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new balance



INDIVIDUAL
TREND RESEARCH
& TREND BRIEFING



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BRAND INTRODUCTION

1906 - Boston, Massachusetts

New Balance Arch Support was founded by Irish immigrant called William J. Riley. His primary goal was to produce orthopaedic footwear that would give customers a "New Balance" through comfort and arch support.



1938 Riley designed his first running shoe for the local running club Boston Brown Bag Harriers.

1941 New Balance expanded its product offerings into sportswear for athletes.



1972

New Balance was sold to Jim Davis on the day of the Boston Marathon. Davis successfully grew New Balance into a leading sportswear company over the years.



2024

Well known for its premium quality and highly anticipated designs, New Balance is one of the world's leading sportswear, sneaker and lifestyle apparel company.



CURRENT SCENARIO

New Balance is highly committed to minimise its carbon footprint and to lead by example by contributing to global sustainability goals within the footwear and apparel industry.

Inside New Balance

We stand for something bigger than sneakers. We champion those who are fearlessly driven by their passions. We elevate sport. We do right by people and the planet. Together, we drive meaningful change in communities around the world.

The company has set clear targets that align with their values, and they are working hard to achieve them.

By 2025, New Balance operations will be using 100% renewable energy sources.



By 2025, they are set to eliminate using hazardous chemicals, reducing their water consumption and only discharging tested wastewater.



By 2025, the company is scheduled to produce 0% waste within its operations that would end up in landfills.



CURRENT SCENARIO

Deforestation and land use are major drivers of climate change that also has a negative effect on our eco-systems.

New Balance is trying to make sure that their supply chain and material sourcing is regenerative and does not require deforestation.

