

A romantic couple is shown in a close embrace outdoors. The woman, on the left, has long dark hair and is wearing a light beige parka with a fur-lined hood and a grey knit scarf. The man, on the right, has short brown hair and is wearing a dark navy blue quilted jacket over a dark turtleneck sweater with a small yellow logo. They are both looking off to the side with soft expressions. The background is a blurred natural setting with trees and a clear sky.

GEOX
R E S P I R A

SEASONAL BRAND BOOK FW20-21
APPAREL

The image shows two dark silhouettes of people's heads and shoulders, facing each other. They appear to be breathing into a large, light-colored, textured shape that resembles a cloud or a piece of fabric. The word "RESPIRA" is written in a thin, white, sans-serif font across the center of this shape.

RESPIRA



THE PHILOSOPHY OF BREATHING, FROM WELLBEING TO COMFORT

RESPIRA means breathe, but above all, continuous innovation, research and experimentation, aimed at improving the quality of our experiences through the clothes and shoes we wear: this is a philosophy that combines creativity and performance, style and technology and respect for the environment and for people to create a simple and attractive balance between modern styling and long-lasting functionality.

*“Geox was born in Italy, home to creativity and ideas.
Each Geox product is the result of patented researches
which are carried out in our laboratories.
Each new collection is created by the best Italian designers.
Geox breathes and walks all around the world thanks
to its double soul made of Italian fashion and technology”.*

*Mario Moretti Polegato
Geox S.p.A. Chairman*

“An idea is worthier
than a company”

*Mario Moretti Polegato
Geox S.p.A. Chairman*



Nearly 25 years have passed since Mario Moretti Polegato, founder and President of Geox, conceived of the revolutionary solution of piercing the rubber soles of his shoes to allow his feet to breathe. The step between the idea and its realization was quick, despite being a long one.

Testifying to this are the many successes notched up over the years: high-tech solutions applied to both shoes and clothing, internal and external tests in real-world environments and in extreme situations, from racing circuits to ski pistes. As the brand expresses in itself, Geox products are the result of contemporary design and ultimate technology.

