



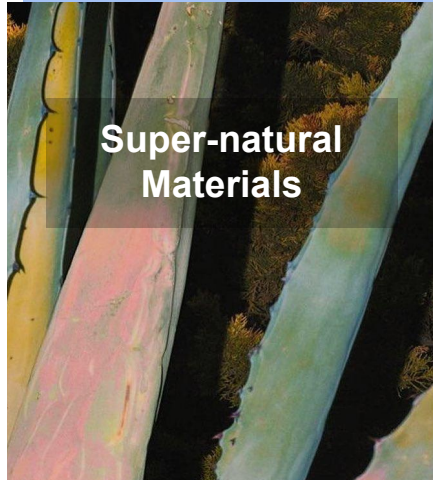
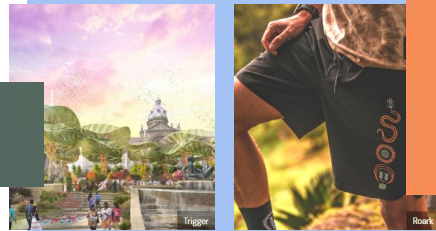
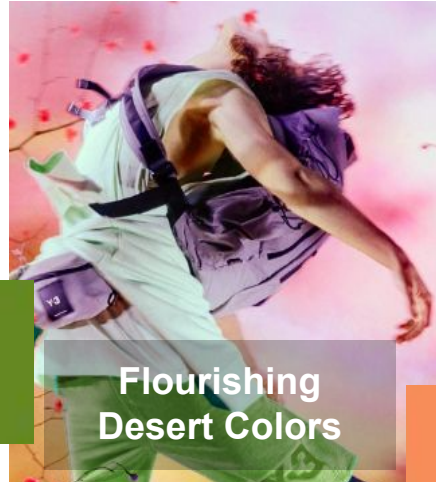
2024 NET-ZERO CMF

CMF Trend Material Observation

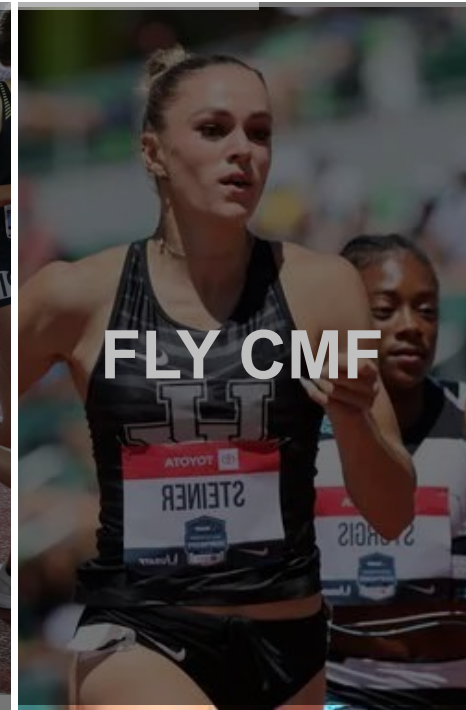
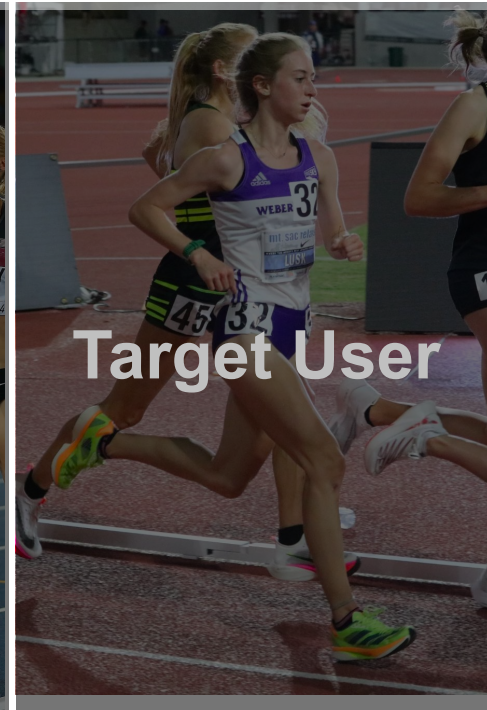
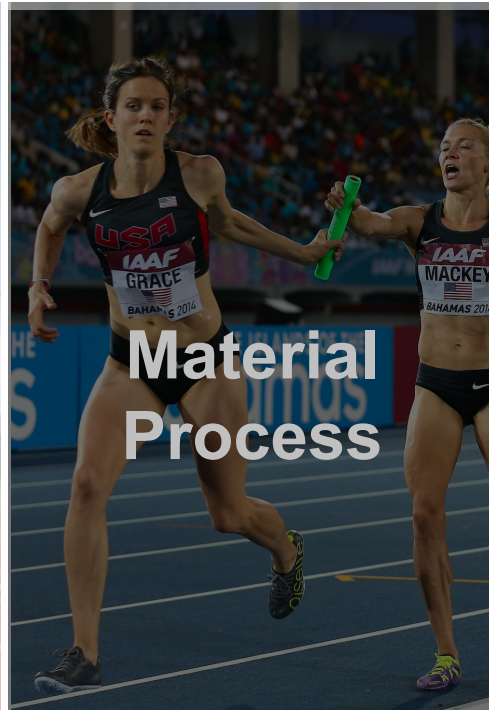
Observations from Santa Barbara