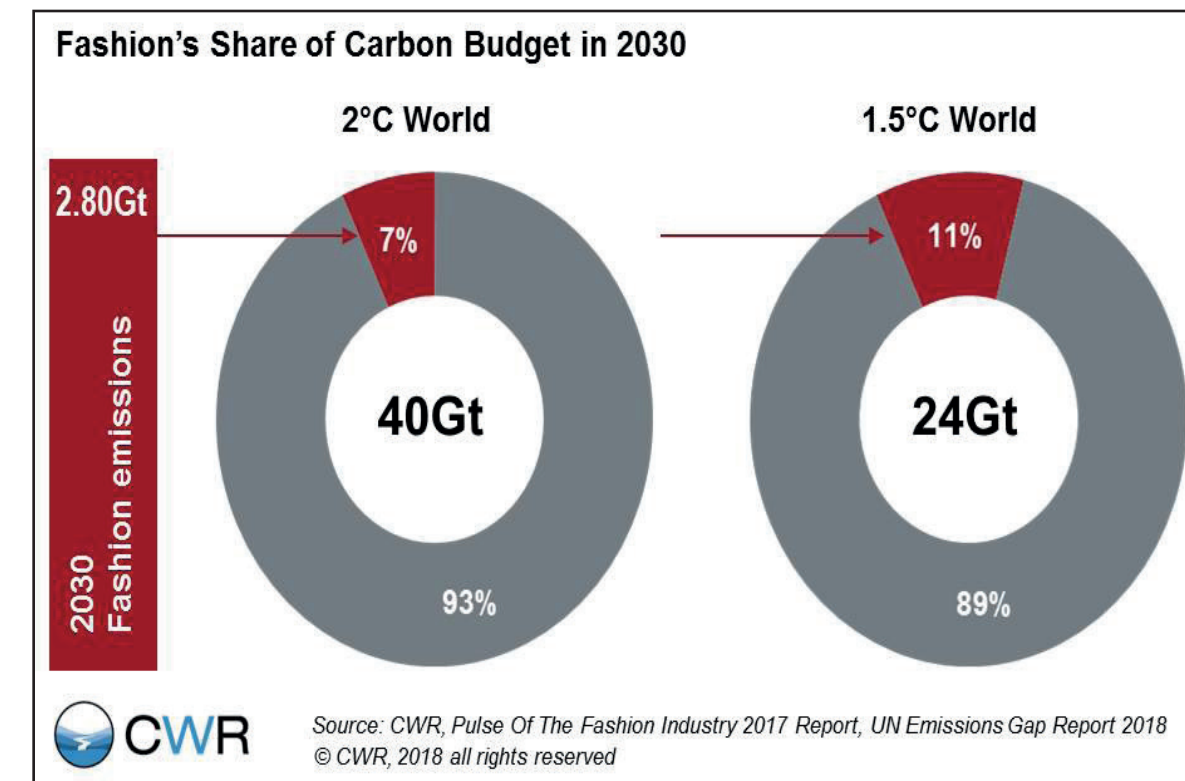


They are encouraging customers to recycle, repair or donate their unwanted items from the brand. They also offer repairing for their customers, while educating the company's design team on how to design their products for recyclability and repairability.



The company is experimenting with plastic alternatives for packaging to dismiss single use plastic, and all of their paper is recycled and ethically sourced.

By 2030, New Balance is set to reduce its carbon emissions by 50%, as it is crucial for our planet and can not be overlooked.



ECOTERISM to ECOMODA



INTRODUCTION TO THE FASHION CONCEPT

As the climate crisis is intensifying, there is a growing consumer concern, demanding the fashion industry to reduce their massive carbon footprint and start prioritising the health of our planet.