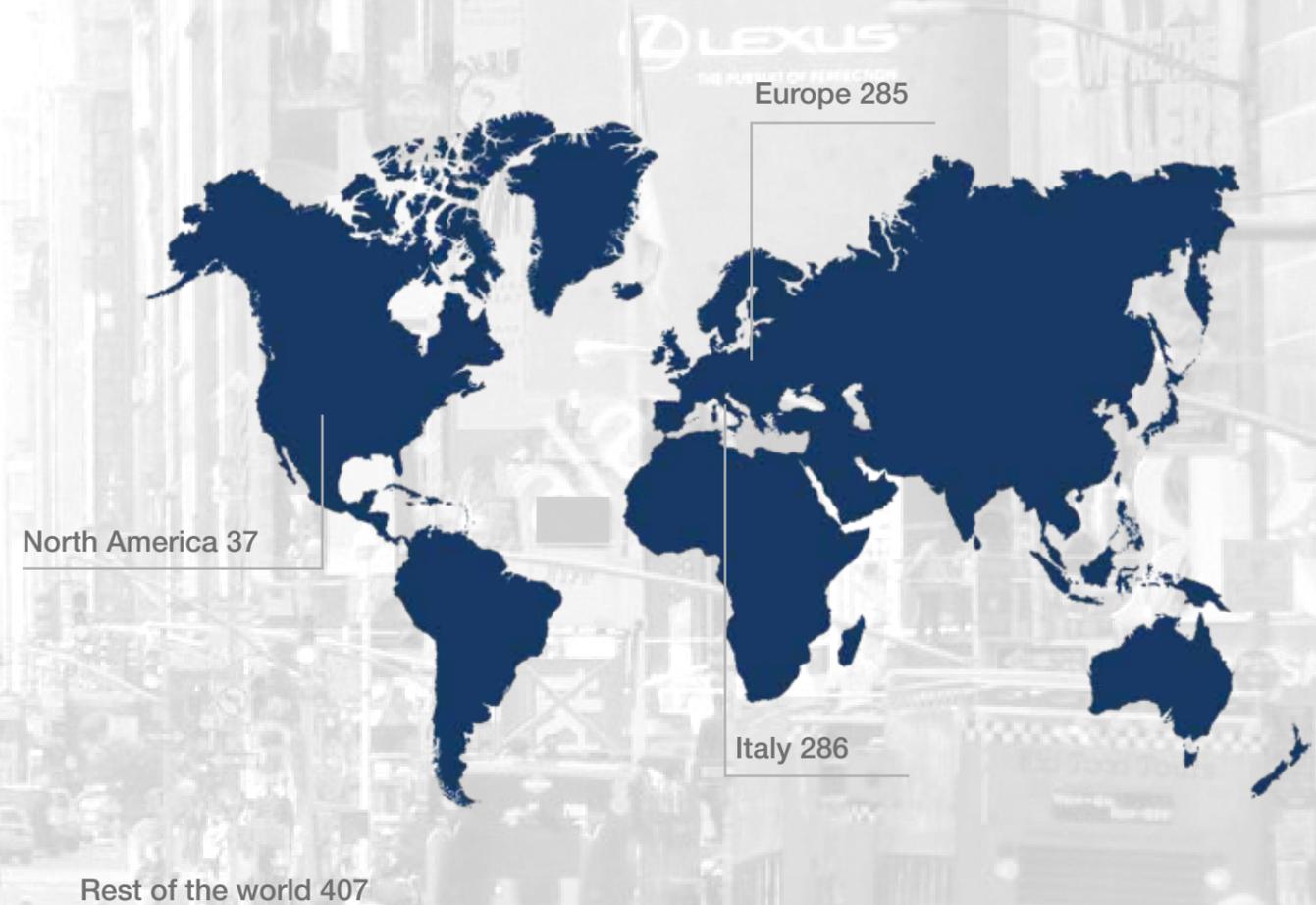
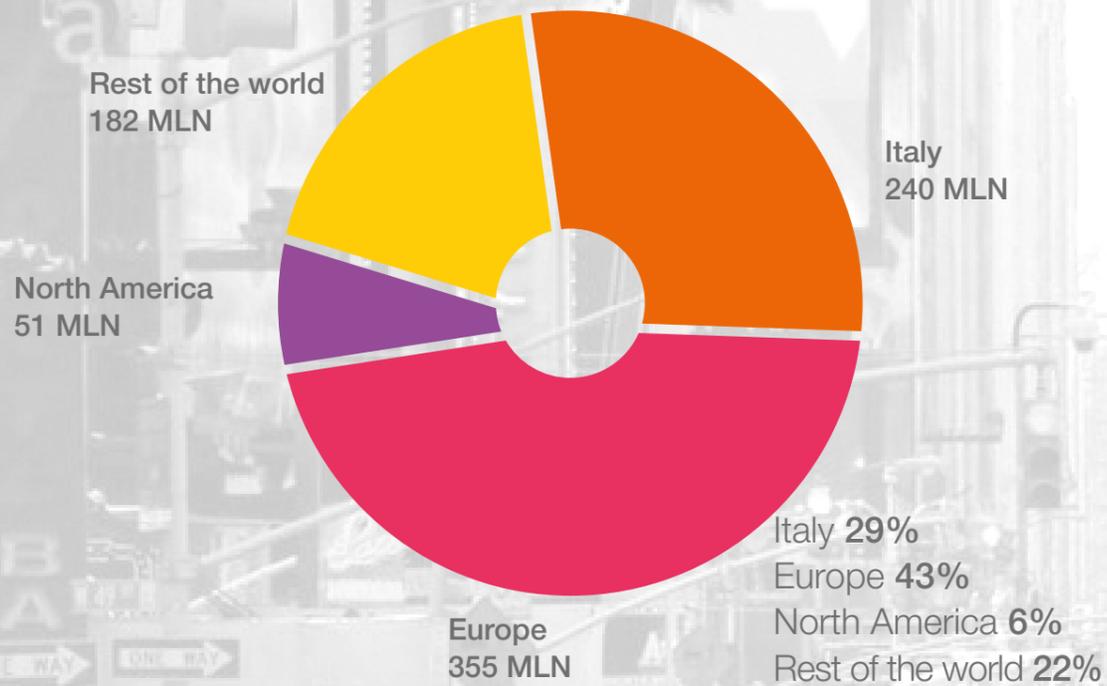
The word Geox is made up of GEO – the Greek word for “earth” – and the letter X, the symbol of our most advanced technologies, developed in Italian laboratories and protected by worldwide patents. This name captures our effort and energy, our drive and know-how, our care and attention to detail, placing research at the service of quality and everyday elegance.

