



ECCO
FLUIDFORM™

DIRECT COMFORT TECHNOLOGY



INNOVATORS IN **COMFORT TECHNOLOGY**

SINCE THE VERY START, OUR DESIGNERS HAVE BEEN DEVELOPING PROGRESSIVE APPROACHES TO ANTICIPATING AND COMPLIMENTING THE COMPLEX ANATOMY OF THE HUMAN FOOT WITH AN EMPHASIS ON NATURAL POSTURE AND NATURAL MOVEMENT.

THIS HAS LED TO A HEIGHTENED SENSITIVITY AND ACUMEN IN THE FIELD OF ENGINEERING ANATOMICAL LASTS – THE 3D MOULDS AROUND WHICH OUR SHOES ARE CRAFTED AND DESIGNED IN-HOUSE.

FLUIDFORM™

**PREMIUM
LEATHER**

**INNOVATIVE
COMFORT**

WHAT IS FLUIDFORM™ TECHNOLOGY?

ONE WAY TO DESCRIBE IT, SERIOUSLY, IS MAGIC. FLUIDFORM™ TECHNOLOGY IS ROOTED IN STATE-CHANGE — WHEN ONE THING, LIKE A CATERPILLAR, TRANSFORMS INTO ANOTHER THING, LIKE A BUTTERFLY.

WITH FLUIDFORM™, LIGHTWEIGHT FLUID MATERIALS TRANSFORM INTO OUR SOFT SOLID SOLES. LIKE WITH A CATERPILLAR, FLUIDFORM™ CAN EASILY BE EXPLAINED BY SCIENCE. BUT WHEN YOU WATCH IT HAPPEN, IT JUST LOOKS LIKE MAGIC.

COMFORT AT LAST

THE “LAST” IS A SHOEMAKER’S BEST FRIEND — A 3D SHAPE THAT STANDS IN FOR THE HUMAN FOOT AND DICTATES HOW THE FINAL PRODUCT WILL LOOK AND FEEL.

AT ECCO, WE MAKE OUR OWN LASTS, DESIGNING AND ENGINEERING THEM TO DELIVER BOTH HIGH LEVELS OF COMFORT AS WELL AS CONTEMPORARY, VERSATILE STYLE.

WITH FLUIDFORM™, WE DON’T USE HARD, FLAT SOLE PARTS, WHICH ARE STANDARD IN CONVENTIONAL SHOEMAKING TECHNIQUES. OUR 3D LASTS FOLLOW THE NATURAL CONTOURS OF THE FOOT, WRAPPING IT FROM ALL SIDES, WITH OUR FLUIDFORM™ PROCESS FOLLOWING THESE CURVES TO CREATE A FLEXIBLE REPLICA OF THE ORIGINAL. OUR SIGNATURE COMFORT COMES FROM MAINTAINING THE ANATOMICAL INTEGRITY OF THE FOOT PERFECTLY AND PERMANENTLY WITHIN THE SHOE.

LEATHER CRAFTS AND INNOVATION

WHILE WORKING ITS MAGIC UNDER YOUR FEET, THE FLUIDFORM™ ‘STATE CHANGE’ PROCESS SIMULTANEOUSLY GENERATES A DURABLE, SUPPLE AND INTEGRAL BOND BETWEEN THE SOLE AND ITS LEATHER UPPER.

WRAPPED AROUND THE 3D ANATOMICAL LAST, THE LEATHER MUST BE SOFT, SUPPLE AND NATURAL TO ENSURE 360-DEGREE COMFORT-IN-MOTION.

EVERY INNOVATION THAT OCCURS IN THE SOLE, MUST BE REFLECTED IN THE UPPER — FROM HERITAGE FINISHES, TO FUTURISTIC FASHION APPLICATIONS, OUR RICH PREMIUM LEATHERS ARE CONTINUALLY CHALLENGED TO FOLLOW THE FOOT, AND THE MAGIC OF FLUIDFORM™.

EVERYTHING STARTS WITH THE FOOT.
OUR SHOES ARE MADE TO FIT THE FOOT
- NOT THE OTHER WAY ROUND!

eCCO®