ECOModa is a micro-fashion trend direction evolved from the concept of ECOterism, a macro trend that emerged from the environmental mega trend.

Consumers drawn to ECOModa are environmentally conscious and demand fashion that aligns with their principles and lifestyle. They are expecting businesses to treat nature as a key stakeholder in decision-making, prioritising and fulfilling its needs.

ECOModa represents a shift towards circularity in consumer mindset and behaviour that can not tolerate greenwashing, wasteful and harmful practices anymore.

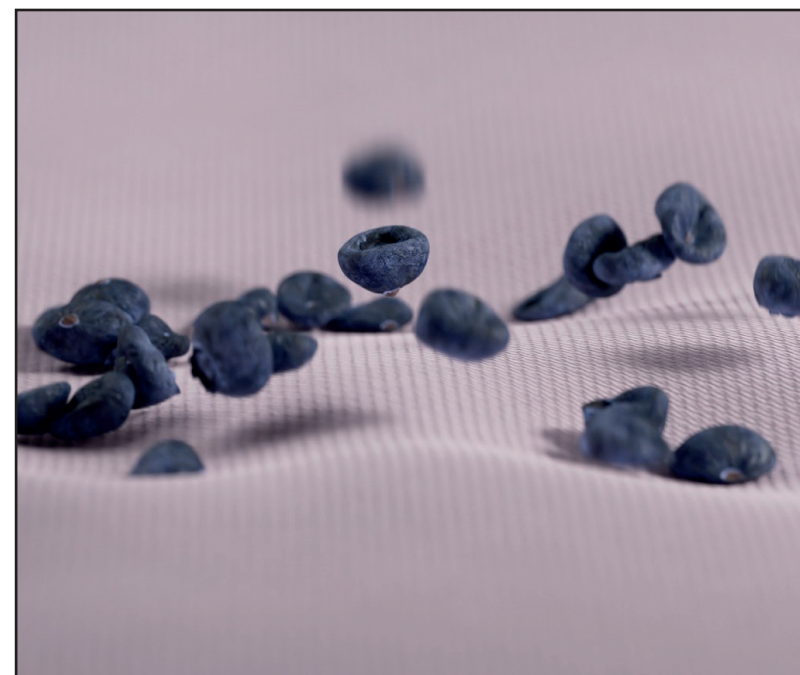
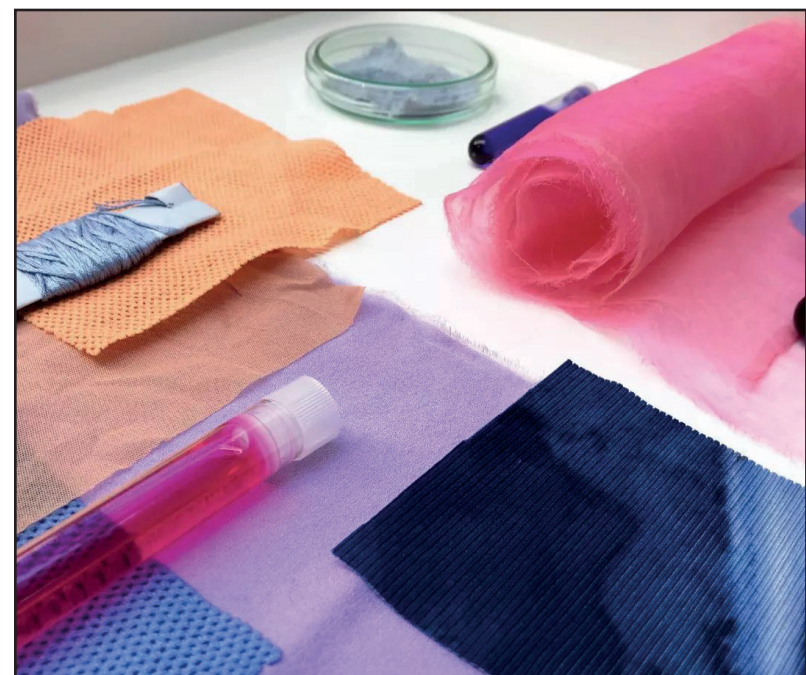
They demand full transparency of supply chains and ethical production processes.



