



MY SHOOT, MY PACE

IN TODAY'S WORLD, WHERE IMMEDIACY PREVALES, THERE ARE THOSE WHO STRIVE TO KEEP PACE WITH IT AND THOSE WHO PREFER THEIR OWN: AT **HOGAN**, WE SET OUR OWN SPEED. INDEED, OUR MISSION IS TO BE TIMELESS AND RELEVANT FOR OUR PEOPLE. WE ACCOMPANY THEM IN EVERY JOURNEY AND LET THEM CHOOSE THE RHYTHM OF THEIR LIVES; WE WELCOME THEM IN OUR FAMILY, A FAMILY THAT IS DRIVEN BY INTEGRITY AND EXCELLENCE AND – *WHY NOT?* – A DASH OF IRONY. NOW, WHATEVER YOUR TEMPO IS...*HOLD ON, SIT BACK AND ENJOY!*

SCRIPT

AN USUAL SET WHERE ALL RULES ARE UNUSUALLY MADE TO BE BROKEN

FEATURING

HOGAN SPRING SUMMER 2021 COLLECTION. SPECIALLY DESIGNED AND CRAFTED TO INCARNATE THE BRAND'S EXCLUSIVE DNA, THE NEW COLLECTION EMBODIES SELF-EXPRESSION AND PERFECTLY ADAPTS TO NEW WAYS OF LIVING IN TODAY'S SMART CITIES. THE INNOVATIVE DESIGN PROCESS, NEAT MODERNITY AND THE GREAT QUALITY OF NEW MATERIALS SET THE TONE. SILHOUETTES ARE SIMPLIFIED, FITS ARE EASIER AND SPONTANEOUSLY HARMONISED. SLICK AND ESSENTIAL SNEAKERS ARE WORN WITH EASE AND PAIRED WITH DAYTIME TUXEDOS, UNISEX KNITWEAR AND LEATHER JACKETS AS LIGHT AS A SHIRT. BAGS ARE EITHER VERY SMALL TO FIT ONLY THE INDISPENSABLE OR MAXI TO CARRY ALL THAT IS POSSIBLE.

HIGHLIGHTS

FOR **HER** _ THE HOGAN 'REBEL' SNEAKERS

EFFORTLESS AESTHETICS AND CONTEMPORANEITY MEET THE STRIVE FOR INNOVATION IN THIS NEW DESIGN, A MODERN REINTERPRETATION OF THE ICONIC AND LESS CONVENTIONAL SPIRIT OF THE BRAND.

FOR **HIM** _ THE HOGAN 'HYPERLIGHT' SNEAKERS

A CONTINUOUS SEARCH FOR THE NEXT MODERN BLENDS WITH THE BRAND HERITAGE.

COLOR GRADING

NEUTRALS, GREEN, INDIGO, EXTRA WHITE, TOUCH OF PLATINUM AND SILVER

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