2018 Sales Euro **827** mln

GEOX SHOPS

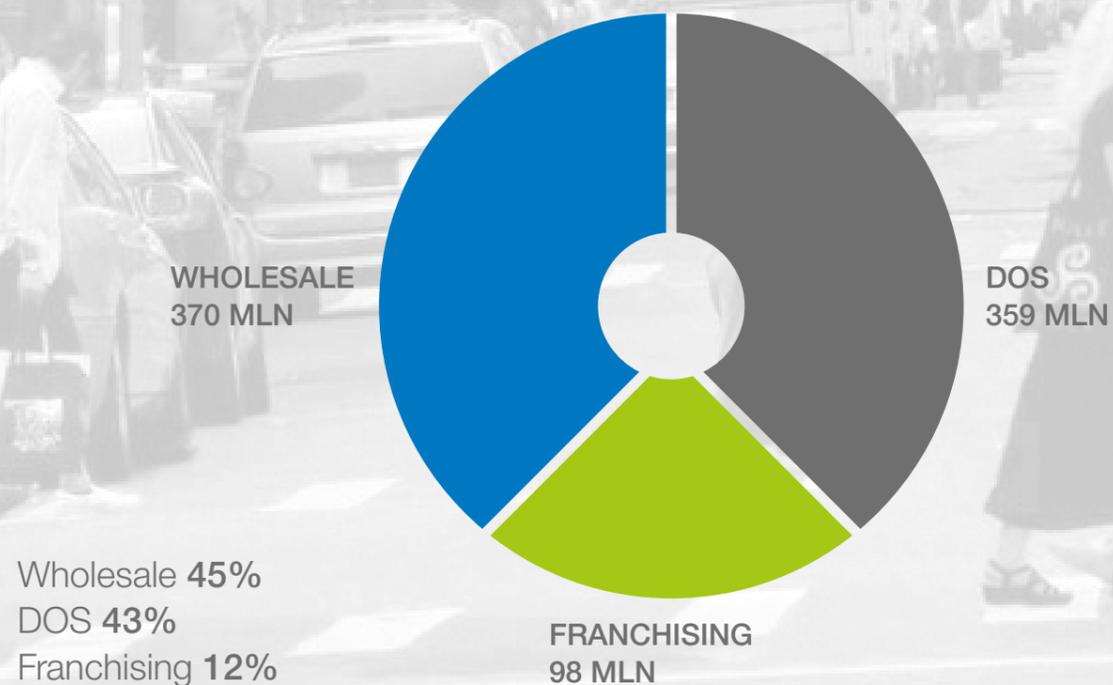
NET SALES BY REGION

GEOX SHOP TOTALS IN THE WORLD **1.015**



NET SALES BY CHANNEL

GEOX WORLDWIDE



Geox is a wholly Italian idea but with a strong international vocation. Over 70% of its turnover is achieved abroad in more than 110 countries worldwide. In order to optimize the commercial penetration in the individual markets, Geox distributes its product through around 10,000 multi-brand selling points but also through a network of 1.015 mono-brand shops.



RESPIRA™

AMPHIBIOX™

AERANTIS™



FIRST OF ALL: THE DEVELOPMENT OF THE "BREATHING TECHNOLOGY" IS GEOX'S MISSION

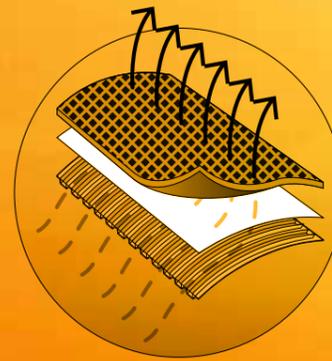
Geox is based on an innovative idea that aims to ensure quality and wellbeing. The 'shoe that breathes' is a perception, an idea, a promise that has been a cornerstone of GEOX's corporate mission since the very beginning: the creation of wellbeing and absolute comfort.

The extraordinary success of Geox footwear and apparel comes from a technology that is protected by 38 patents and by 24 more recent patent applications. The success of Geox is due to constant focus on the application of innovative solutions and technologies on the product.