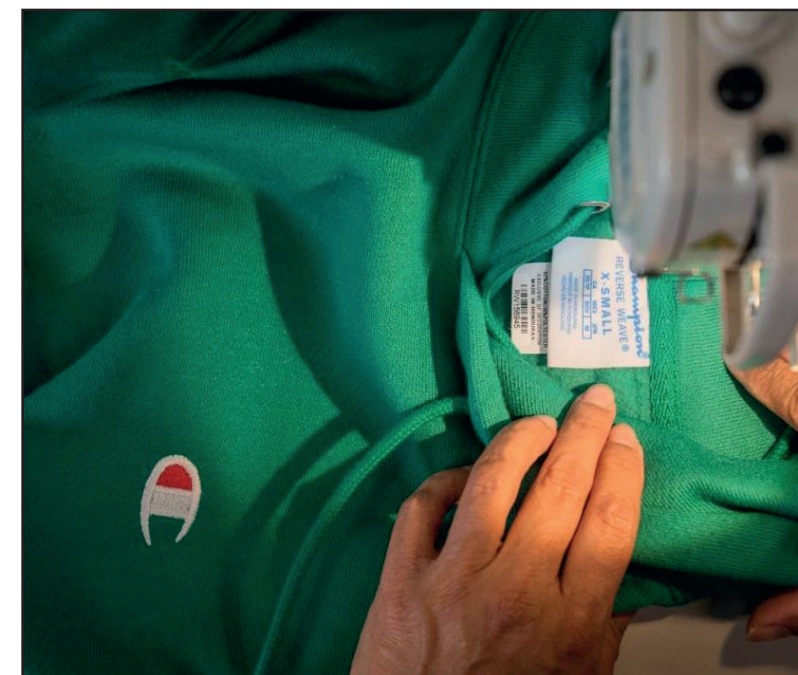
They appreciate organic, biodegradable and recycled fabrics.



They value water-efficient, water-less, natural and zero dyeing processes.



They prioritise repairing, up-cycling, customising and repurposing old garments.



CONSUMER DEMOGRAPHICS

ECOModa is for a diverse group of consumers who are deeply committed to sustainability within their fashion choices.