2024 CMF Moodboard



Exchange Zone



Material Innovations

Flexibility - Honeycomb Structure



Natural Cellulose Fibers

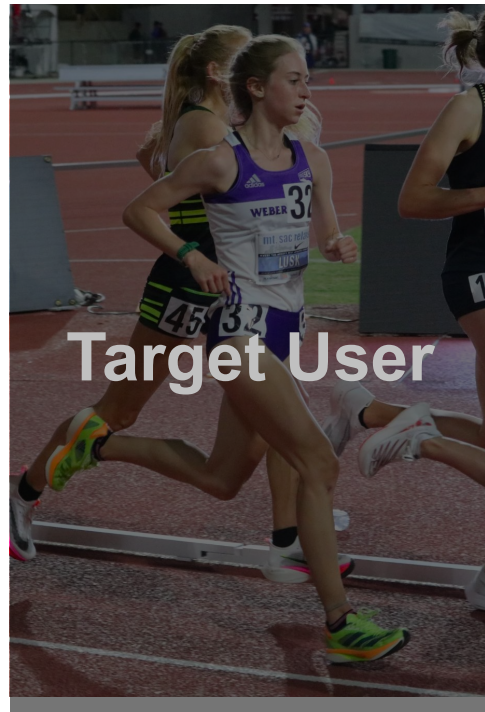




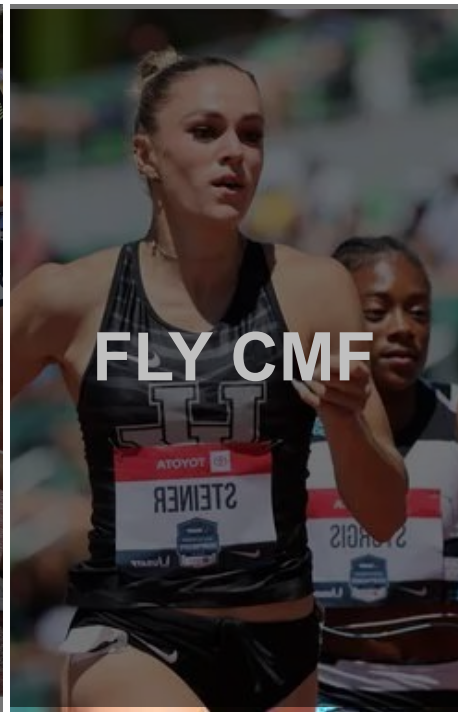
**Material
Innovations**



Second leg
**Material
Process**



Target User



FLY CMF

Citrus Cellulose Fiber

Sourcing Local Fibers



Cactus Fiber

Sourcing Local Fibers



