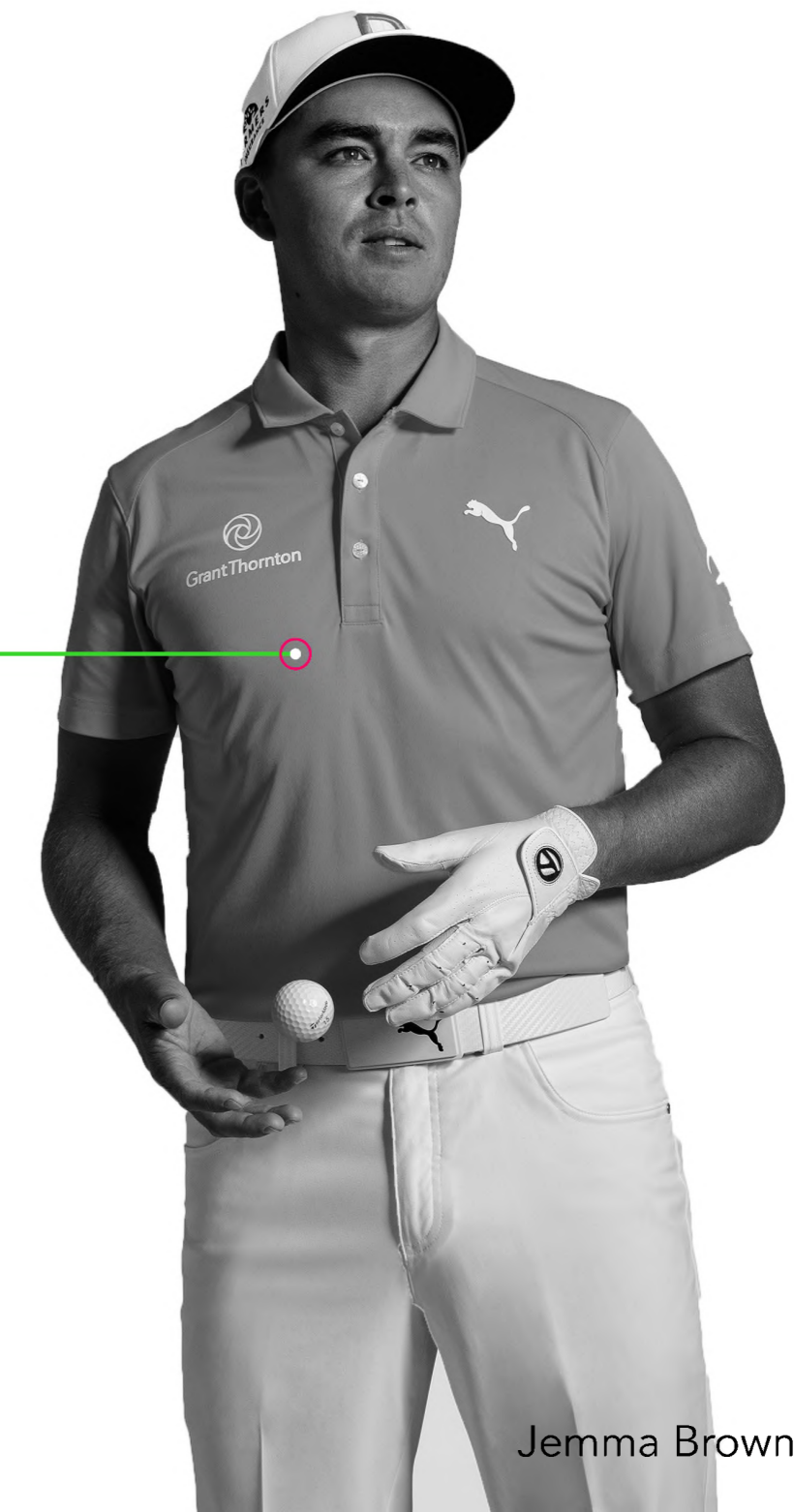


▶ **HEIGHTEN**
PROPRIOCEPTIVE EXPERIENCE

▶ **INCREASE**
POSITIONAL AWARENESS

▶ **IMMERSE**
PLAYERS INTO THEIR ENVIRONMENT

▶ **IMPROVE**
PERFORMANCE







**G/FORE
MG4+**

\$185



**TRUE LINKSWEAR
FEEL OG**

\$145



**UNDER ARMOUR
GOLF PERFORMANCE
SOCK**

\$9



**TRU SOX
3.0 THIN**

\$49.97



**UNDER ARMOUR
HEAT GEAR SLEEVE**

\$11.99



**FOOTJOY
SUN SLEEVE**

\$30

BASELINE PRODUCTS



Practices **2/3** times a week, mostly on the **range**.

NIKE DIGITAL HYPERLITE



NIKE PERFORMANCE CREW



NIKE AIR ZOOM INFINITY TOUR



Practices **once** a week, mostly on **short game**.



HIGH COMPRESSION SLEEVE



BOMBAS SOLID ANKLE SOCK



NIKE AIR ZOOM TIGER WOODS

JORDAN 22



HEIGHT 6ft 1
WEIGHT 205lbs
BICEP 34cm
FOREARM 33cm
WRIST 17.5cm
SHOE SIZE 12M

AJ 24

6ft 1 HEIGHT
165lbs WEIGHT
27cm BICEP
27cm FOREARM
16.5cm WRIST
SHOE SIZE 12M



PLAYER STATS
COMPETITOR PRODUCT TESTING



ON THE RANGE



ON THE GREEN

TESTING METHOD

STEP 1

- Players are blindfolded and asked to put on products.

STEP 2

- Blinfolds are then removed and the players are asked to warm up on the putting green.

STEP 3

- As they are warming up around the green, they are asked to rate varous features of the products out of 10.

STEP 4

- Their responses are noted down.

STEP 5

- The player then moves to the driving range to warm up and the questions are repeated.

STEP 6

- The player swaps products and the process is repeated.

BLIND RATING

THE METHOD

“Foot feels **locked down** and very stable, but provides slight **resistance on the left lateral side** during swing follow through”

“Midsole feels like an **orthopedic insole**, different, but not uncomfortable”

“I like the stiffness of the shoe, it makes it **very responsive**”

“A bit like a **nurses shoe** and very vanilla”

“Feels like a **cloud** on your foot, like the sole forms around your foot”

“My foot feels very **planted** during the swing, but the upper still moves with the shoe”

“Doesn’t feel like a golf shoe, feels like a **track shoe**”

“It feels like it’s **wide in the wrong places**”

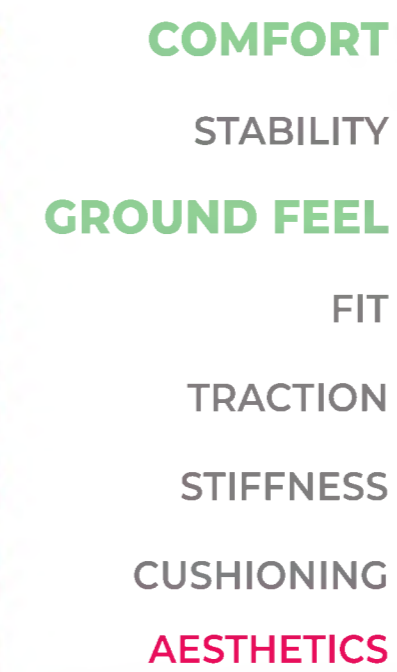
“Would be **great on the green**, but might not want to walk 18 holes in it”

“Looks like an **old mans shoe**”

G/FORE MG4 +

TRUE OG FEEL

■ RANGE
■ PUTTING



THE RESULTS

"I think it's got really **good cushioning** just **not in the right places**"

"I really like the **support under the arch**"

"I'm not sure if it's the shoe, but I kinda **want more cushioning on top of my foot**, the tongue is digging in"

"I think it looks **very athletic**"

"Feels like there's an **uncomfortable stitch** under the toes"

"It's a **strange sensation** putting them on, but after a while you **barely feel them**"

"There is **no cushioning**, I can **feel everything**"

"It looks **kinda yellow**, but I don't really care how it looks"

■ RANGE
■ PUTTING

UNDER ARMOUR SOCKS

TRUSOX 3.0 THIN



THE RESULTS

"It **doesn't feel like it's doing much**, but it's very comfortable"

"Feels like an **accessory without purpose**"

"Makes me **feel like an old man**"

"I feel like I would **want to take it off** after an hour"

"The **material feels so soft**, like it feels like it's not there"

"It gives a little **more support** than the other sleeve"

"I can feel **slight compression**, but with **no restriction**"

"It feels like **it's actually doing something**"

UNDER ARMOUR SLEEVE



■ RANGE
■ PUTTING

FOOTJOY SLEEVE



THE RESULTS





ON THE GREEN

TESTING METHOD

STEP 1

- Players take 3 putts from specified spot at 3 feet, 6 feet, 9 feet.

STEP 2

- Take note of how many putts are sunk and the position from where putts are taken.

STEP 3

- Videos of the putting stroke will be taken for every putt.

STEP 4

- Players take 5 putts from random spots around 12 feet from the hole, making sure to carry out a green reading procedure before each putt.

STEP 5

- Take note of line accuracy and the distance the ball finishes from the hole.

STEP 6

- Ask player how easy they felt it was to read the green and line up

BLIND AWARENESS

THE METHOD



AVERAGE TIME **25s**
3 CORRECT
2 INCORRECT



AVERAGE TIME **17s**
4 CORRECT
1 INCORRECT



AVERAGE TIME **22s**
2 CORRECT
3 INCORRECT



AVERAGE TIME **16s**
3 CORRECT
2 INCORRECT

JORDAN 22

AJ 24



On average, **both players** achieved **more correct answers** when wearing the **TRUE linkswear shoes** and **TRUsox**.

They also determined their answers on average, **7s faster** when wearing these products.



THE RESULTS



TEST 1



TEST 2

TESTING METHOD

STEP 1

- Players take 3 putts from specified spot at 3 feet, 6 feet, 9 feet.

STEP 2

- Take note of how many putts are sunk and the position from where putts are taken.

STEP 3

- Videos of the putting stroke will be taken for every putt.

STEP 4

- Players take 5 putts from random spots around 12 feet from the hole, making sure to carry out a green reading procedure before each putt.

STEP 5

- Take note of line accuracy and the distance the ball finishes from the hole.

STEP 6

- Ask player how easy they felt it was to read the green and line up

PUTTING PERFORMANCE

THE METHOD



JORDAN 22



AJ 24

AJ sunk **more putts** when wearing the **TRUE linkswear shoes** and **TRUsox**.

Jordan sunk **more putts** when wearing the **G/Fore shoes** and **UA socks**.

However, **both players** said it felt **easier to read the the line of the putts** when wearing the **TRUE linkswear shoes** and **TRUsox**.



THE RESULTS

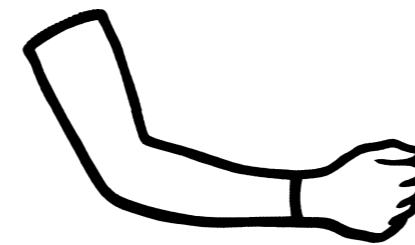
TO DEVELOP A COLLECTION OF SHOES AND SLEEVES FOR GOLFERS THAT WORK TOGETHER AS A TRAINING AID TO HEIGHTEN PROPRIOCEPTION BY INCREASING AWARENESS OF THE TERRAIN CONTOURS AND MUSCULAR MOTION OF THE BODY, THUS IMPROVING GOLFING PERFORMANCE





GOLF SHOES

A PAIR OF SHOES DESIGNED TO INCREASE AWARENESS OF THE TERRAIN CONTOURS THROUGH HEIGHTENED PROPRIOCEPTION



COMPRESSION SLEEVES

A PAIR OF SLEEVES DESIGNED TO INCREASE MUSCULAR AWARENESS AND ENCOURAGE BEST GOLFING FORM



SOCKS

A PAIR OF SOCKS DESIGNED TO LOCK IN THE FEET AND FURTHER ENHANCE THE PROPRIOCEPTIVE TECHNOLOGY OF THE SHOES



AURA-CEPTION TECHNOLOGY

AN INSOLE SYSTEM DESIGNED TO IMPROVE A PLAYERS PROPRIOCEPTION THROUGH POINTS OF STRATEGICALLY APPLIED PRESSURE.