Gen Z



- Well known for their awareness and commitment to environmental and social issues
- Digital natives discussing and adapting to new trends online

Millennials



- Willing to spend more on sustainable and ethical fashion
- Prioritising brands that align with their values and lifestyle choices
- Biggest generational group alive with the most spending power

Gen X - Baby Boomers



- Concerned about environmental and social issues that may affect their family's future
- Usually financially stable with more disposable income
- Appreciating quality and durability

CONSUMER TRIBES

Thrift Enthusiasts



Custom Up-cycled Fashionistas



Wellness Lifestyle Enthusiasts



ECO Fashion Advocates



MATERIALS

Flamenco Surplus by Loewe

Part of the brand's sustainability initiative efforts.

Taking nature as inspiration Loewe artisans are piecing together contrasting layers of leftover leather scraps from previous collections to turn them into beautiful, limited edition, artistic bags.



Forager by Ecovative

Forager produces innovative mycelium hides and foams supporting circularity for the fashion industry.

Their cutting edge fungi materials are fully biodegradable, durable and cruelty-free.



MATERIALS

Furoid by Geneus Biotech

The company has created a unique stem cell-based method that allows for the cultivation of actual fur in lab environments.

Furoid is a major outbreak within the future of the fashion industry.

It is 100% compostable and cruelty-free.



