



RECYCLE - REUSE - REDUCE

S P R I N G S U M M E R 2 0 2 2

'TRADITIONAL'

THEN AND NOW

WHAT IS A CLASSIC? A GOOD ANSWER MIGHT BE SOMETHING THAT HAS NOT FINISHED TELLING WHAT NEEDED TO BE TOLD. IT COULD BE A BOOK, IT COULD BE A MOVIE OR IT COULD BE A PIECE OF ART OR - WHY NOT? - IT COULD JUST BE A SHOE. THIS SHOE IS THE **HOGAN TRADITIONAL**. IT WAS 1986 WHEN HOGAN TOOK ITS FIRST STEPS TOWARDS A FUTURE THAT SEEMED IMPOSSIBLE THEN BUT THAT IS ABSOLUTELY NATURAL TODAY: NEVER BEFORE A LUXURY SNEAKER HAD EVEN BEEN CONCEPTUALIZED. BY WIPING OUT A STEREOTYPE, HOGAN SET NEW RULES AND INTRODUCED A NEW CATEGORY ALTOGETHER.

HOGAN DID THAT THEN AND DOES IT NOW BY TAKING INSPIRATION FROM THE PAST, FROM TRADITION BUT WITH FORESIGHT. AS ALWAYS HOGAN'S FUTURE LIES IN ITS ROOTS, IN THE CONSTANT QUEST OF A BALANCE AMONG TRADITION, INNOVATION AND MODERNITY. TRADITIONAL WAS THE PERFECT EXAMPLE OF THIS ENDEAVOR: WITH ITS WHITE CANVAS UNDERLINED BY A HONEY COLORED SOLE, GENDERLESS, INSPIRED BY THE WORLD OF CRICKET AND ITS SOBER YET UNCONVENTIONAL ELEGANCE, IMMEDIATELY DESTINED TO BECOME A TIMELESS ICON. A NEW CLASSIC THAT TODAY, 35 YEARS LATER, HOGAN CELEBRATES WITH A RE-EDITION WITH SUSTAINABILITY AT ITS CORE - AS PART OF THE **HOGAN-3R** PROJECT, FIRST INTRODUCED IN FEBRUARY THIS YEAR.

HOGAN HOLDS THIS CELEBRATION THROUGH A VIDEO CLIP TITLED '*(NOT) A TRADITIONAL LOVE LETTER*', WRITTEN TO NO ONE OTHER THAN PLANET EARTH. THE HOGAN-3R PROJECT WAS BORN OUT OF LOVE FOR OUR PLANET AND WHOEVER INHABITS IT, A PROJECT THAT PUTS THE ENVIRONMENT AT ITS CENTER, PERFECTLY SYNTHESIZED BY THE 3 'R'S THAT DEFINE IT: **RECYCLE, REUSE, REDUCE**. OTHER KEY WORDS LIKE RETHINK, RESPECT, REVOLUTIONIZE CAN EASILY BE ADDED ...HOGAN-3R EMBODIES THE VALUES IN WHICH HOGAN BELIEVES: RESPONSIBLE INNOVATION, CONSCIOUS USE OF RESOURCES, REDUCTION OF WASTE. AS A RESULT, HOGAN INTRODUCES A COLLECTION OF UNIQUE ITEMS, OF THE GREATEST QUALITY, PRECIOUS AND TIMELESS LIKE THE TRADITIONAL, BORN OUT OF INNOVATION BUT, AS ALWAYS, WITH THE HINDSIGHT OF HOGAN'S HERITAGE.

IT IS ONLY BY TAPPING INTO THE PAST THAT THE FUTURE IS CREATED. IT IS ONLY LIKE THIS THAT WE SHALL ENGAGE NEW GENERATIONS AND CONTINUE WRITING NEW CHAPTERS OF OUR STORY.

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