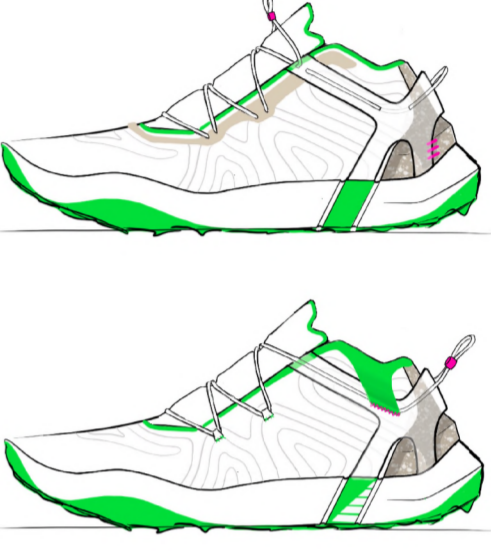
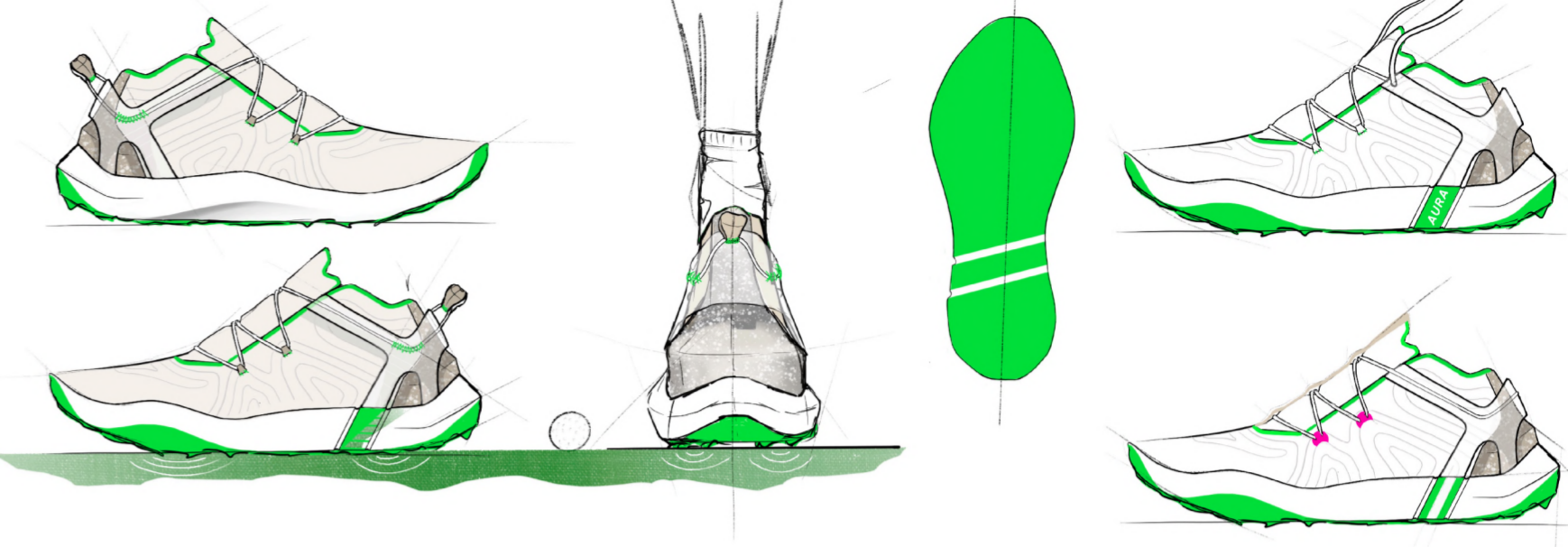
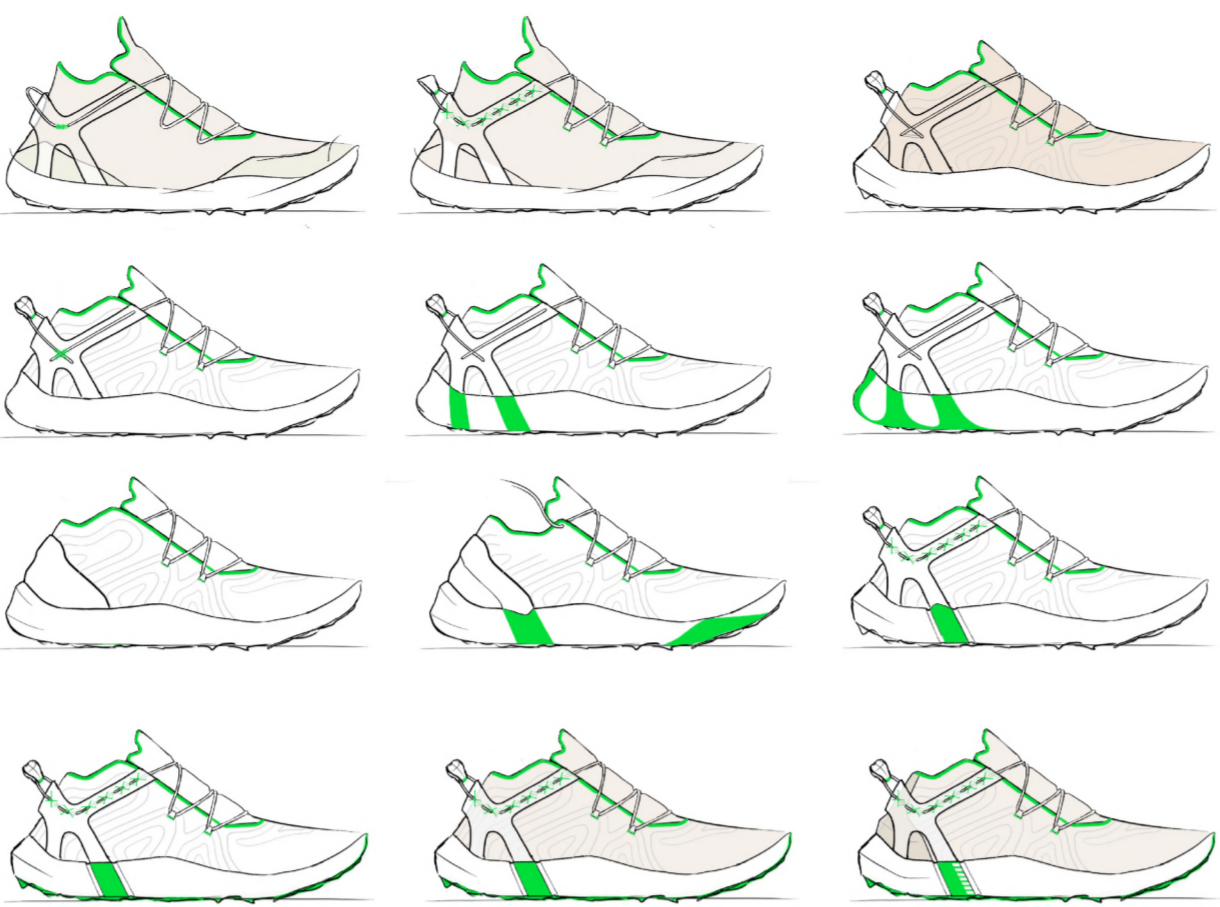
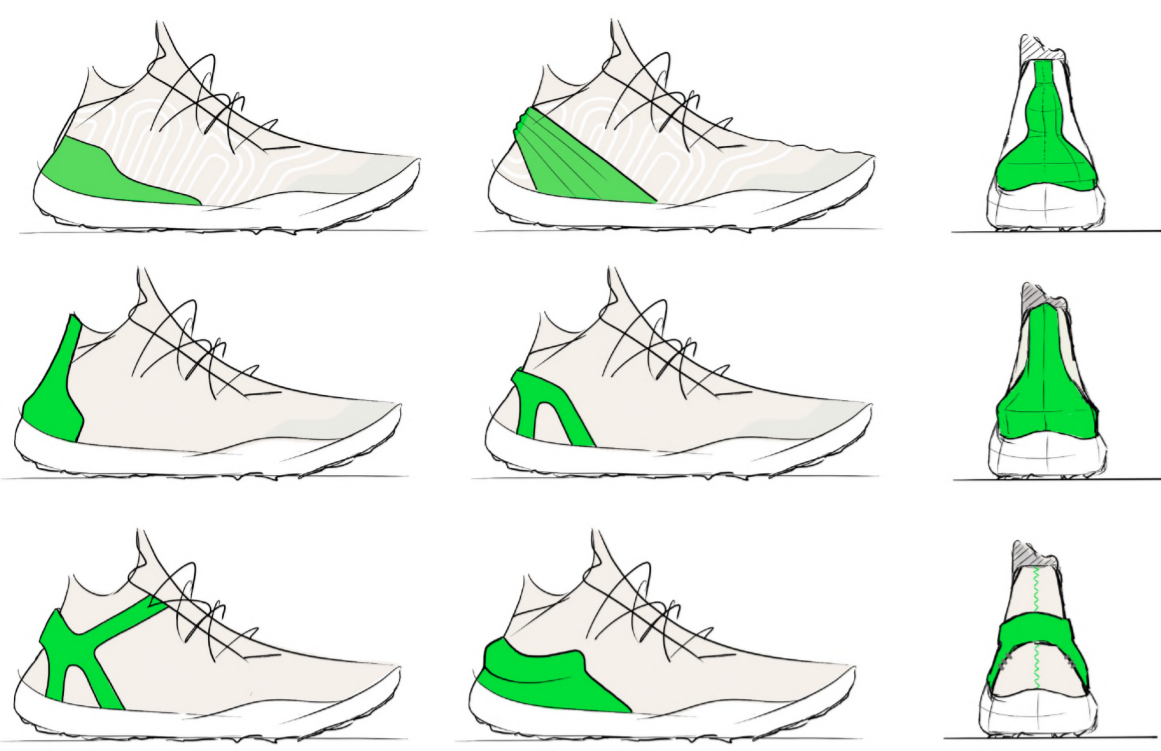
MORPH TECHNOLOGY

A TEXTURIZED STRUCTURE SYSTEM DESIGNED TO PROVIDE BOTH SUPPORT AND SUBTLE TACTILE FEEDBACK TO THE PLAYER.

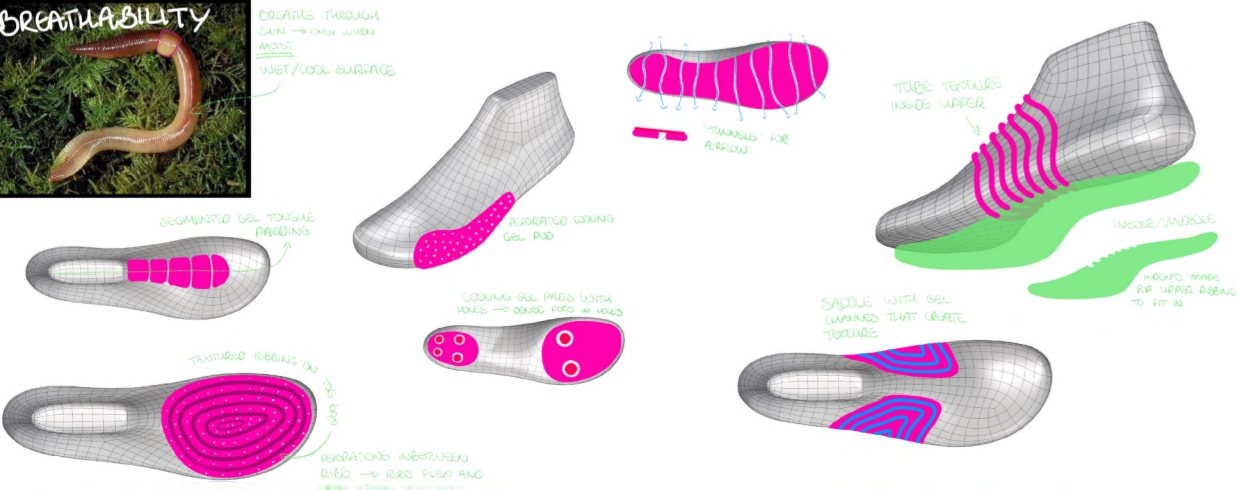
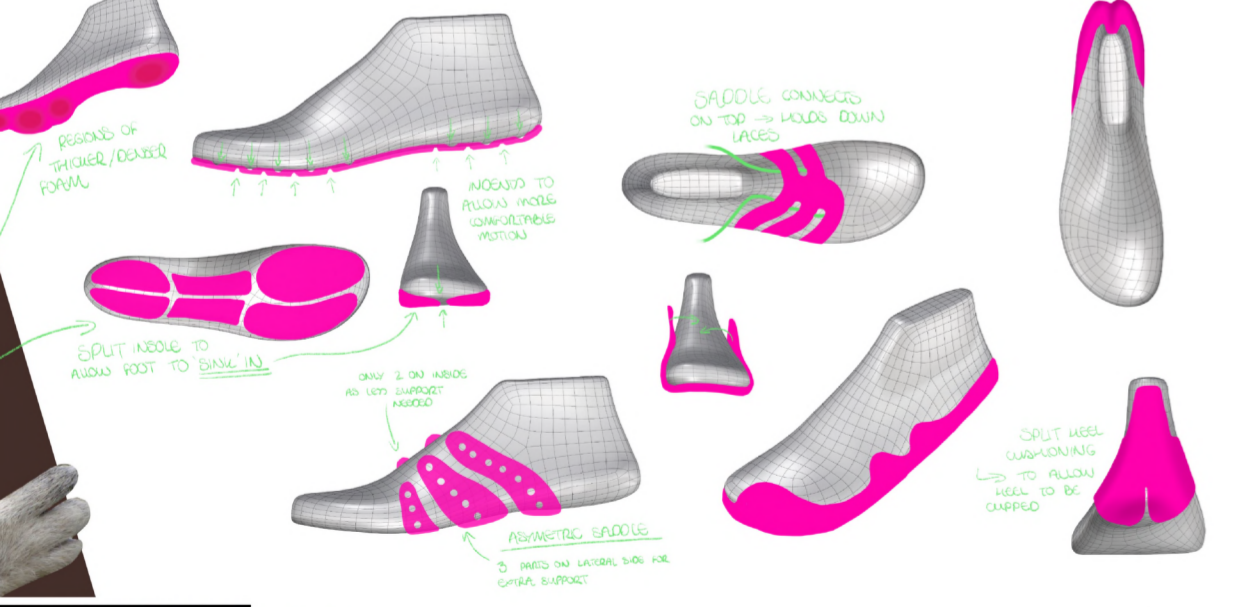
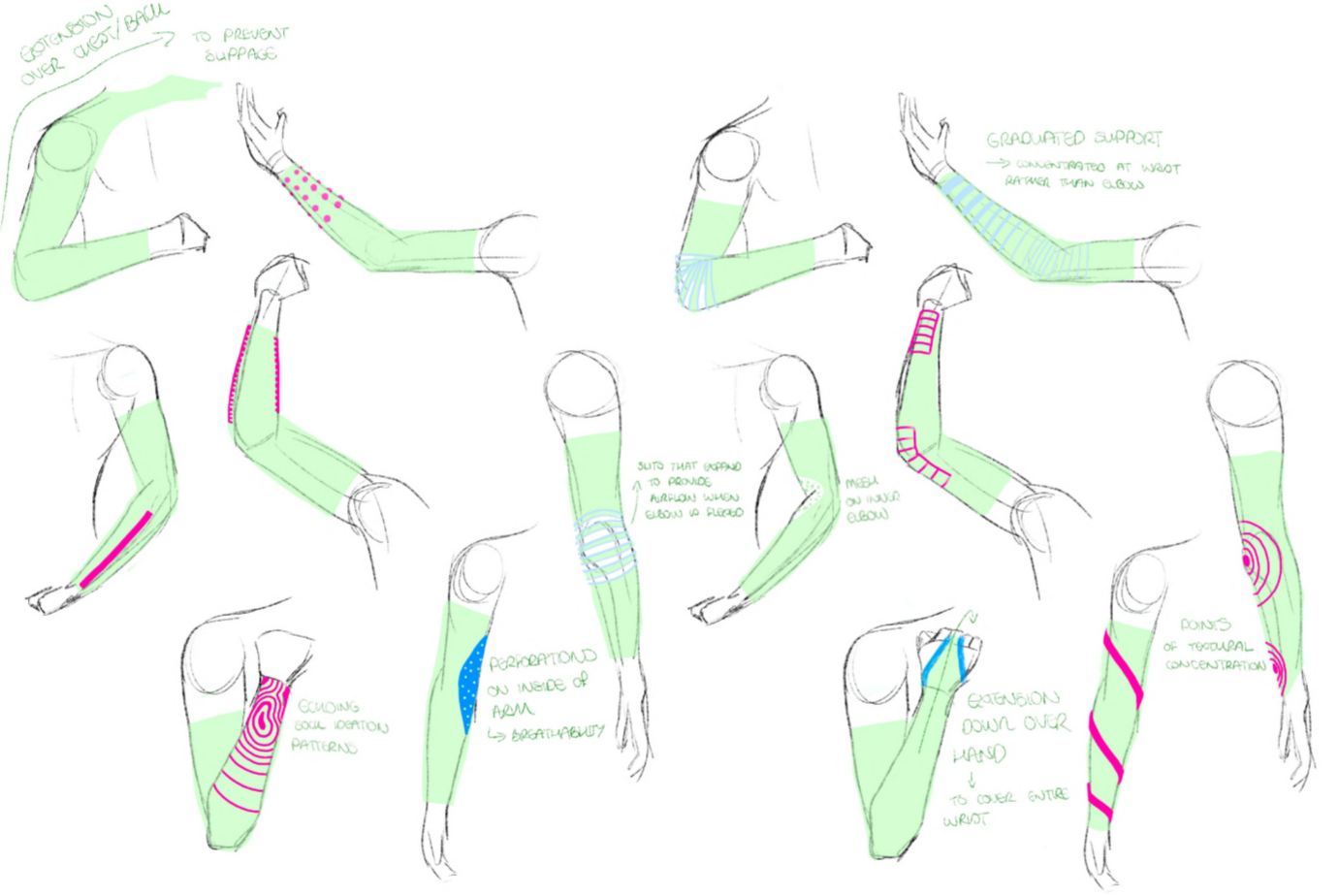