Citrus Cellulose Fiber

Sourcing Local Fibers



Cactus Fiber

Sourcing Local Fibers



Citrus Cellulose Fiber

Sourcing Local Fibers



S/S 24 Cielo

Material Innovation Application



Material

- Woven Textile with Orange Cellulose Fiber
- Woven Textile with Cactus Fiber

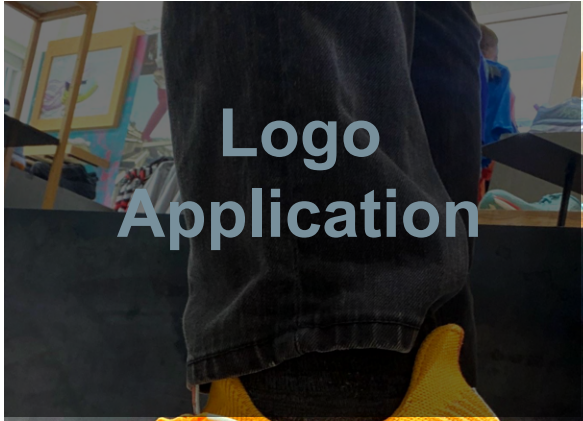




Cellulose Fibers



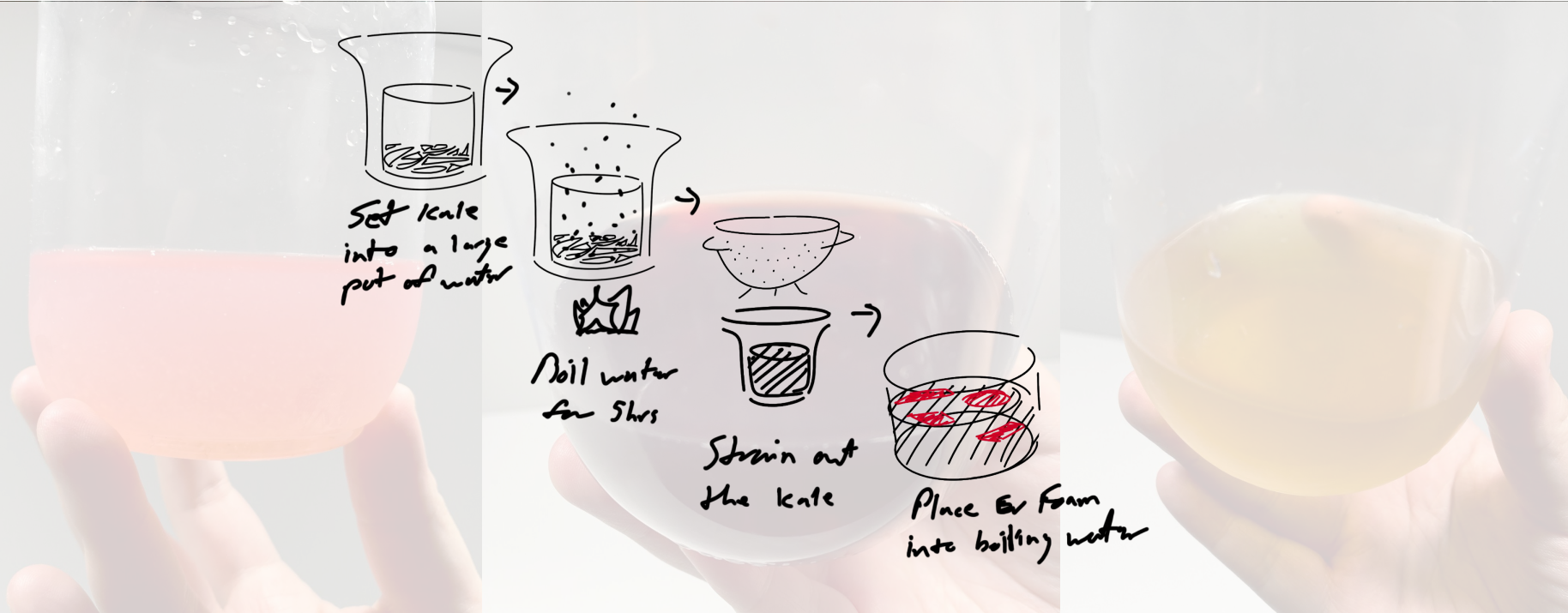
Natural Dyes



Logo Application