THE ORIGINAL BREATHABLE JACKET

The practical solution patented by Geox makes use of the convection principle, which causes warm air to rise. In Geox garments, humidity generated by the evaporation of sweat escapes through the breathing tape, which runs from one shoulder to the other, through a three-dimensional spacer and a special breathable and waterproof membrane which, once inserted, has the twofold function of wicking away perspiration and keeping water out.



HUMIDITY GENERATED BY THE EVAPORATION OF SWEAT COMES OUT OF THE BREATHING TAPE ON THE SHOULDERS, PASSING THROUGH A 3D SPACER AND A SPECIAL BREATHABLE AND WATERPROOF MEMBRANE



BREATHABILITY INCREASES UP TO 40% TESTED BY GEOX LAB



ITALIAN PATENT



Breathable



Natural thermoregulation



Comfort



AMPHIBIOX™

WATERPROOF AND BREATHABLE

Special waterproof and windproof fabrics, as well as a functional design with taped seams, ensure excellent performance in terms of waterproofness and protection. The practical solution patented by Geox makes use of the convection principle, which causes warm air to rise.

In Geox garments, humidity generated by the evaporation of sweat escapes through the breathing tape, which runs from one shoulder to the other, through a three-dimensional spacer and a special breathable and waterproof membrane which, once inserted, has the twofold function of wicking away perspiration and keeping water out.



HUMIDITY GENERATED BY THE EVAPORATION OF SWEAT COMES OUT OF THE BREATHING TAPE ON THE SHOULDERS, PASSING THROUGH A 3D SPACER AND A SPECIAL BREATHABLE AND WATERPROOF MEMBRANE



BREATHABILITY INCREASES UP TO 40% TESTED BY GEOX LAB



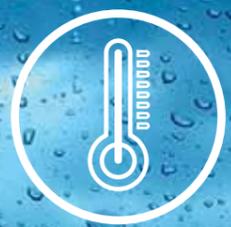
ITALIAN PATENT



Waterproof and breathable



Windproof



Natural thermoregulation



AERANTIS™

DYNAMIC BREATHING SYSTEM

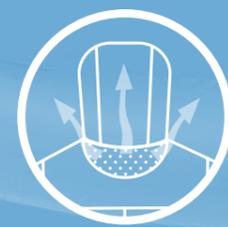
Aerantis™ is an advanced and innovative technology that dynamically combats excessive body heat, acting only where and when necessary to maintain an ideal body temperature throughout the day.



INNER BREATHING SYSTEM
A 3D fabric containing spacers is positioned in areas of potential overheating to create an open space between body and garment, allowing warm, humid air to disperse upwards and sideways.

VENTILATION SYSTEM
A revolutionary thermoadaptive padding with a micro engraved surface lies under the 3D fabric, and is combined with a polymer that makes it temperature sensitive and enables it to provide efficient tailored thermoregulation.

BREATHING SYSTEM
Two breathing tapes, one attached to a membrane and placed high at the back of the garment, and another inside, in the neck, provide effective breathability, allowing warm, humid air to escape.



Ventilation System

Inner Breathing System

Breathing System
HOOD OFF

Breathing System
HOOD ON



XLED

LIGHTING JACKET

The new XLED JACKET is designed for the modern commuter and offers an innovative and versatile solution to the demands of urban mobility. XLED JACKET innovatively integrates a lighting system of LED lights and optical fibres with a special translucent, waterproof and breathable membrane that protects it against external agents. Special LED lights are inserted at chest level in front and at the back bottom, lighting up in fixed or intermittent mode as desired; a USB socket inside the garment allows it to be powered from a compatible power bank.

LIGHT UP YOUR NIGHT



BREATHING SYSTEM

The new XLED JKT, equipped with the Geox breathable system, is designed for the modern commuter and offers an innovative and versatile solution to the demands of urban mobility.

GEOX DRAGON FORMULA-E TEAM



ELECTRIC RACING CHAMPIONSHIP



#GEOXSUSTAINABILITY

Formula E and  are property of the respective owners

GEOX DRAGON FORMULA E

In November 2018, GEOX announced its strategic alliance with the American Formula E racing team DRAGON which took the name “GEOX DRAGON” to mark the deep strategic integration between the two organisations.

Set to last three years, the partnership will start with the 2018/2019 season and the fifth edition of the ABB FIA Formula E championship.