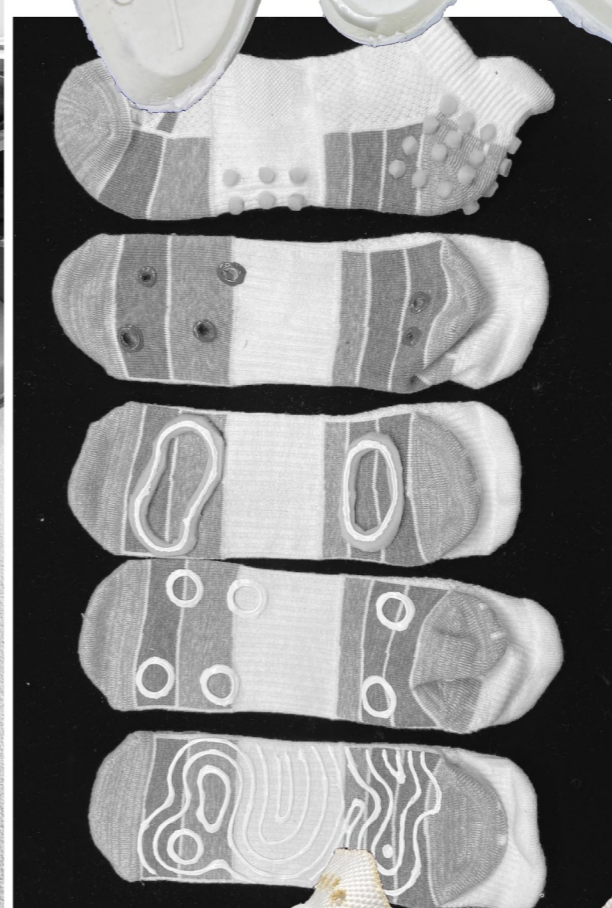
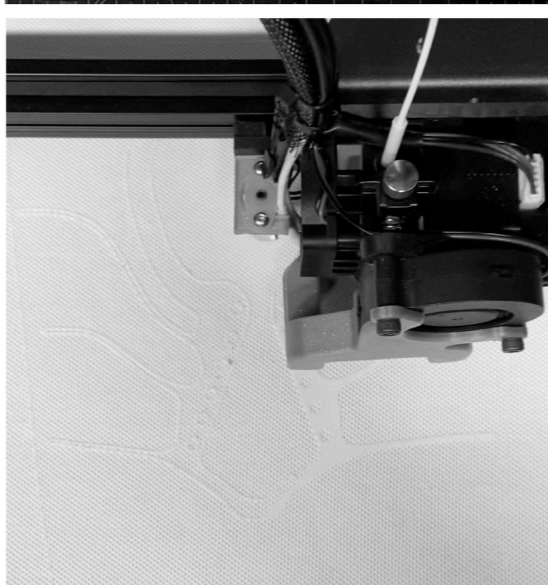
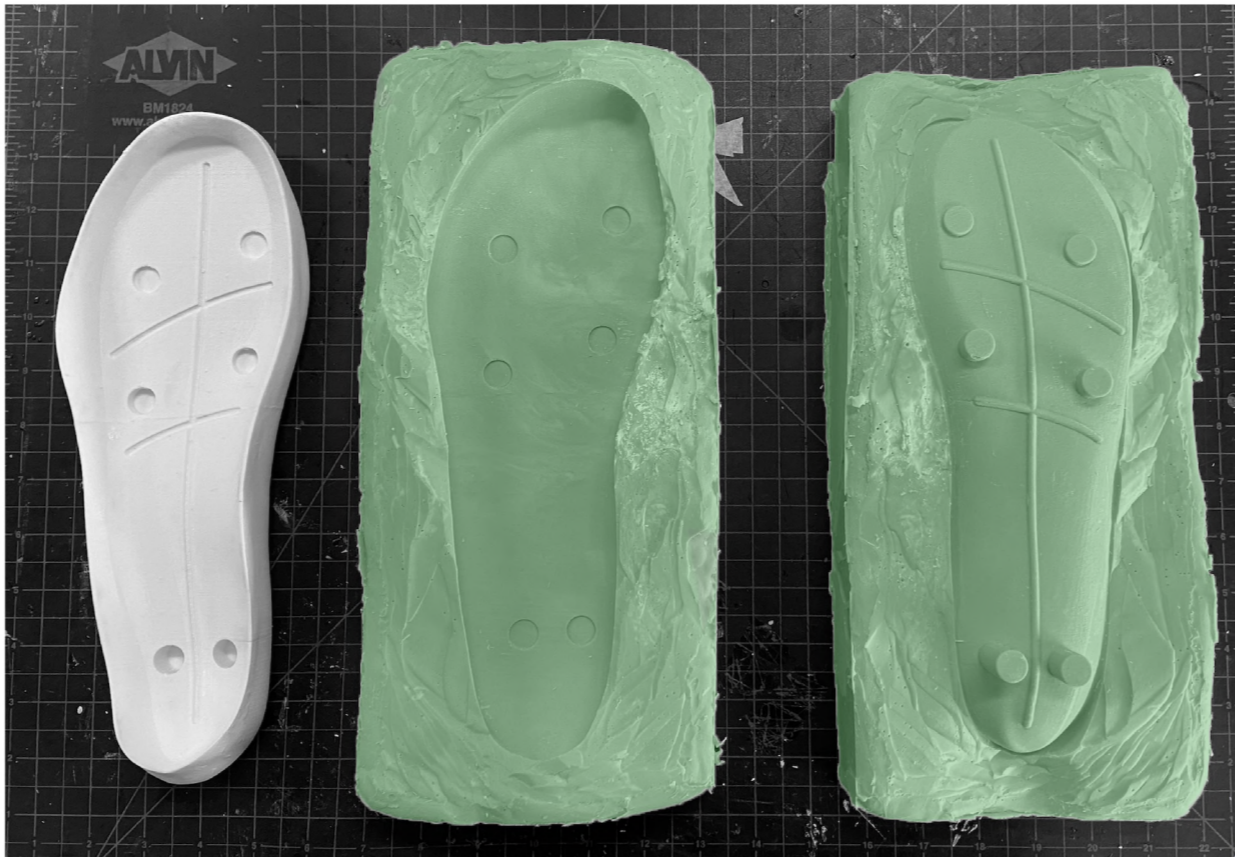
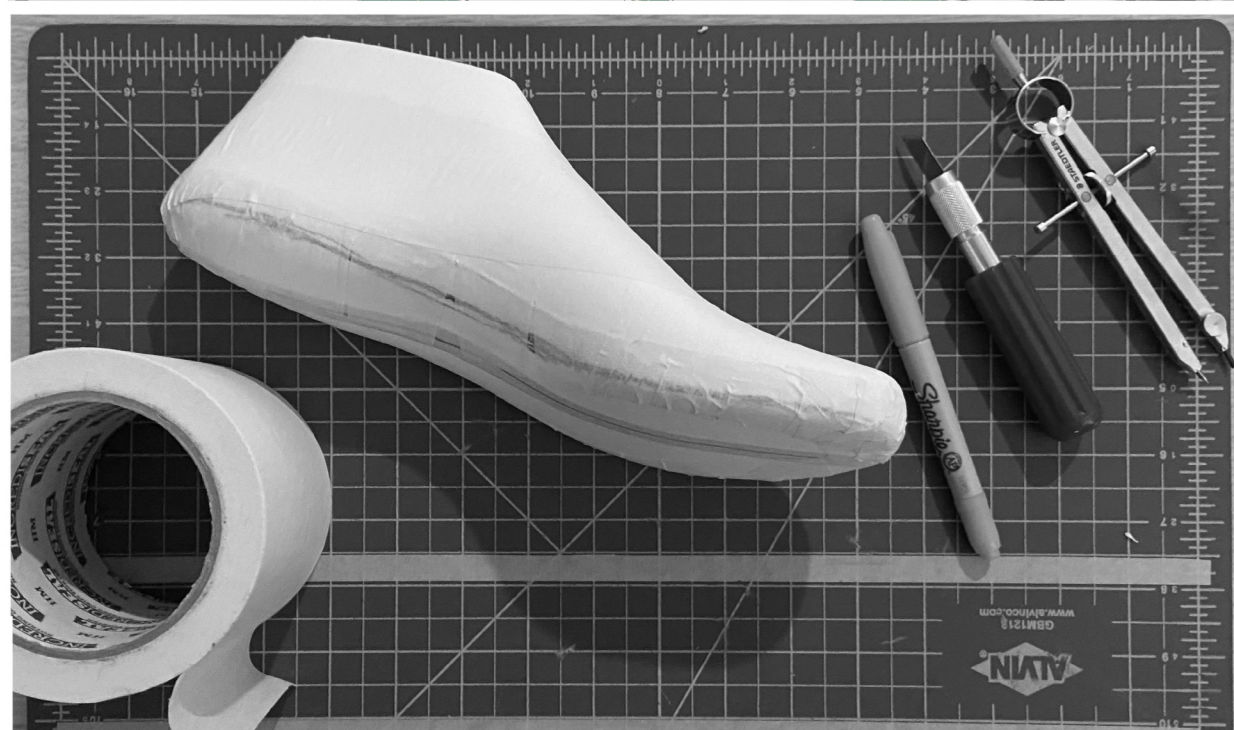
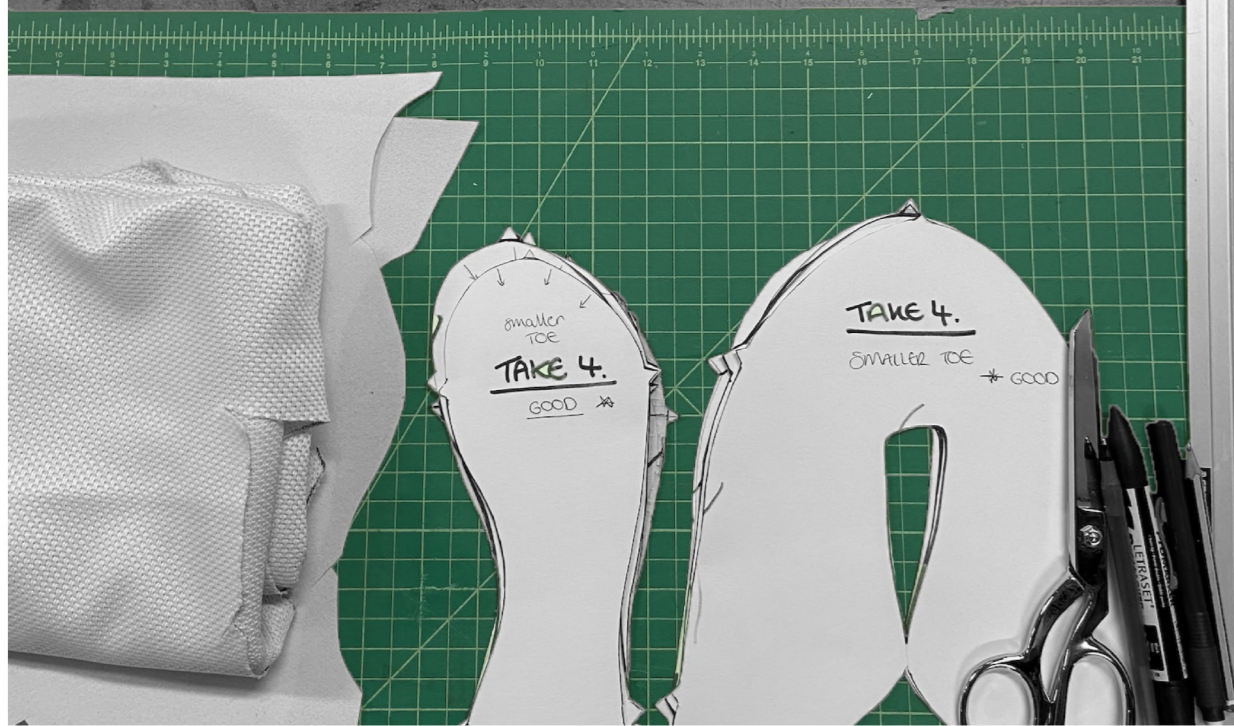