Natural Dye Experiments



Natural Dye Experiments



Natural Dye Experiments

Blackberry dye

Blueberry dye

Kale dye

Beet dye

Raspberry dye



Natural Dye Experiments EVA material



Natural Dye Experiments EVA material

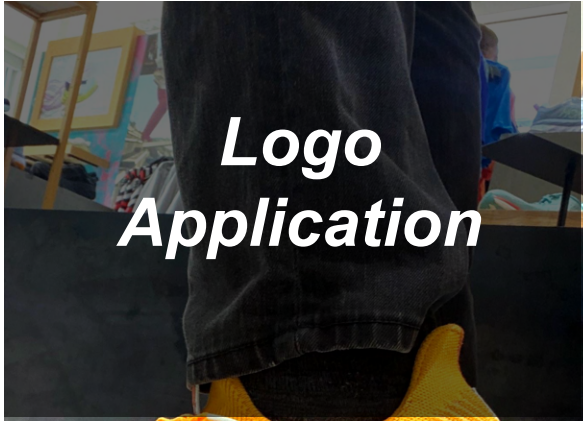




Cellulose Fibers



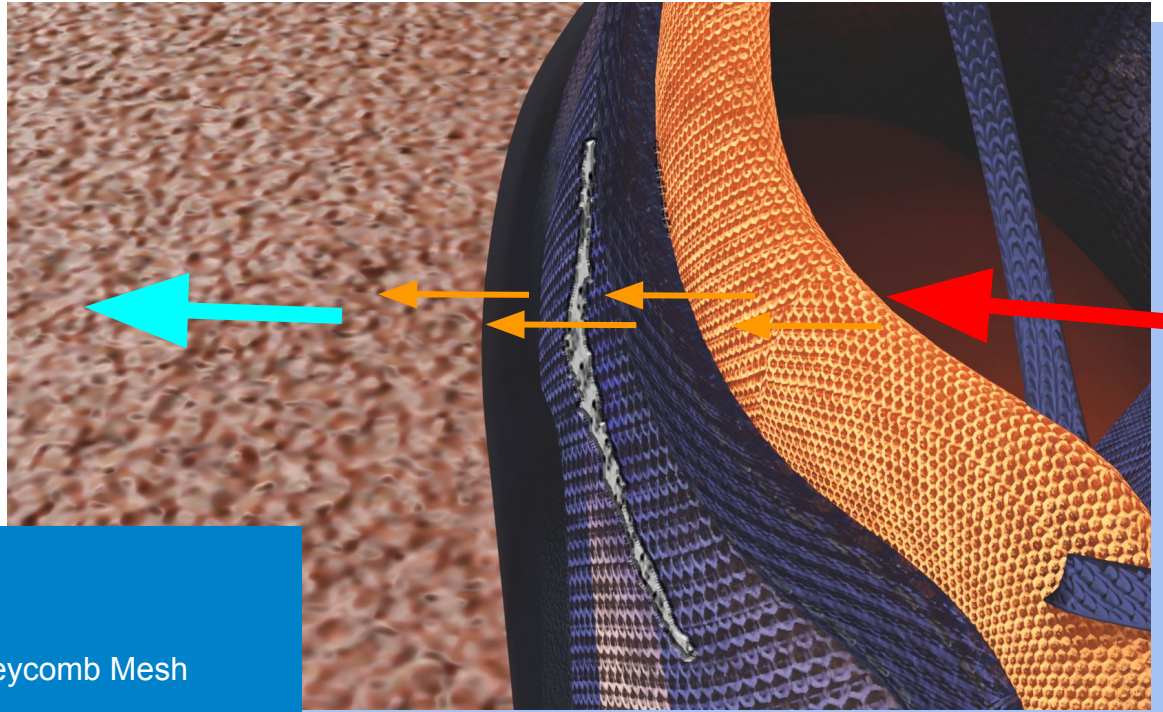
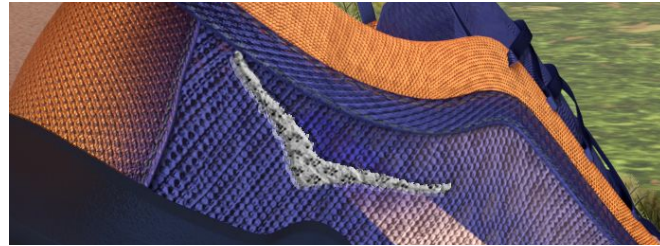
Natural Dyes