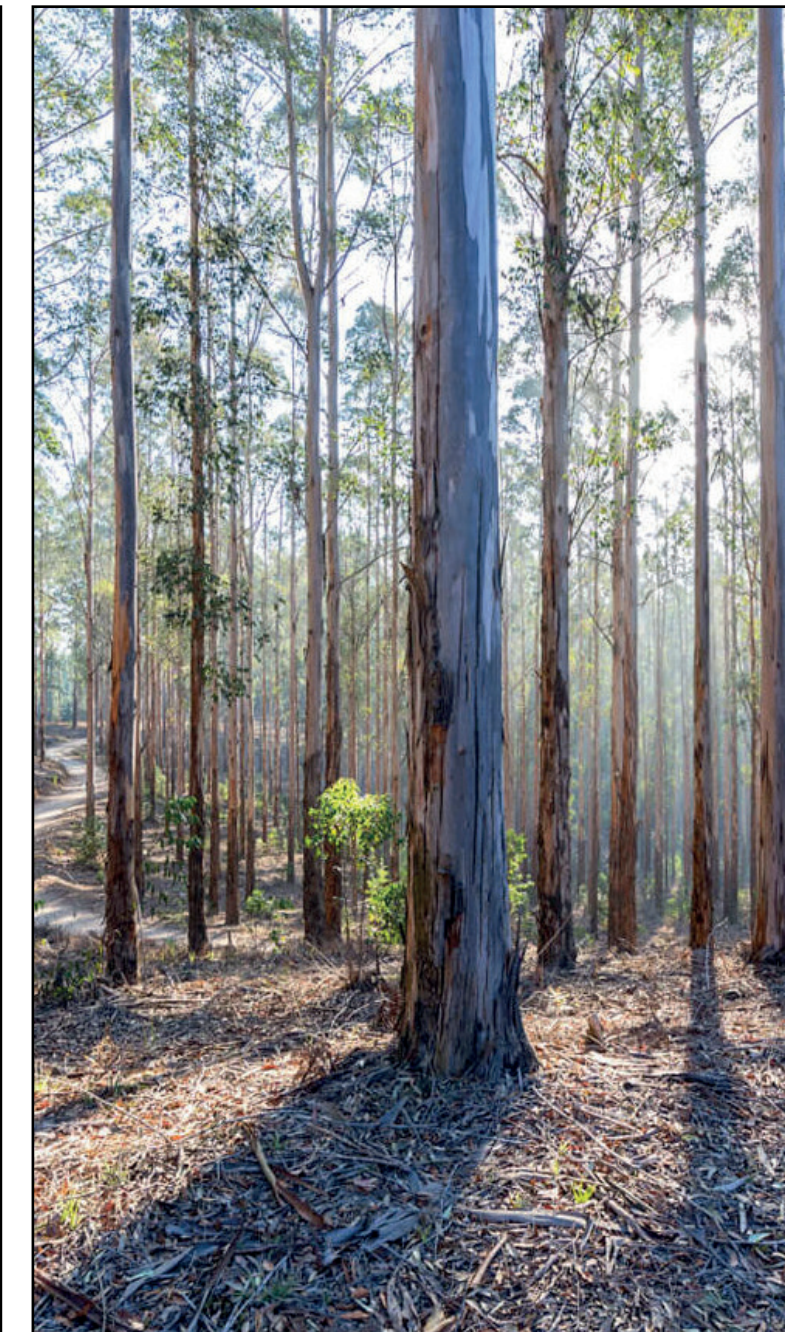
C-Fiber by Pangaia

An innovative material that combines eucalyptus wood pulp and seaweed powder to create a natural fabric.

Both of C-Fibers' components are regenerative and kind to our planet.

Eucalyptus can be grown rapidly on extremely dry soil without irrigation or pesticides.

Seaweed grows naturally in saltwater under the ocean.



COLOUR DIRECTIONS

Based on SS25 catwalk shows, the season's colours pay homage to the wonderful charm of Planet Earth.

The following colour groups represent key elements of Mother Nature, reminding us to protect and preserve them for future generations.

SEA & SKY BLUES



EARTHY NEUTRALS



SUNRAY CITRONS



COLOUR DIRECTIONS

ISSEY MIYAKE



DIOR



JW ANDERSON



CHARLES JEFFREY



CHARLES JEFFREY



PRADA



SEA & SKY BLUES

This joyful and soft palette symbolises the essence of our ocean and atmosphere.