THE DESIGN PROCESS

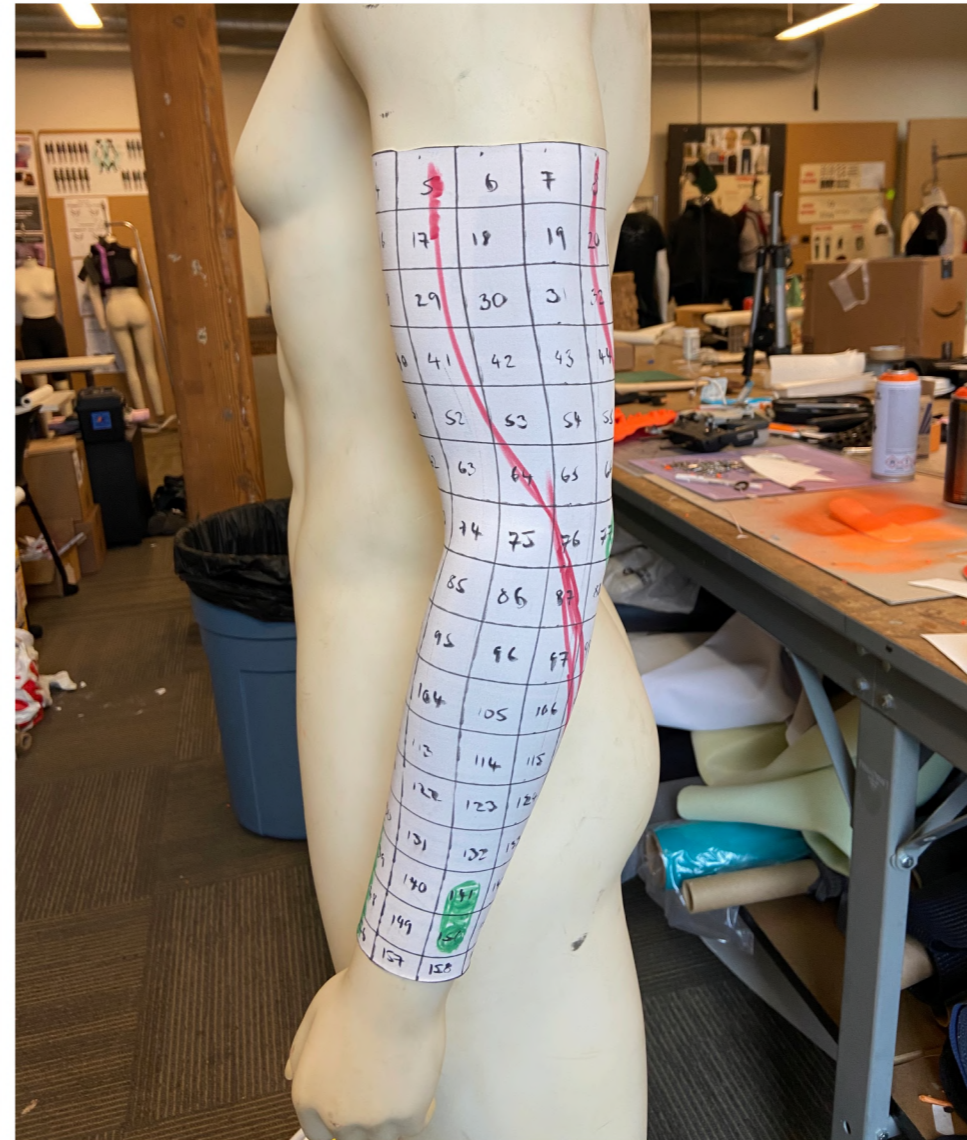


- CUSHIONING
- AIRFLOW CHANNELS
- SUPPORT
- CUFF





PROTOTYPING



PROTOTYPING





PROTOTYPING





User was blindfolded and then asked to rate the features of the prototype shoe on a scale of 1 to 10.



GROUND FEEL SCORE INCREASED WHEN PODS WERE ADDED, BUT COMFORT SCORE WENT DOWN SLIGHTLY.

It was felt the pods did further enhance the experience. They could be felt over the forefoot, but not as much on the heel.



“The pods definitely made a difference, I could really feel them over the forefoot, but the heel was pretty numb”

“I can feel there is a texture on the insole, but I can't tell what the pattern is”

“I feel like you get used to the sensation of the insole and the pods over time, they don't bother me at all”

BLIND RATING TEST





User was blindfolded and then asked to step on a cluster of small objects. The user had to guess how many objects were under their foot.

AURA SHOE WITH PODS	
NO. OF OBJECTS	GUESS
9	9
6	5
4	4

G/FORE SHOE	
NO. OF OBJECTS	GUESS
7	6
10	8
5	3

TRUE LINKSWEAR SHOE	
NO. OF OBJECTS	GUESS
7	7
5	5
7	7

AURA SHOE WITHOUT PODS	
NO. OF OBJECTS	GUESS
5	4
4	3
8	8

USER WAS MORE ACCURATELY ABLE TO DETERMINE THE NUMBER OF OBJECTS BENEATH THE AURA SHOE THAN THE G/FORE SHOE.

The AURA shoe could feel more than the G/FORE, but less than the True linkswear. It also took less time to determine the number of objects when wearing the AURA shoes.



“It was so much harder when wearing the G/FORE shoes, I could feel so much more with the AURA shoe”

“I could feel almost everything through the AURA sole, but it still feels so cushioned”

“I can feel even more through the True linkswear shoes”



User was asked to perform a series of dynamic movements to assess balance and stability performance.

AURA SHOE WITHOUT ZEPHYR TECH

AURA SHOE WITH ZEPHYR TECH

BALANCE BEAM WALK



USER WAS VISIBLY MORE STABLE WHEN PERFORMING THE MOVEMENTS IN THE SHOES WITH INTEGRATED ZEPHYR TECHNOLOGY

The Zephyr technology made the shoes significantly more stable and kept the foot more locked in place during dynamic movements. The heel still felt a little unstable but this is a result of the midsole design, not the upper.

STABILITY BALL PUTT



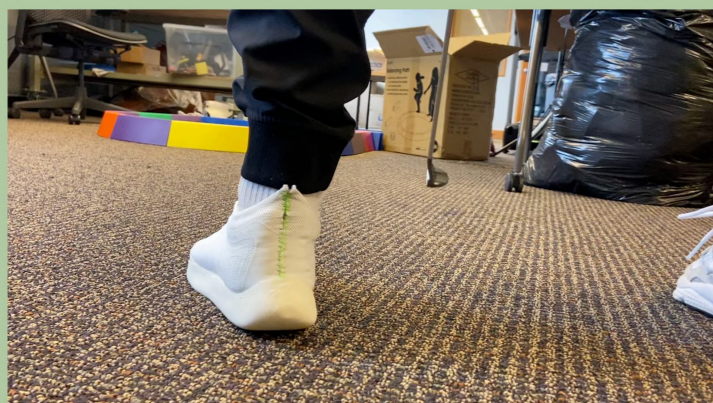
“Oh yeah, I feel so much more secure when wearing the shoes with the Zephyr tech.”

“The heel is still a little unstable, but overall my foot feels a lot more locked-in while I’m swinging.”

“It makes a big difference, you notice it immediately.”



GOLF SWING



STABILITY TEST





Users were blindfolded and 4 competitor tongue designs were integrated into the AURA shoes and tested against the prototype design. They were asked to rate each product feature on a scale of 1 to 10.

THE USER FOUND THE PROTOTYPE TONGUE MORE BREATHABLE AND COMFORTABLE THAN MOST OF THE COMPETITORS.

COMPETITOR 1

	4	COMFORT
	6	BREATHABILITY
	8	MOBILITY



COMPETITOR 4

	5	COMFORT
	2	BREATHABILITY
	7	MOBILITY



COMPETITOR 2

	8	COMFORT
	4	BREATHABILITY
	5	MOBILITY



PROTOTYPE

	8	COMFORT
	8	BREATHABILITY
	7	MOBILITY



COMPETITOR 3

	5	COMFORT
	4	BREATHABILITY
	7	MOBILITY



Suggestions were made to improve the tongue edge so it feels softer against the skin around the ankle and expand the cushioning to cover a larger area.

However, when the user removed their blindfold, they preferred the aesthetic of the competitor products.

“I like how low profile the tongue is. It cushions my foot from the laces but you barely know its there.”

“I think the cushioning could expand more to the sides and up the top of the tongue.”

“I’m not sure I like seeing my sock through the holes.”

BLINDFOLDED RATING TEST





User was blindfolded and then asked put on the AURA shoes and rate the features of each sock on a scale of 1 to 10.



It was felt that proto 2 allowed for the most 'feel' beneath the sole of the foot and that proto 1 reduced 'feel' significantly, but was more comfortable.

Tradeoffs between 'feel' and comfort will be analyze to determine the most optimal design.

TRACTION WAS FOUND TO BE SUPERIOR FOR BOTH PROTOTYPES. 'FEEL' WAS THE BEST FOR PROTOTYPE 2, BUT PROTOTYPE 1 WAS THE MOST COMFORTABLE.



“The traction makes a huge difference, I feel so locked-in.”

“The foam makes it hard to feel anything, I think its reduced feel by like 50%.”

“I think the nubs around the ankle are a little much with the shoe. I don't think they are necessary.”

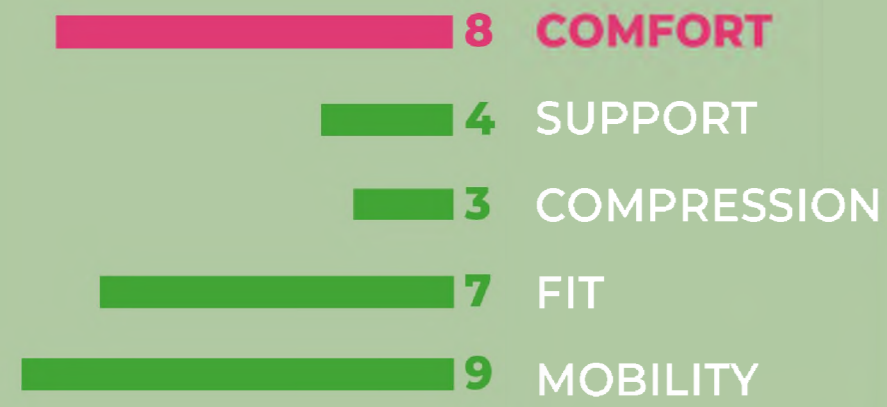
BLINDFOLDED RATING TEST



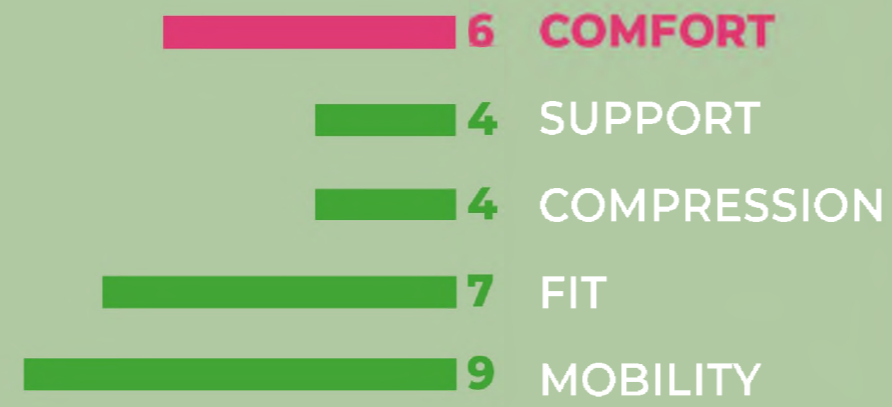


User was blindfolded and then asked put on the sleeves and rate the features of each product on a scale of 1 to 10.

SLEEVE WITHOUT AURA TEXTURE



SLEEVE WITH AURA TEXTURE



THE SLEEVE WITHOUT THE AURA TEXTURE WAS MORE COMFORTABLE BUT ALL OTHER FEATURES REMAINED THE SAME ACROSS THE PRODUCTS.

The AURA texture on the inside of the sleeve could be felt very lightly. It was thought that a more pronounced texture might be necessary.



“The sleeve feels so seamless, like it’s barely there when there’s no stuff on the inside.”

“I can definitely feel the texture, it’s a strange sensation, but I think I would get used to it.”

“I would need to wear it for longer to see if it becomes uncomfortable or disappears”



BLINDFOLDED RATING TEST





User was blindfolded and asked to putt while wearing different sleeves. They were then instructed to try keeping their wrists stiff and repeat the exercise.