Logo Application



S/S 24 Cielo Logo Application



Location

- Upper

Material

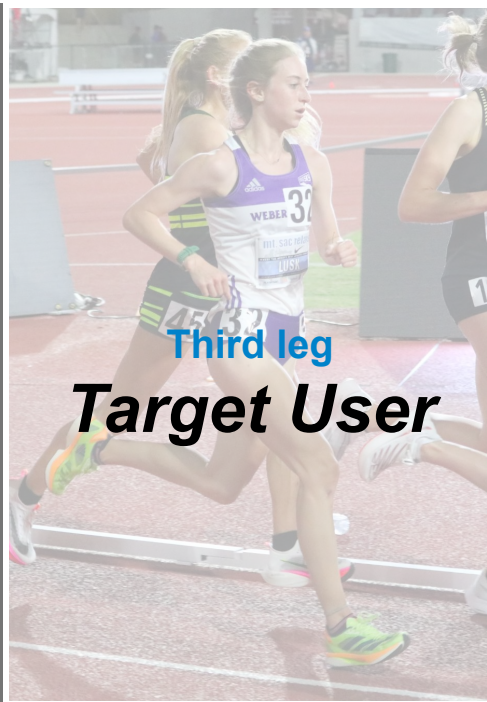
- Honeycomb Mesh



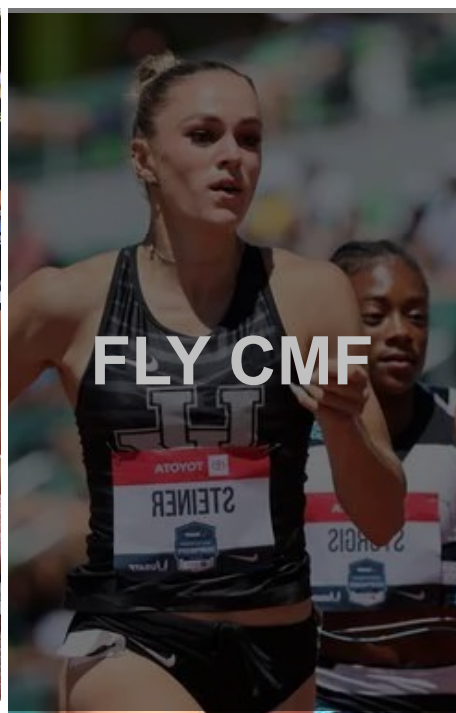
**Material
Innovations**



**Material
Process**



**Third leg
Target User**



FLY CMF

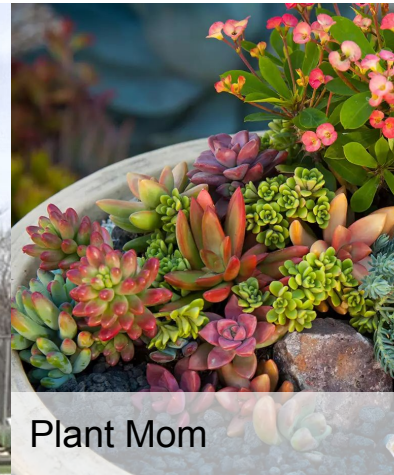
Have you met
Brianna?