COLOUR DIRECTIONS

LOEWE



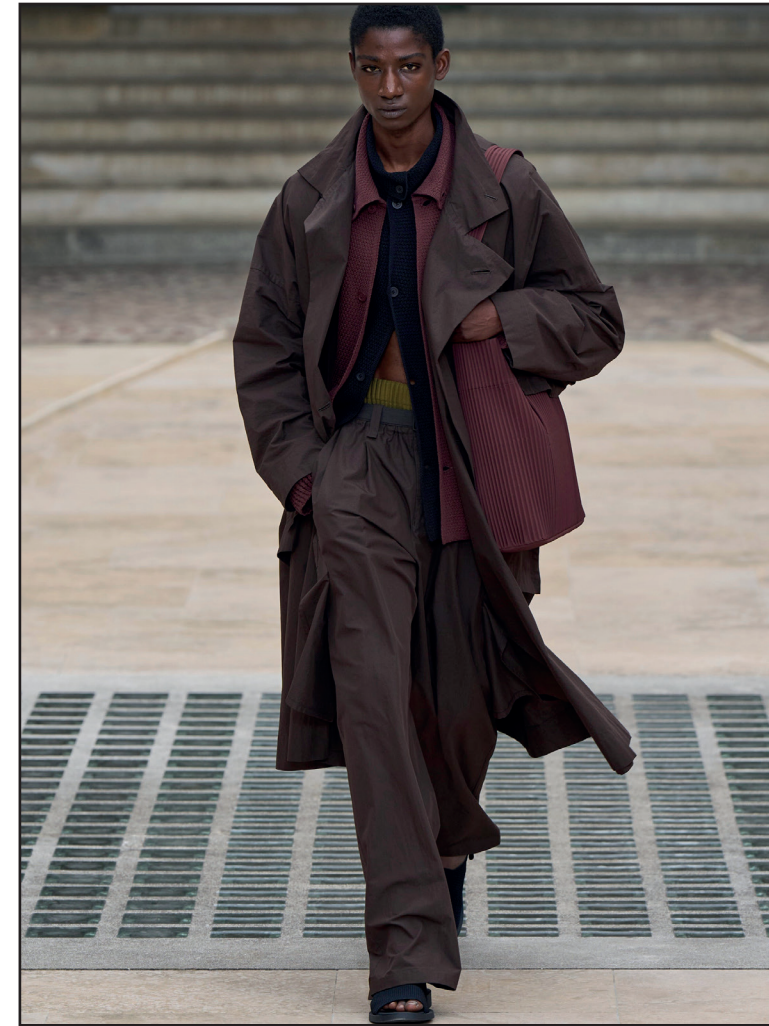
LOEWE



DIOR



ISSEY MIYAKE



GUCCI



EARTHY NEUTRALS

This peaceful palette showcases the diverse landscapes and rich terrains of our planet.

COLOUR DIRECTIONS

JW ANDERSON



LOEWE



DIOR



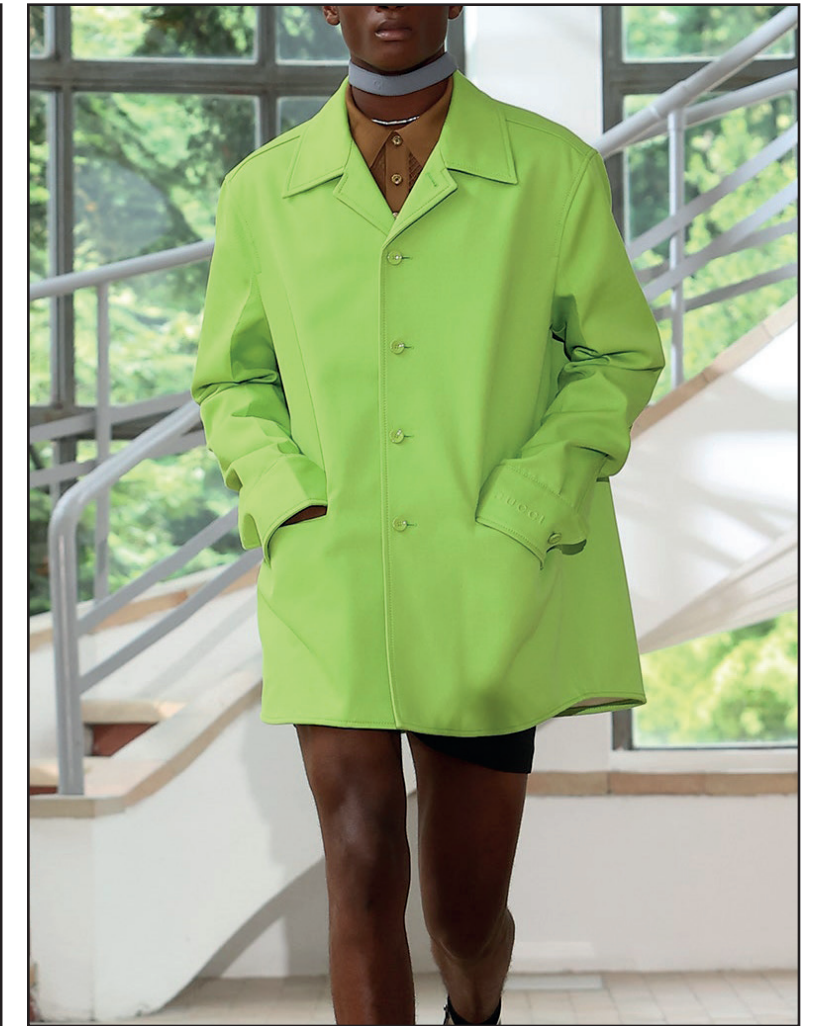
PRADA



PRADA



GUCCI



SUNRAY CITRONS

This vivid and bright palette represents the summer sun and yellow citrus fruits and plants.