SLEEVE WITHOUT AURA TEXTURE

SLEEVE WITH AURA TEXTURE

WITHOUT INSTRUCTION



WITH INSTRUCTION



USER FELT THEIR STROKE WAS MORE CONSISTENT WHEN AURA TEXTURE WAS ON TO THE INSIDE OF THE SLEEVE.

It was felt that the AURA texture helped the user keep their arms in a more consistent position. This could be a result of the placebo effect as the user was aware at this point what the sleeve was trying to achieve.

“When I can feel the texture it makes me more aware of what my arms are doing.”

“The texture gives me something to focus on. I think some people might find it distracting though.”

“Maybe the sleeve should come down over the hand a little more, I think that might help.”

BLIND PUTTING STROKE TEST



Ultrasonic humidifier was placed on top of the swatch and vapour was allowed to flow down and over the material.

ZEPHYR MATERIAL SWATCH

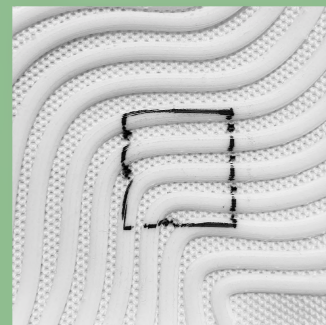


SYNTHETIC LEATHER MATERIAL



THE AURA ZEPHYR TECH ALLOWS VAPOUR TO PASS THROUGH KNIT BETWEEN 3D PRINTED RIBS.

NO VAPOUR IS ABLE TO TRANSMIT THROUGH THE SYNTHETIC LEATHER SWATCH.



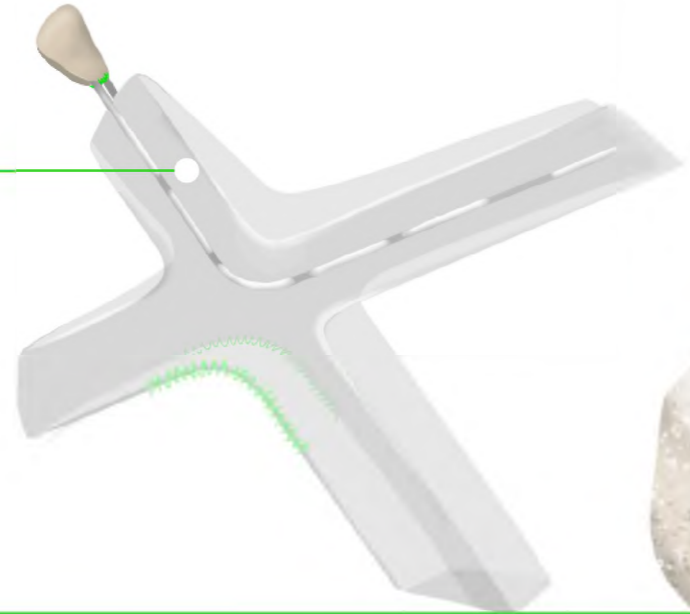
VAPOUR TRANSFER TEST



SHOES DESIGNED TO PROVIDE SUBTLE TACTILE STIMULATION TO INCREASE AWARENESS OF THE TERRAIN CONTOURS, AND HENCE IMPROVE PUTTING PERFORMANCE.

HEEL CAGE
TO HELP DONNING AND DOFFING OF THE SHOE AND FOR AESTHETIC INTRIGUE

INJECTION MOLDED TPU

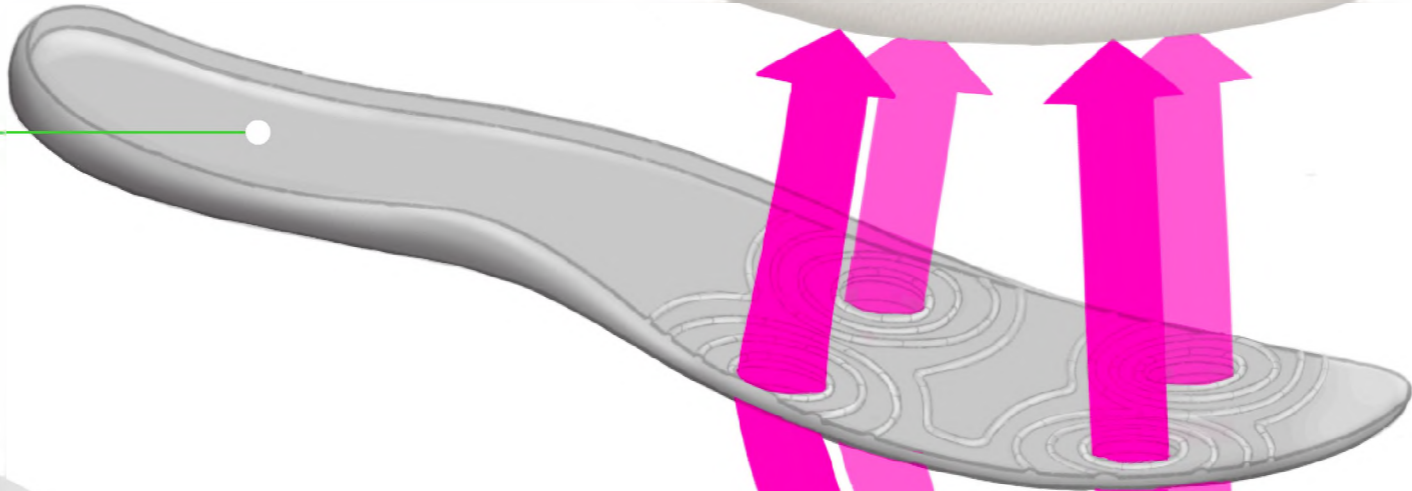


EXTERNAL HEEL COUNTER
TO LOCK DOWN THE FOOT DURING ROTATIONAL MOTION AND PROVIDE STABILITY DURING THE SWING

INJECTION MOLDED TPU

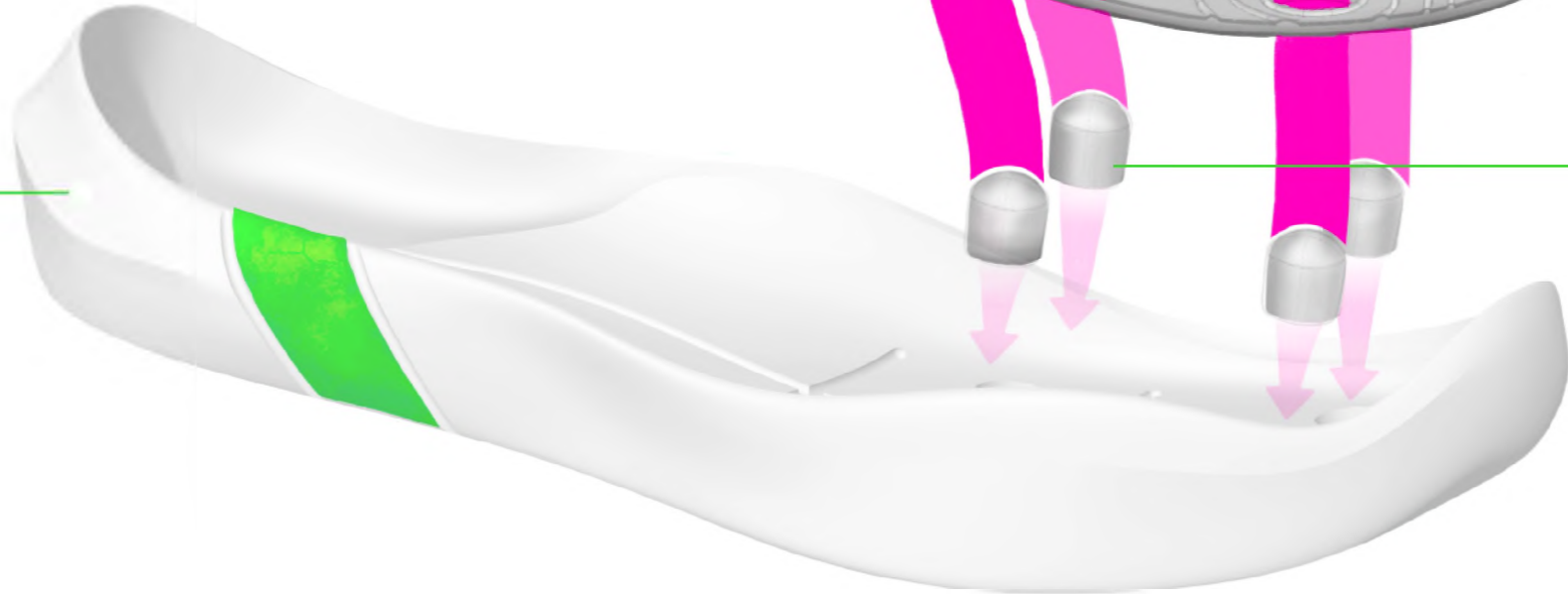
TEXTURED INSOLE
TO KEEP FOOT LOCKED IN PRIME POSITION AND ENHANCE PROPRIOCEPTIVE STIMULATION

**OPEN CELL FOAM
ASKER 25C
5MM-2MM**



LOW PROFILE MIDSOLE
FOR ENHANCED GROUND FEEL

**CLOSED CELL EVA
ASKER 55C**



INTEGRATED **MORPH TECHNOLOGY**
TO LOCK DOWN THE FOOT DURING LATERAL MOTIONS AND PROVIDE SUBTLE TACTILE STIMULATION

**EXTERNAL LAYER - 100% POLYESTER KNIT
MIDDLE LAYER - W/ 3D PRINTED CHINCHILLA TPE TEXTURE
LINING - 80% NYLON, 20% SPANDEX**



INTEGRATED **AURA-CEPTION TECHNOLOGY**
PROTRUDING PODS TO INCREASE DIRECT FEEDBACK FROM THE GROUND TO THE SOLE OF THE FOOT TO IMPROVE GROUND FEEL

**DUAL DENSITY CLOSED CELL EVA PODS
INTERNAL ASKER 60C
EXTERNAL ASKER 30C**

SPIKELESS TRACTION
TO KEEP FEET CLOSE TO THE GROUND
**TPU
SHORE 70A**



THE SHOE



DESIGN PAGE

SEASON: SUMMER 2024

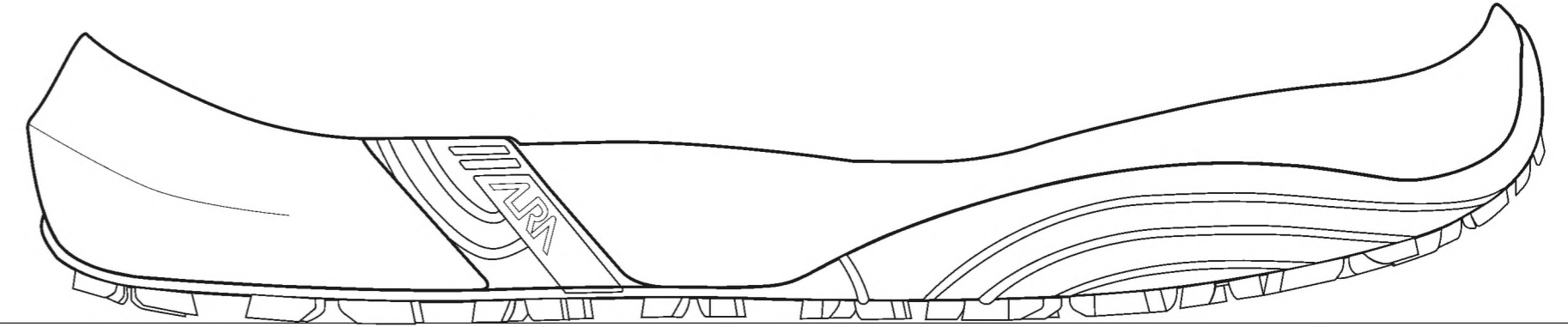
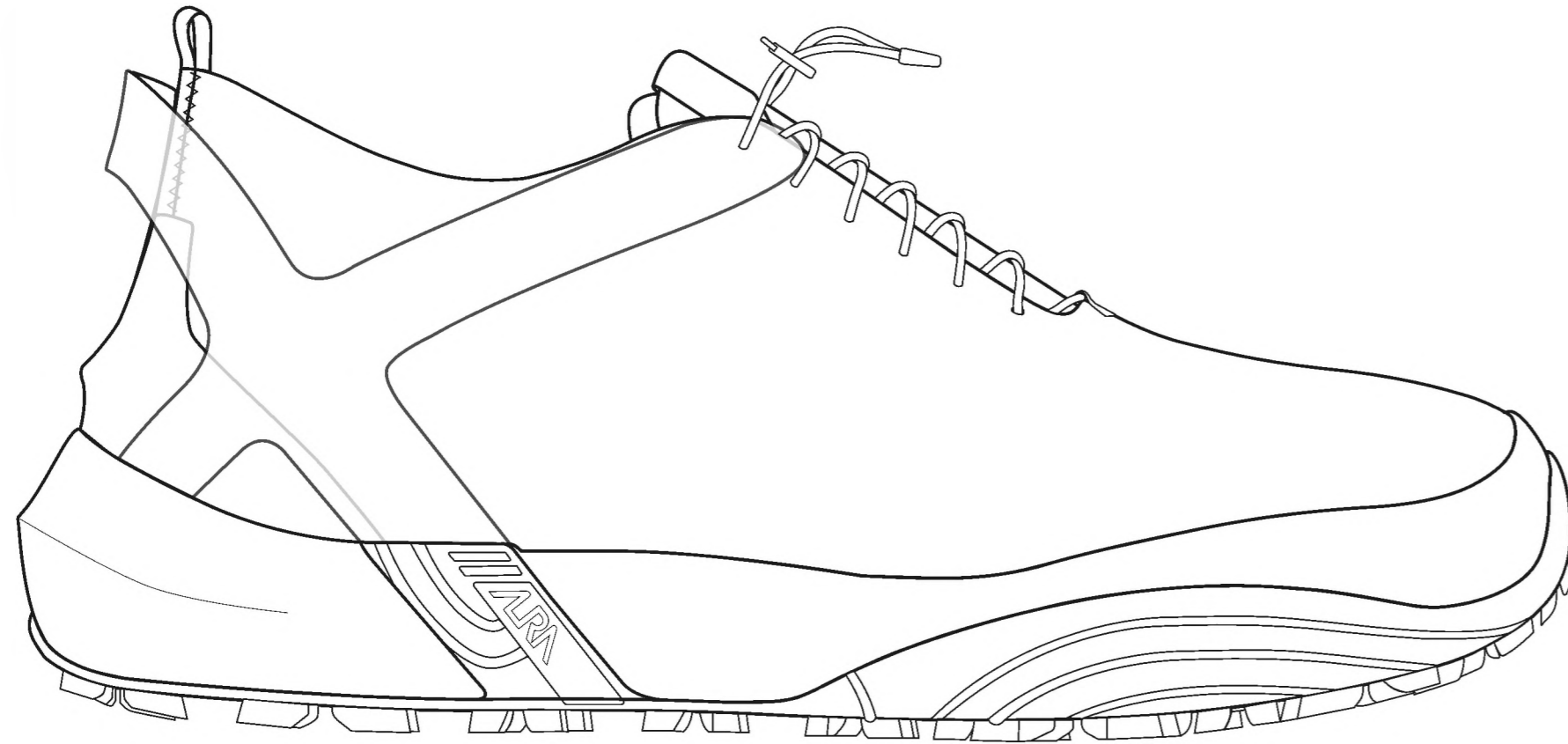
STYLE: 01 GOLF SHOE - RIGHT FOOT