Featuring 11 teams and 22 pilots, the ABB FIA Formula E championship centres on electric-powered racing cars which will be battling it out on street circuits in various cities throughout the world. GEOX’s breathable patented technology offers all the benefits of thermo-regulation, as widely appreciated by consumers all over the world. GEOX’s offering of footwear and outerwear has an enormous bearing on the performance levels of the team members. With GEOX’s breathable technology, the team can rely on a consistently optimal temperature for the entire season of the ABB FIA Formula E championship while they are travelling around or taking part in competitions held in urban areas scattered across five continents and affected by the most disparate climates.

Mario Moretti Polegato, CEO and Founder of GEOX, stated: “We are really delighted about this cooperation project with GEOX as official sponsor of the Dragon Formula E team for the upcoming seasons. GEOX has always been synonymous with the most advanced patented technology in the footwear and clothing sector and focuses on designs that deliver outstanding levels of breathability, performance and comfort. The extreme conditions and particular features of Formula E car races are an ideal testing ground for GEOX, enabling it to experiment with new breathable and outperforming technology ready to be transformed into well-being items for everyday use. GEOX will be supplying the drivers and members of the GEOX-DRAGON team with breathable footwear and garments designed to provide the utmost comfort and support for travelling, training and racing in extremely variable and complex conditions on circuits throughout the world. Since GEOX sets great store by sustainability and respect for the environment, the decision to get involved with the Formula-E world was a natural one. This sport represents the future of car racing because it successfully combines exciting competition, cutting-edge technology and a global sustainable approach”.



NEW CONCEPT STORE GEOX

The X-Store design project is a clear indication of just how important advanced Technology (symbolised by the letter X) is to GEOX and it merges seamlessly with the other inspirational values of Italian Style, Contemporary Design, Sustainability and Wellbeing that Geox has always upheld. The idea behind the new X-Store rests firmly on those two fundamental pillars of Breathing and Wellbeing and delivers an innovative and multi-sensorial shopping experience which exploits technology to totally engage all five senses.

Daniela Baietti
15 anni, studentessa
Istituto tecnico

CAPPOTTO-PIUMINO,
GEOX RESPIRA
(339 €); PULLOVER A
COSTE, **MILA SCHÖN**
(990 €); PANTALONI DI
COTONE, **AMERICAN
VINTAGE** (100 €);
ORECCHINI **ETRO**;
STIVALI **MANGO**.
NELLA PAGINA ACCANTO,
FELPA OVERSIZE CON
TASCA, CAPPuccio
E INSERTI DI NYLON,
CIESE PIUMINI
(110 €); BLUSA **MANGO**;
PANTALONI
DI TWILL DI COTONE,
SARA LANZI (423 €).
BORSA DI PELLE CON
DETTAGLI INTRECCIATI,
THE BRIDGE (399 €);
CINTURA **KATE CATE**.



A BRAND WITH TOP SCORES ON AWARENESS

Thanks to an effective, clearly defined strategy implemented directly by the Company that focuses on the benefits of perspiration, consumers of every age associate Geox with the concept of "breathing". Its communication strategy involves various media and consists of advertising campaigns targeting women and men.

GEOX CONTENT PLATFORM

A broad platform of content that supports communication goals through



DRIVE BRAND AWARENESS

Premium Brand Content

Dedicated high impact 'Brand led' assets to support key image and volume driving product.

- Advertising images
- Technology Key visuals



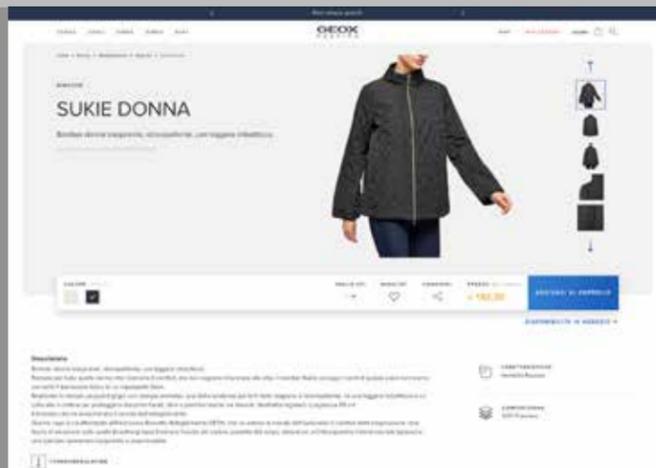
ASSIST CONSIDERATION

Upgraded Editorial Content

'Consideration Focused' assets for all marketing focus & retail window products, categories, technologies and consumer profiles.