22 yr old Female,
Senior in 2024



Will Start as a PTA



Plant Mom



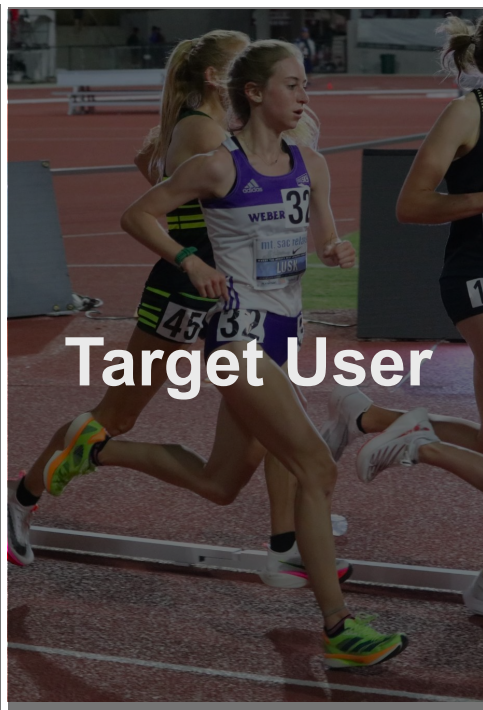
Saguaro National Park



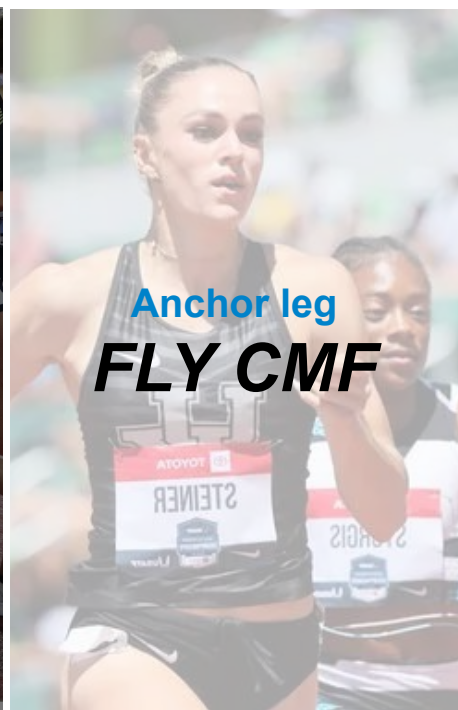
**Material
Innovations**



**Material
Process**



Target User



**Anchor leg
FLY CMF**

Escapism S/S 24 Fly

Heroic
Purple

Blitz
Pink

Pre-
Stretch

Sunburst
Orange

Victory
Yellow

Ocean
Cobalt

Timeless
Blue



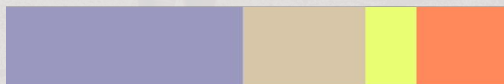
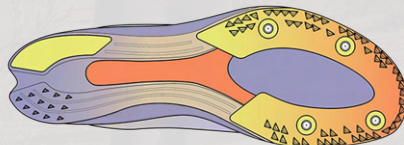
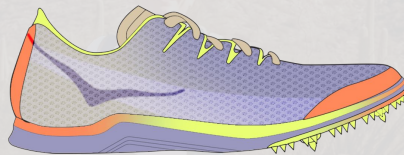
S/S 24 Cielo - **Stealth Launch**

Ocean Cobalt / Sunburst Orange



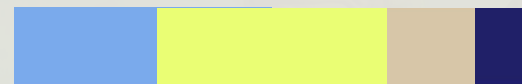
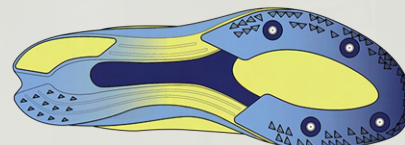
S/S 24 Cielo - **Super Sonic**

Heroic Purple / Pre-Stretch



S/S 24 Cielo - **Nuclear Power**

Victory Yellow / Timeless Blue



Material Tray





Stealth Launch

S/S 24 Cielo - Ocean Cobalt / Sunburst Orange

Ahyoung - Tanner - Ruby | CMF_X | Hoka | Summer 2022 ©





Stealth Launch

S/S 24 Cielo - Ocean Cobalt / Sunburst Orange