DESIGNER: JEMMA BROWN

SAMPLE SIZE:

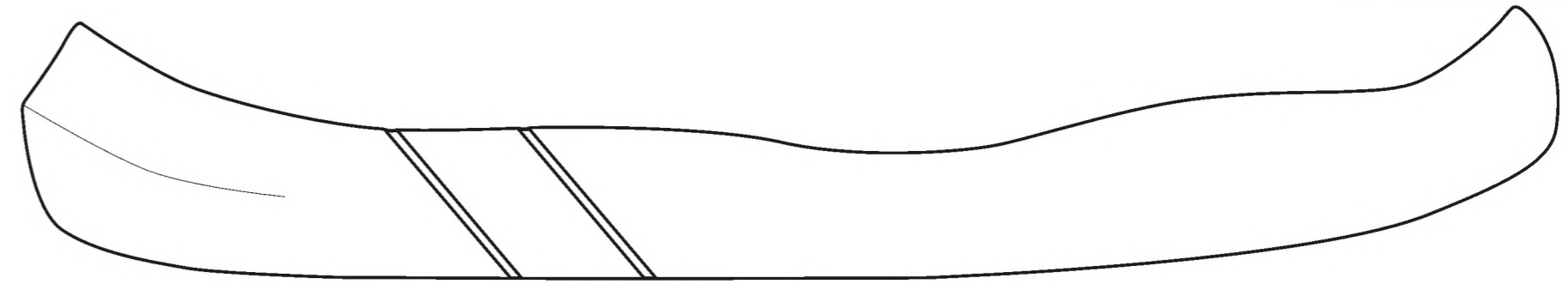
MEN'S
9

COLOUR REFERENCE:



A1

A2

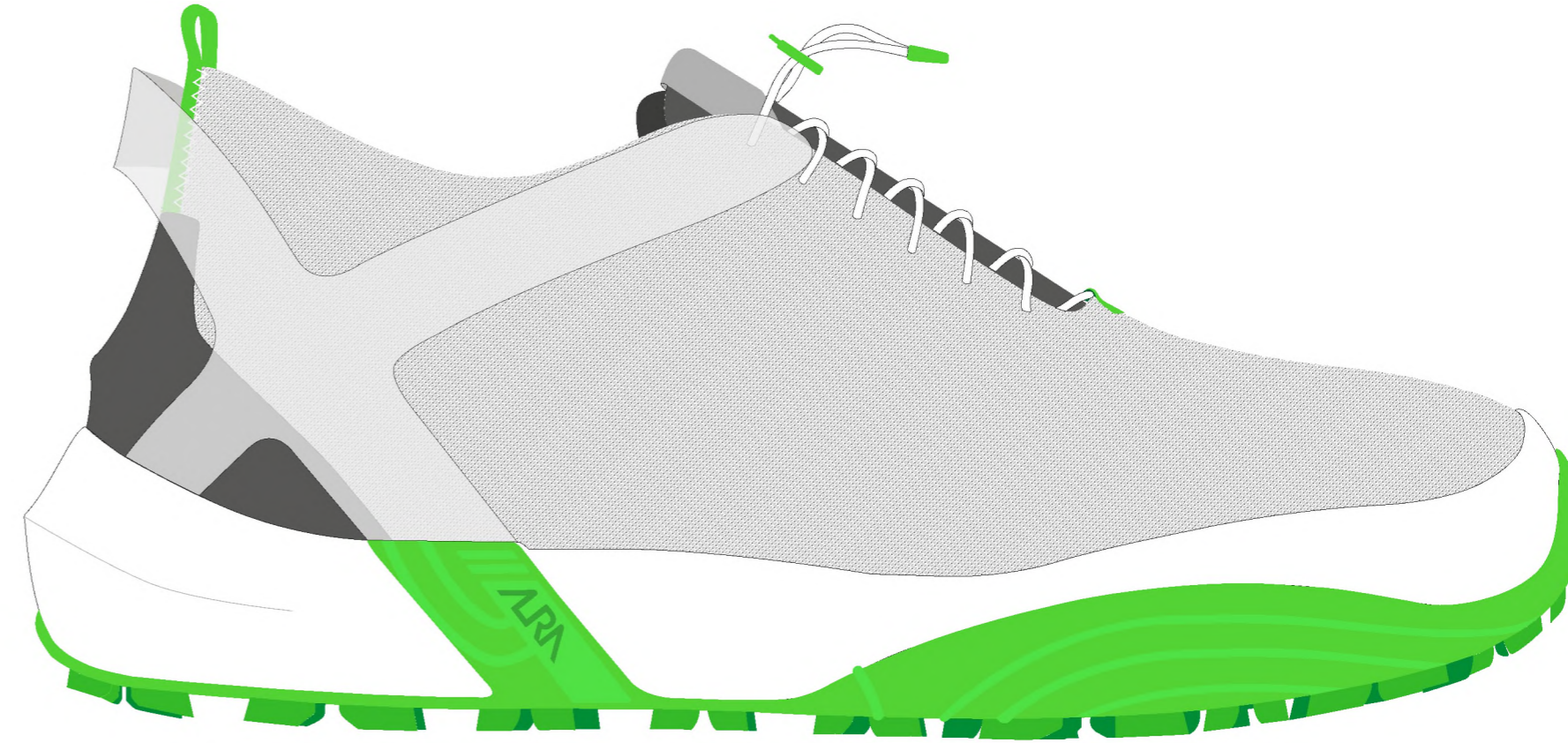


A1

A2



COLOURWAY 1: WHITE/SAND/LIME



COLOURWAY 2: GREY/DUSK/LIME



TOOLING

SEASON: SUMMER 2024

STYLE: 01 GOLF SHOE - RIGHT FOOT

DESIGNER: JEMMA BROWN

SAMPLE SIZE:

**MEN'S
9**

COLOUR REFERENCE:



PANTONE P 179-1C



PANTONE P 179-2C



PANTONE P 179-4 C



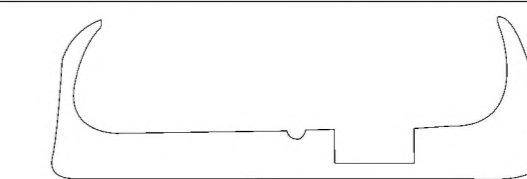
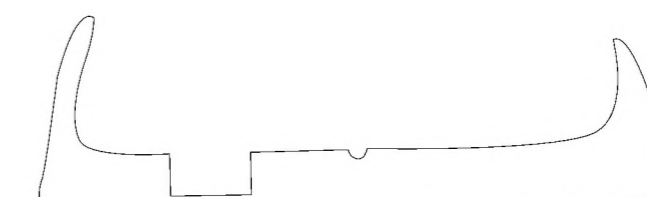
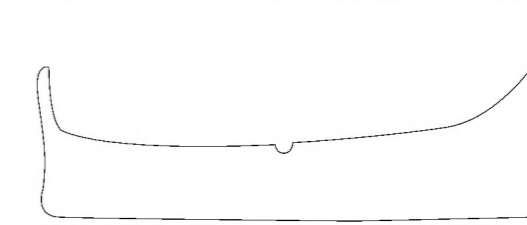
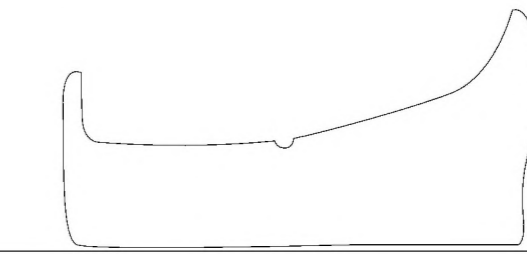
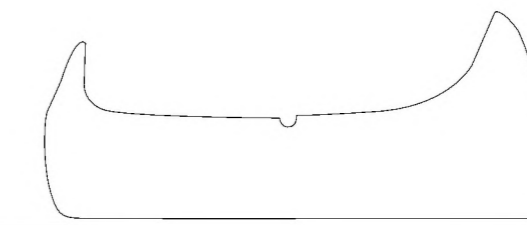
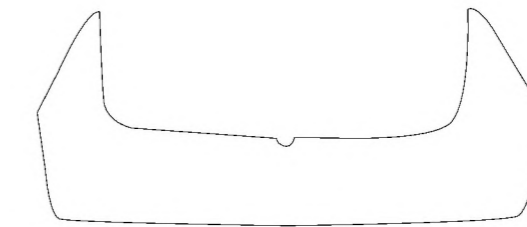
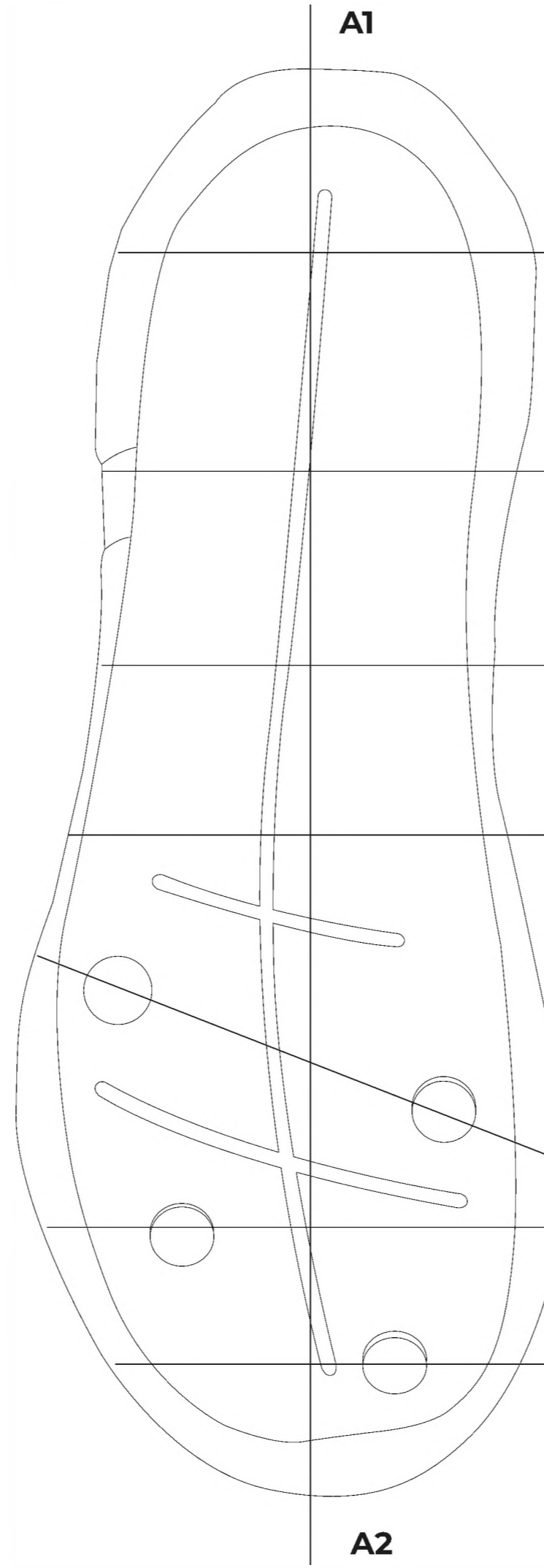
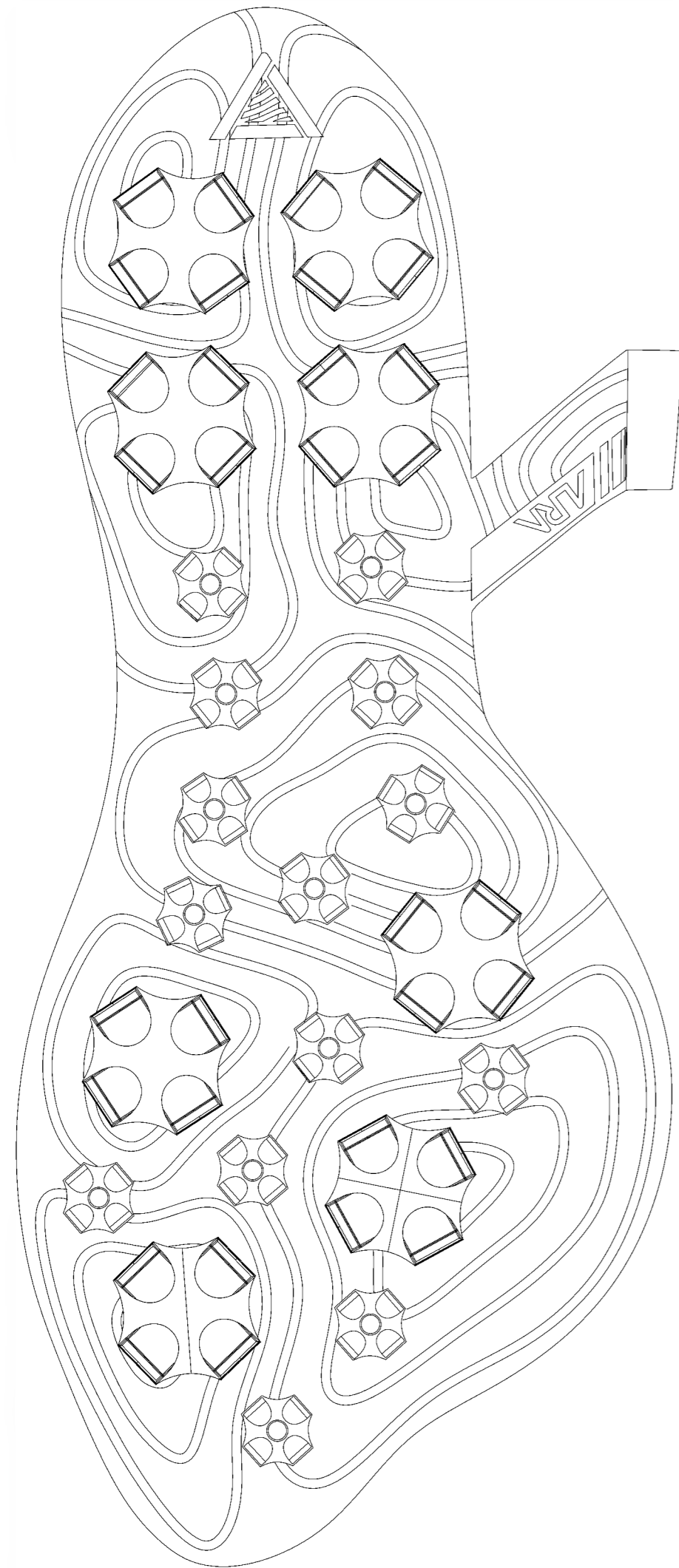
PANTONE P 179-4 C