Circa 10 different product stories per season.

- Product focused storytelling images
- Retail Videos
- Lifestyle: Outfits, close ups, flat lays



DRIVE TRAFFIC & SALES

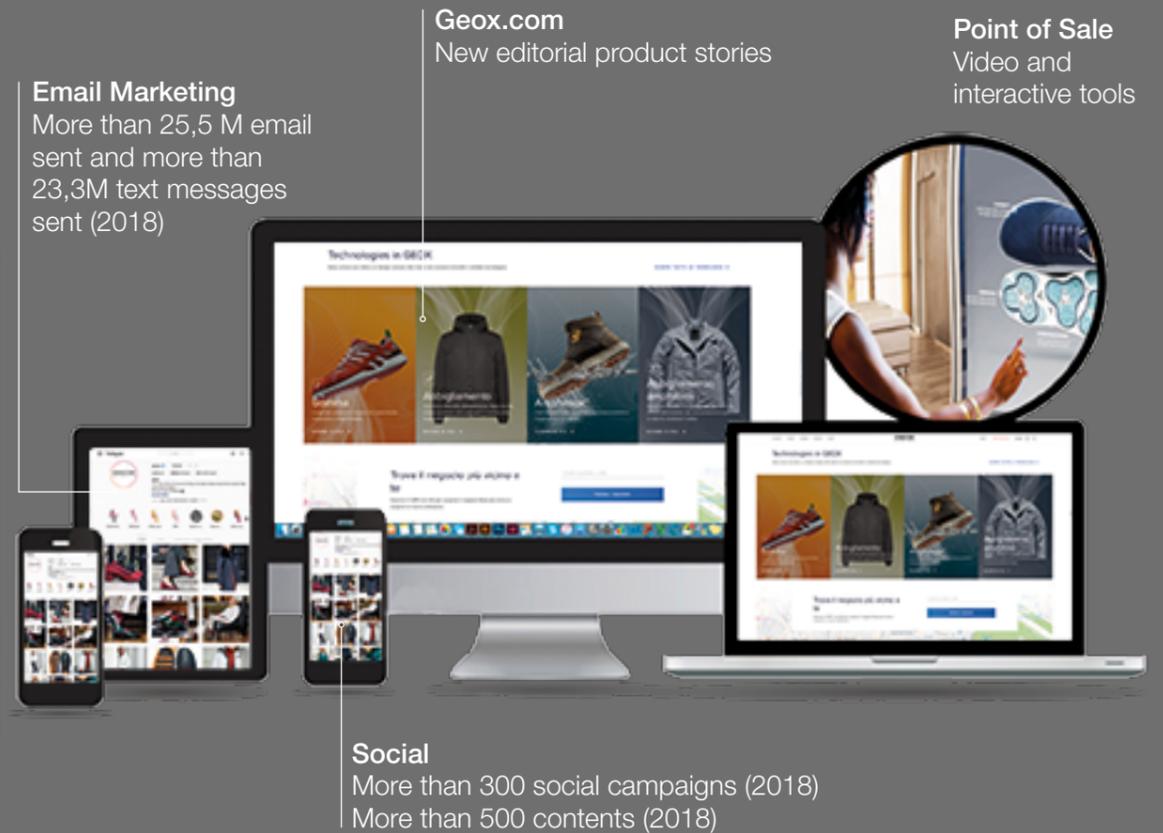
Base Product Information Content

A set of core 'Conversion led' communications assets ensuring support for each individual product.

- 6 product views
- Editorial descriptions
- Features & Benefits
- Product Info
- Technology Assets

A OMNICHANNEL BRAND EXPERIENCE

From a tech/functional communication focus to an emotional, aspirational "Multilogue" with high quality storytelling contents for all the touchpoints, to be more emotionally and aspirationally engaging.



SEASONAL IMAGES HAND BOOK

For your copy, and further information on accessing the content of this platform, please consult your local agent.