PRINTS AND PATTERNS

A majority of SS25 prints and patterns from runway shows were inspired by our planet, the sun and all the natural beauties that exist within our world.

Earth and Sun inspired theme to combat global warming :

Ocean inspired aquatic themes :

LOUIS VUITTON



LOUIS VUITTON



YOHJI YAMAMOTO



MSGM



GUCCI



MOSCHINO



MSGM



YOHJI YAMAMOTO



MSGM



MSGM



MM6



MAISON M. YASUHIRO



PRINTS AND PATTERNS

Appreciation of our animal species and wildlife :

Floral patterns and prints inspired by the beautiful plants on our planet :

DIOR



GUCCI



DIOR



YOHJI YAMAMOTO



DIOR



DRIES VAN NOTEN



GUCCI



DIOR



MOSCHINO



DIOR



LOUIS VUITTON



MOSCHINO



GUCCI



MSGM



PRADA



DRIES VAN NOTEN



UNDERCOVER



PRADA



KEY FOOTWEAR SILHOUETTES

Yohji Yamamoto - SS25 Footwear



Junya Watanabe - SS25 Footwear



Fendi - SS25 Footwear



Dior - SS25 Footwear



KEY FOOTWEAR SILHOUETTES

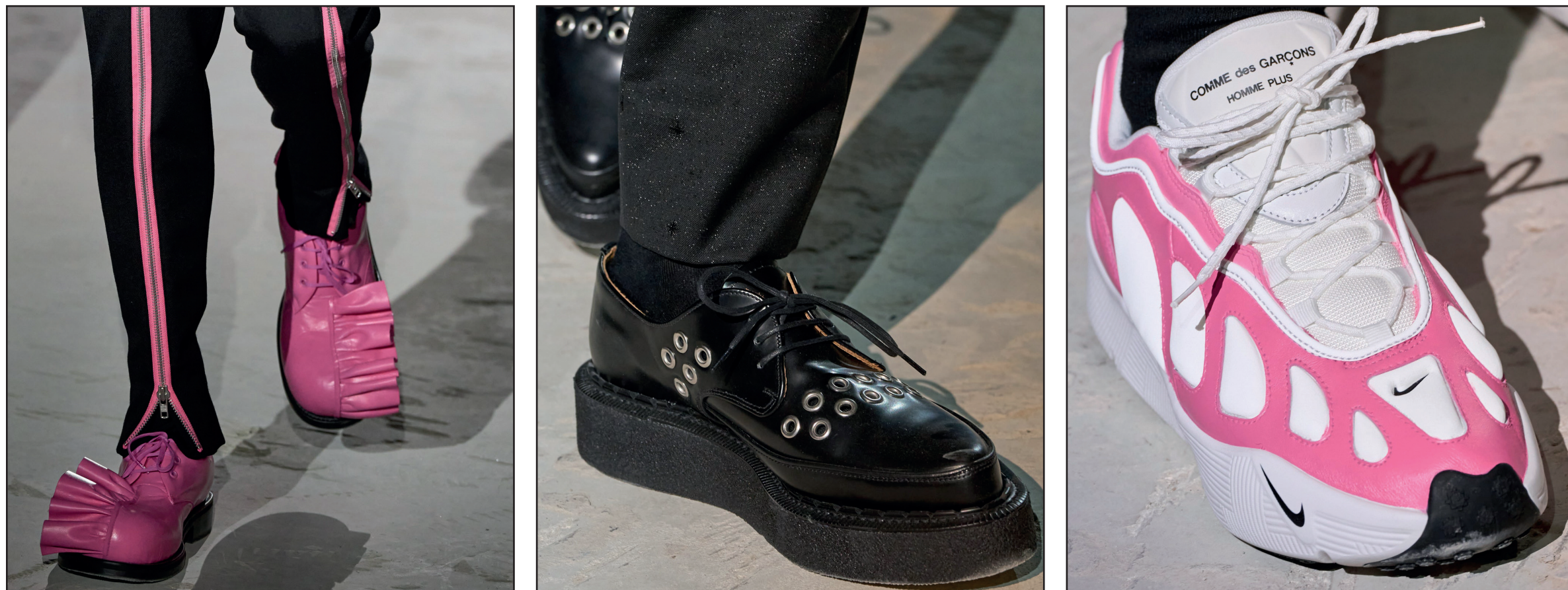
Gucci - SS25 Footwear



Louis Vuitton - SS25 Footwear



Comme Des Garçons Homme Plus - SS25 Footwear



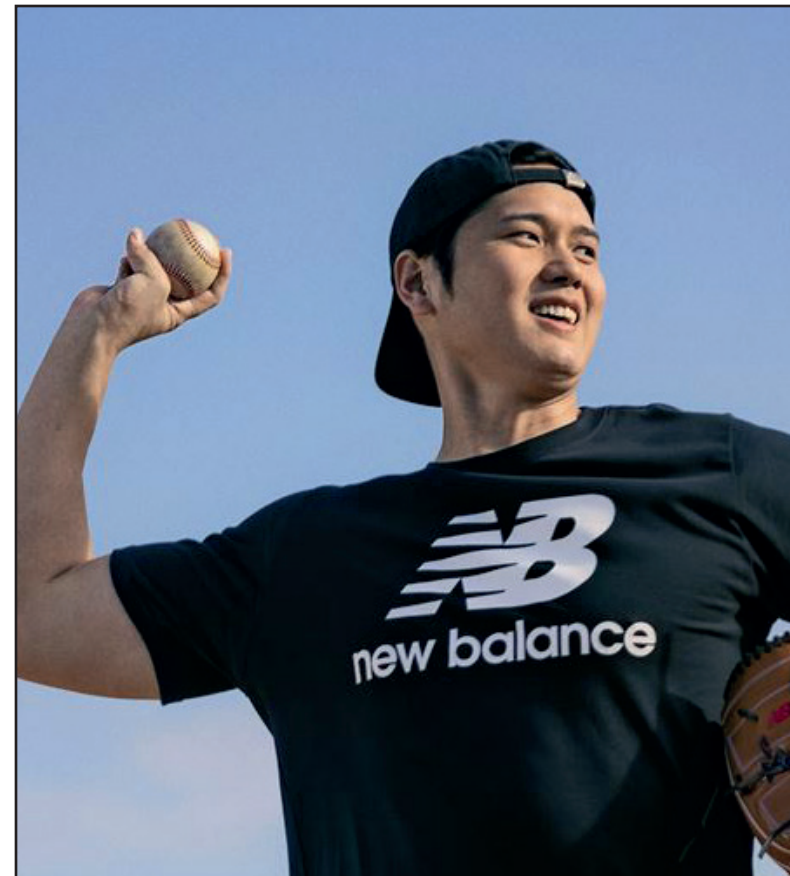
Prada - SS25 Footwear



SUMMARY OF THE BRAND

*New Balance is a symbol of athletic excellence and sophisticated style.
The brand stands for impeccable quality, sustainable innovation in production, eco-friendly materials and fashion forward designs.*

First in athletic and everyday wear :



First in fashion :

NB x JUNYA WATANABE



NB x COMME DES GARCONS



NB x MIU MIU



NB x STONE ISLAND



NB x PALACE



NB x SALEHE BEMBURY



CONCLUSION

New Balance is already in a leading position of the footwear and apparel industry.

The company's commitment to sustainability and quality is undoubted.

Incorporating the ECOmoda trend into the brand's DNA will help it grow further as a pioneer of sustainability.

Investing in innovative technologies and utilising eco-friendly materials will further expand the brand's transparency.

Embracing ECOmoda by prioritising the health of our planet will benefit New Balance in order to maintain its pivotal role for consumers.



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