PANTONE P 19-9 C



PANTONE 802C





SHOE RENDER



SLEEVES DESIGNED TO PROVIDE SUBTLE TACTILE STIMULATION TO INCREASE MUSCULAR AWARENESS AND ENCOURAGE BEST GOLFING FORM.



INTERNAL CUFF SILICONE GRIPS
TO PREVENT SLIP

FLAT KNIT
80% NYLON
20% LYCRA
3D PRINTED TPE TEXTURE

INTEGRATED *MORPH TECHNOLOGY*
TO PROVIDE TARGETED COMPRESSION AND TEXTURE

HIGHER COMPRESSION ZONE
TARGETING ANTERIOR MUSCULAR
FOREARM MUSCLES

GRAPHIC DETAILS INTEGRATED INTO THE KNITTED DESIGN





DESIGN PAGE

SEASON: SUMMER 2024

YARN REFERENCE:

STYLE: 01 SLEEVE - RIGHT ARM

SAMPLE SIZE:

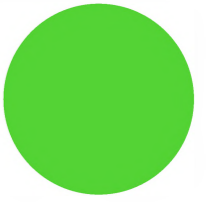
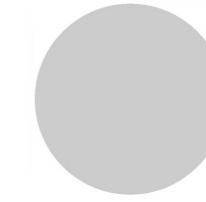
UNISEX
S

PANTONE P 179-1C

PANTONE P 179-2C

PANTONE P 179-4 C

PANTONE 802C



MATERIAL: 80% NYLON,
20% LYCRA
FACTORY: N/A

HEM: COMPRESSION RIB

ZONE 1: LOW COMPRESSION

ZONE 2: MEDIUM COMPRESSION

ZONE 3: HIGH COMPRESSION

THREADS:

ZONE 1
NYLON SPANDEX, 70D,
WHITE

ZONE 2
NYLON SPANDEX, 105D,
LIGHT GREY

ZONE 3
NYLON SPANDEX, 140D,
DARK GREY



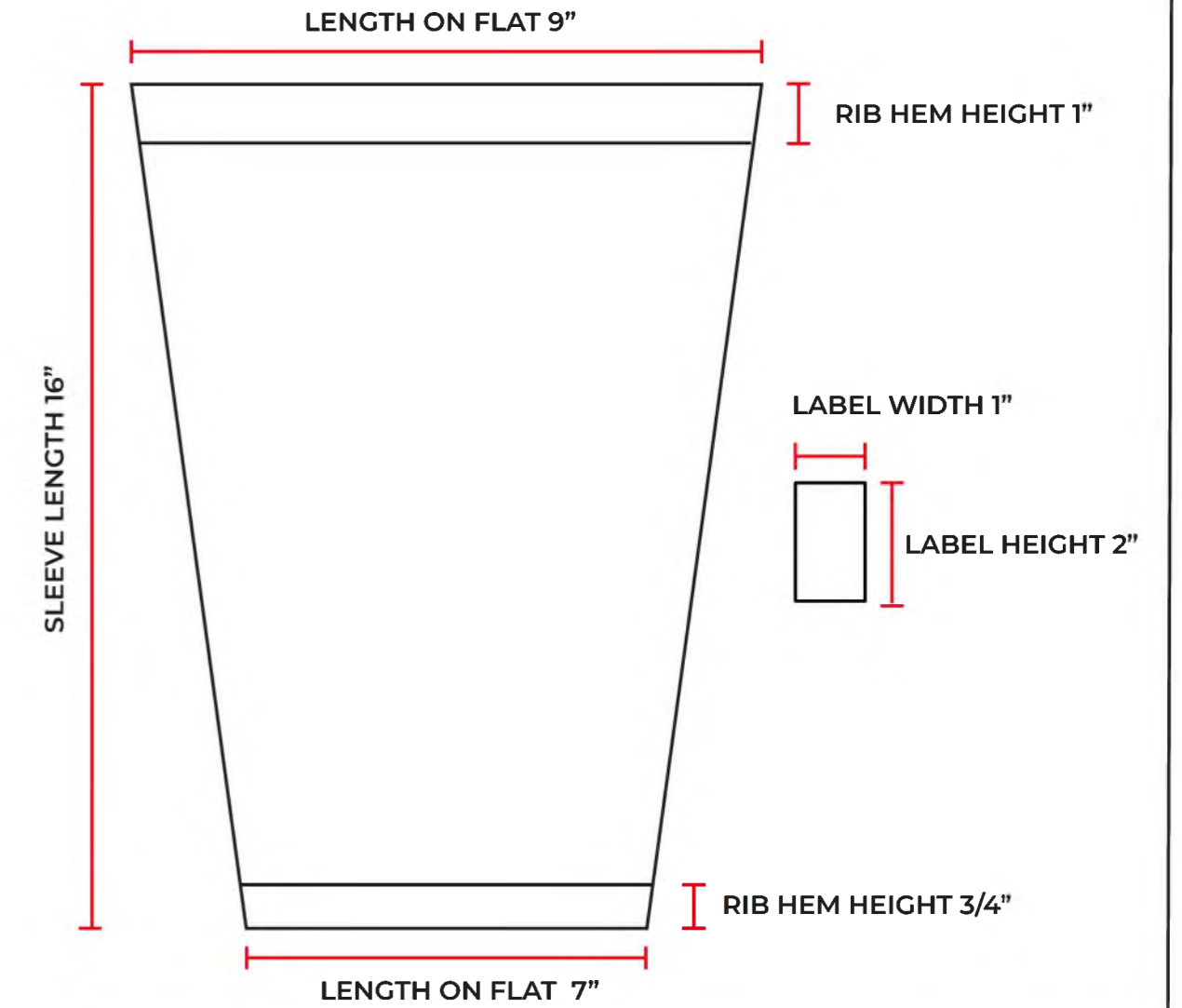
FRONT



BACK



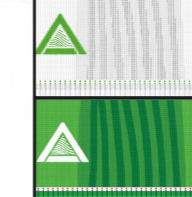
FINISHED FLAT DIMENSIONS



FRONT



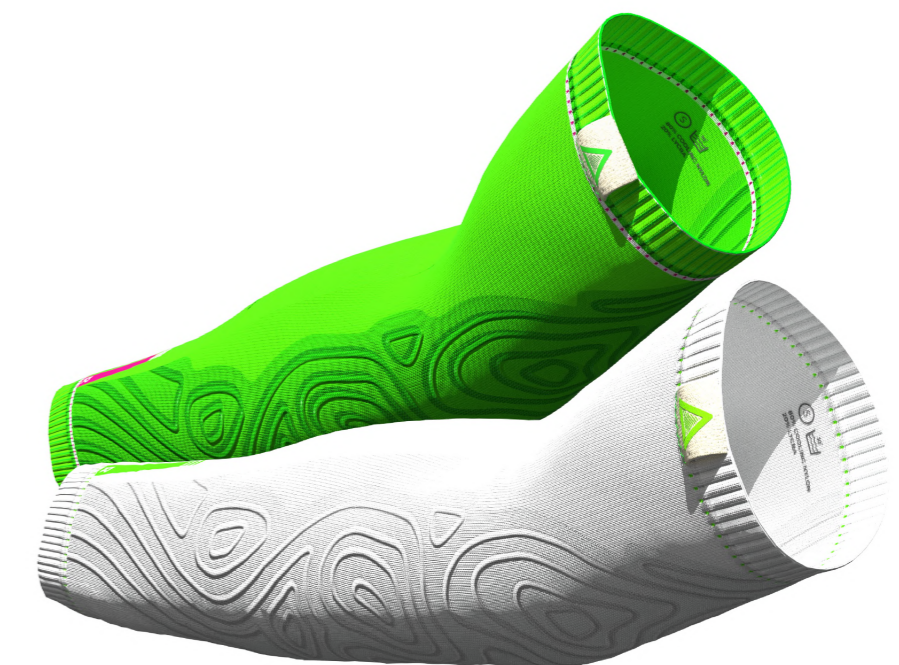
BACK



COLOURWAY 1 GREY/LIME



COLOURWAY 2: LIME/MAGENTA





GRAPHIC DETAILS

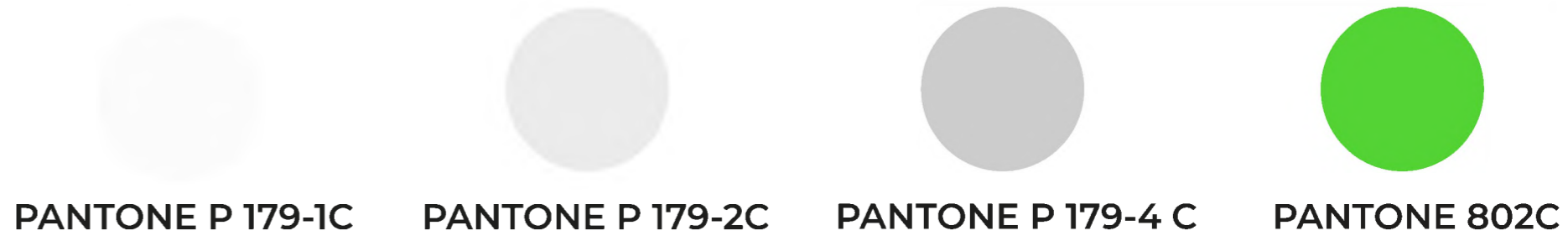
SEASON: SUMMER 2024

SAMPLE SIZE:

YARN REFERENCE:

STYLE: 01 SLEEVE - RIGHT ARM

MEN'S
S



DESIGNER: JEMMA BROWN

PANTONE P 179-1C

PANTONE P 179-2C

PANTONE P 179-4 C

PANTONE 802C

MATERIAL: 80% NYLON,
20% SPANDEX

FACTORY: N/A

THREADS:

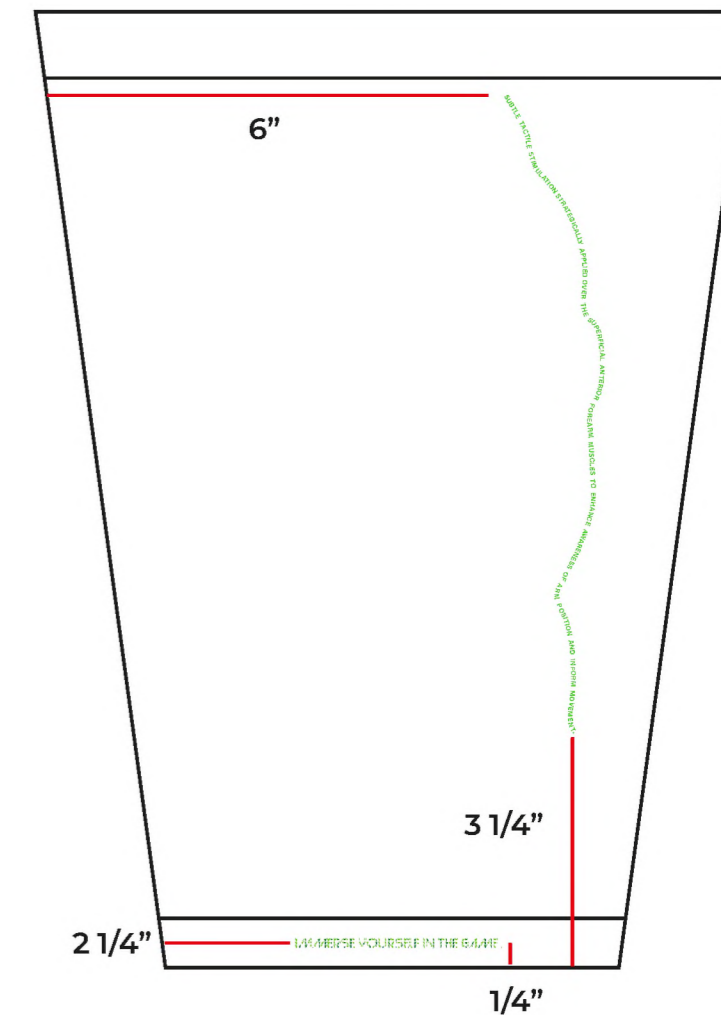
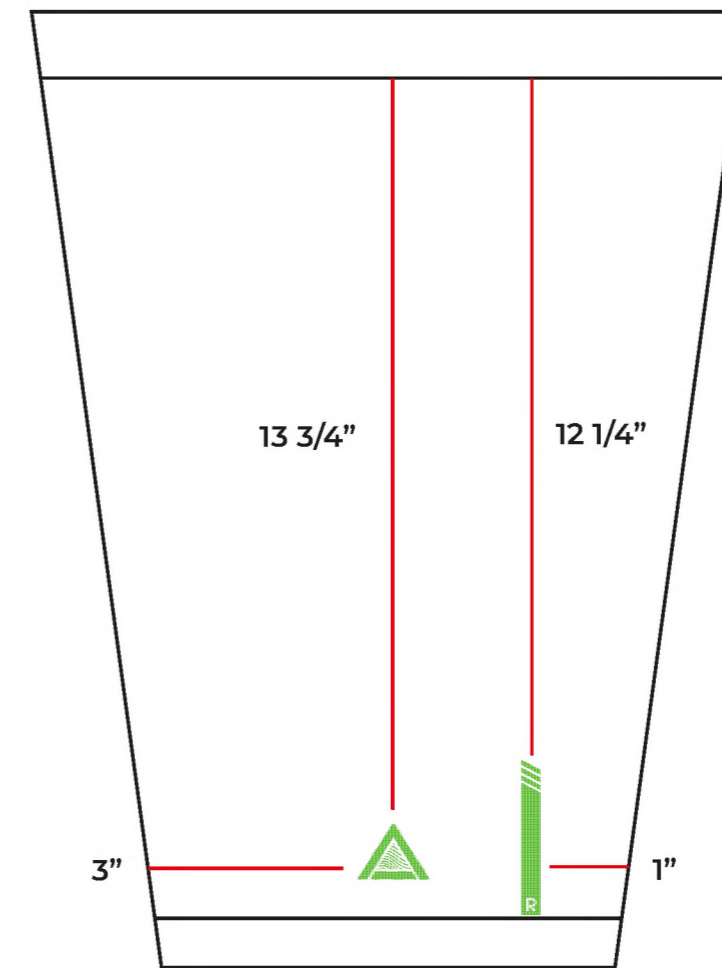
GRAPHICS
NYLON SPANDEX, 70D,
BRIGHT GREEN

FRONT

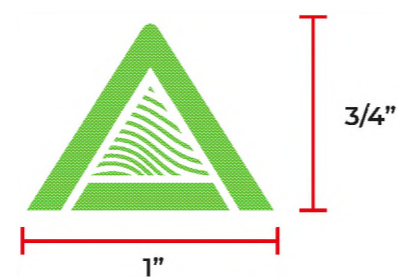
BACK

FRONT

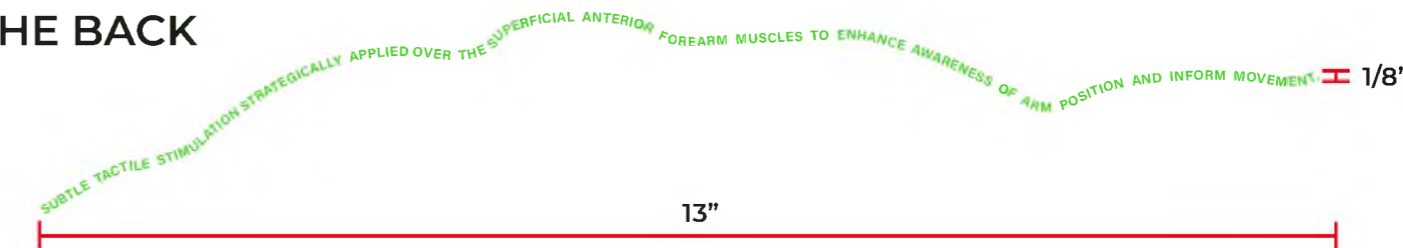
BACK



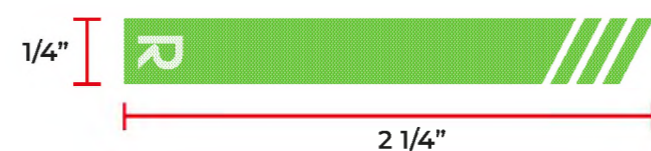
1. AURA LOGO



4. TEXT ON THE BACK
OF SLEEVE



2. LEFT/RIGHT STRIPE DESIGNATION



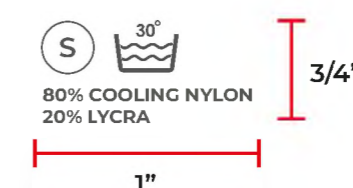
5. GREEN RIB STRIPE IN BREAK
BETWEEN CUFFS AND SLEEVE BODY



3. TEXT ON THE BACK
OF THE BOTTOM HEM



6. PRINTED INFORMATION GRAPHIC



SOCKS DESIGNED TO WORK IN TANDEM WITH THE SHOES TO FURTHER HEIGHTEN THE AURA PROPRIOCEPTION TECHNOLOGY AND INTERLOCK WITH THE INSOLE TO KEEP FEET IN PRIME POSITION.





DESIGN PAGE

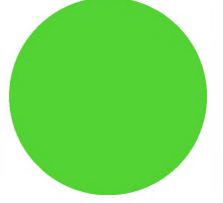
SEASON: SUMMER 2024

SAMPLE SIZE:

YARN REFERENCE:

STYLE: 01 SOCK - RIGHT FOOT

MEN'S
9



PANTONE P 179-1C

PANTONE P 179-2C

PANTONE P 179-4 C

PANTONE 802C

MATERIAL: 68% POLYESTER,
21% NYLON
6% COTTON
5% ELASTANE
FACTORY: N/A

HEM: COMPRESSION RIB

ZONE 1: LOW COMPRESSION

ZONE 2: MEDIUM COMPRESSION

ZONE 3: MORPH ANTI-SLIP TEXTURE

FRONT

BACK

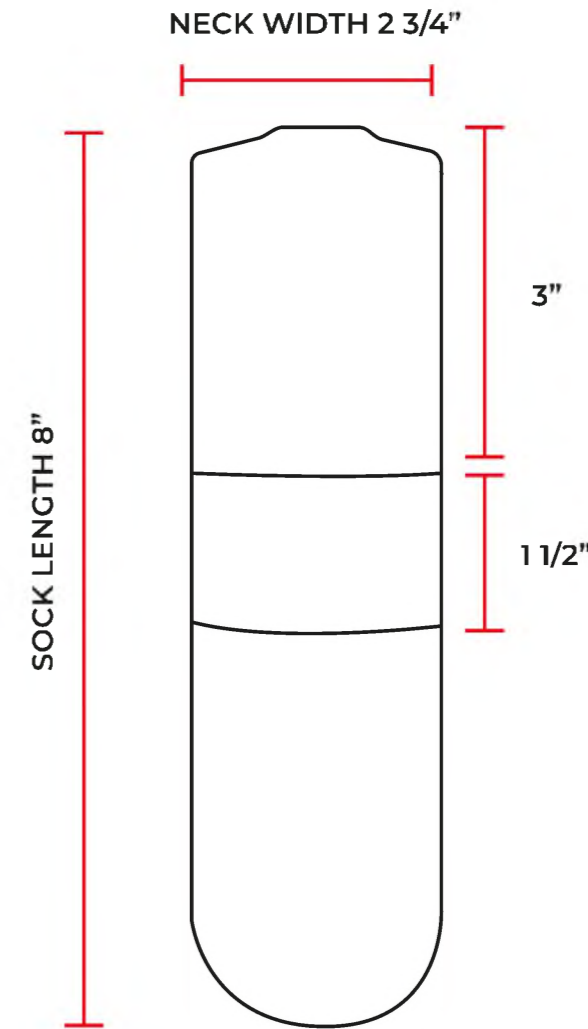
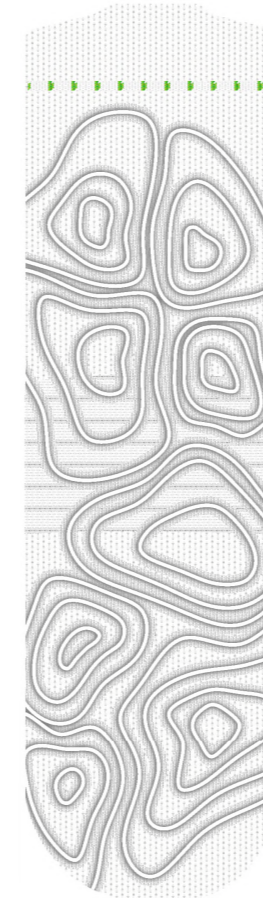
FINISHED TUBE DIMENSIONS

NECK WIDTH 2 3/4"

SOCK LENGTH 8"

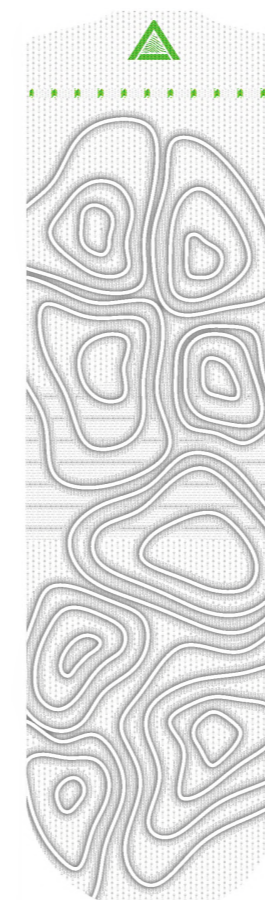
3"

1 1/2"



FRONT

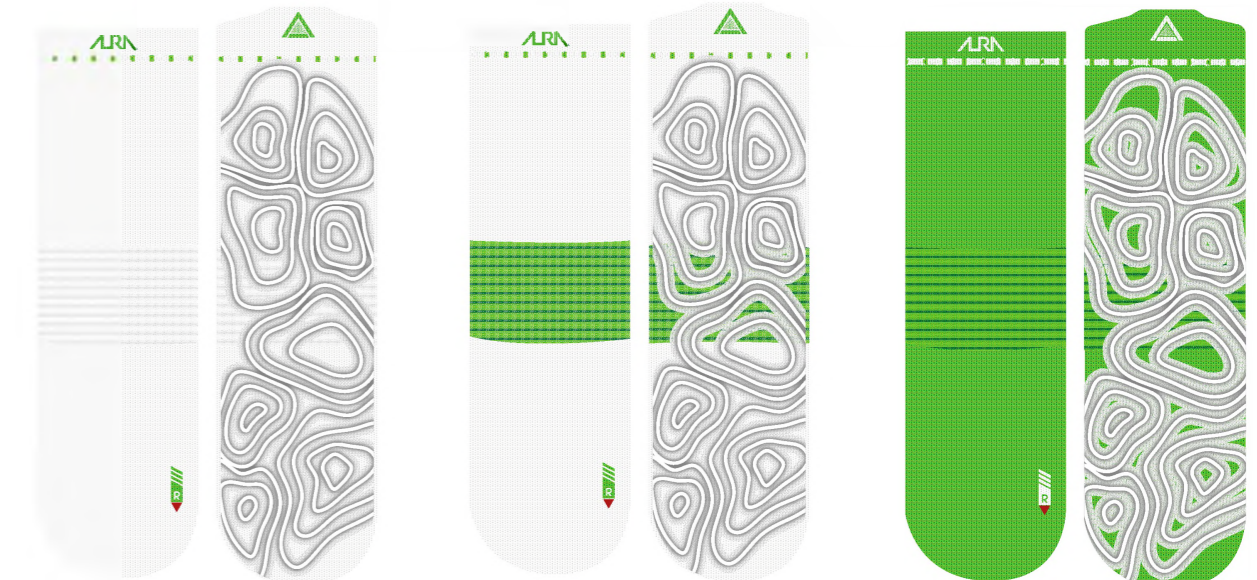
BACK



COLOURWAY 1 WHITE/LIME

COLOURWAY 2: LIGHT GREY/LIME

COLOURWAY 3: LIME/WHITE











FINAL PROTOTYPES



“ These are more comfortable than my own Nike golf shoes, I would totally buy a product like this

I definitely feel more aware of the terrain in these shoes ”

- Player
High level handicap

“ I think this is a great idea. I love the concept of a subtle training aid that doesn't require any technology.

I don't think people realise how much you rely on tactile feedback to reinforce habits.

Reinforcing proper golfing form using tactile stimulation has been tried and practiced by instructors with great success for many years. ”

- STEVE NORTH
Director of Instruction at the St Andrews Links



PHYSICAL

▶ *PHYSIOLOGICAL IMPROVEMENT IN GOLFING TECHNIQUE*

MENTAL

▶ *MENTALLY MORE PRESENT AND FOCUSED*

EMOTIONAL

▶ *MORE INVESTED IN IMPROVMENT*



THANK YOU FOR LISTENING