TRADE SHOWS



Riva del Garda®
Fierecongressi

Riva del Garda - ITALY



CIFF

Düsseldorf - GERMANY



MODA

Amsterdam - NETHERLANDS



Moscow - RUSSIA



EN PLATFORM

Las Vegas - U.S.A.



Who's Next.

Poznań - POLAND



FALL WINTER COLLECTION 2019-20











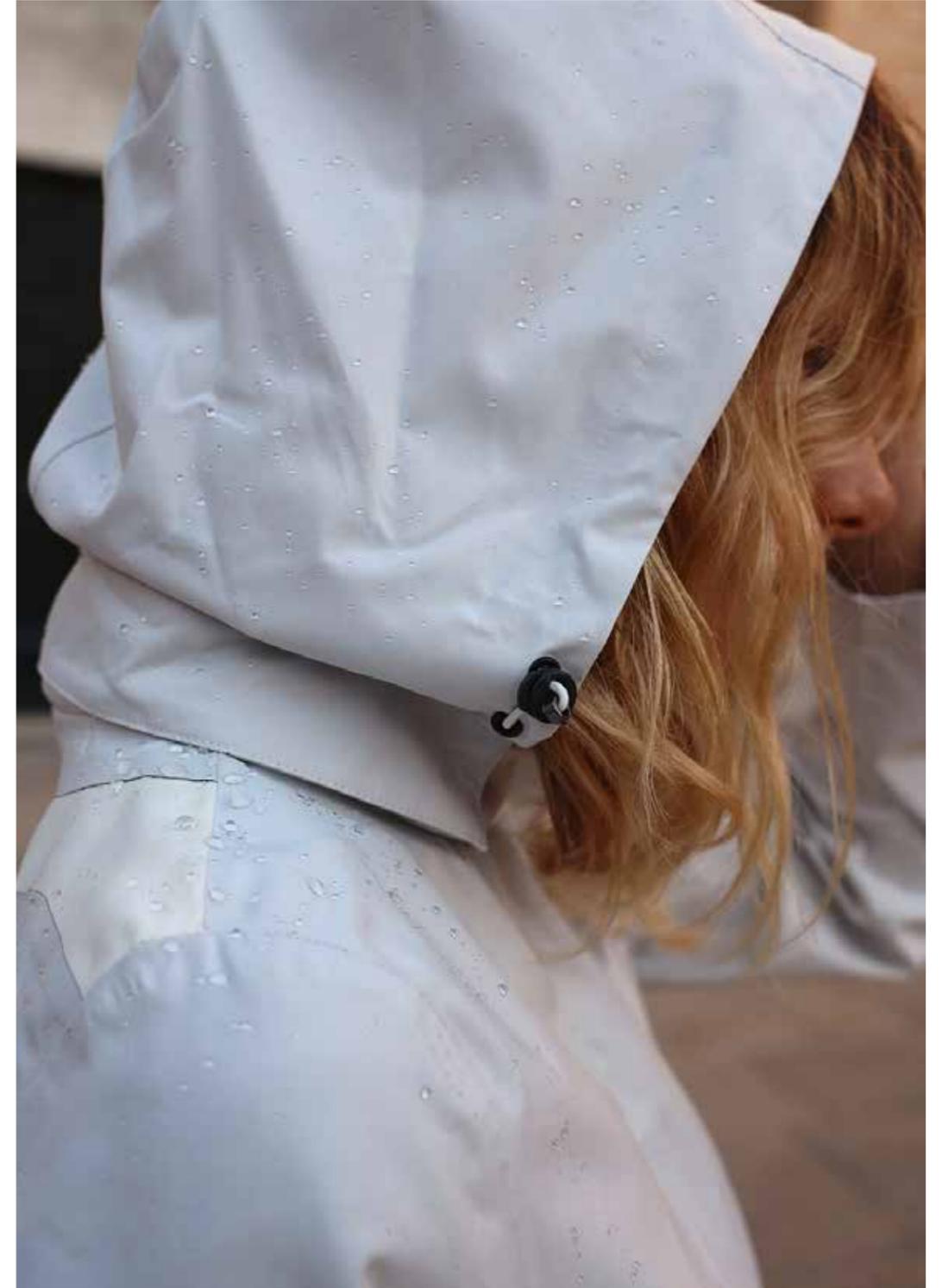




SPRING SUMMER COLLECTION 2018













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