ECCO SOFT7 : 80’s Redux : THE REDISCOVERY AND RE-IMAGINATION OF THE ICONIC ECCO SOFT SNEAKER

SOFT 7

In the midst of retrospective references and futuristic ideas, we find ECCO SOFT 7. A new interpretation of enduring ECCO classics, this series captures the essence of urban life. With its black and white contrasts, preppy-clean yet sporty street look and conscious ideals, it represents in fashion history. The style identifies true global citizens, displaying common aesthetics, principles and values that transcend borders. A combination of SOFT 7 leather sneakers and tracksuit-inspired jackets endorses the cool, laid-back urban vibe

The sneaker trend has never been bigger, and ECCO SOFT 7 takes on the category with the perfect mix of function and style. The ECCO SOFT 7 comes in multiple urban remixes of black and white, with thick white soles as the mainstay. As the name suggests, the shoes feature super-soft leathers and flexible soles – and pair strikingly well with just about all your casual looks.
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About ECCO
More than 350 million pairs of ECCO® shoes have walked the earth since 1963, when Karl Toosbuy founded the company in Denmark. ECCO is one of the few major shoe manufacturers in the world to own and manage every step of the shoemaking process – from leather production through manufacturing in its own factories and all the way to its stores. Guided by the Scandinavian design philosophy, “The shoe must follow the foot,” ECCO creates high-comfort, functional, stylish shoes and timeless bags, accessories, small leather goods and shoe care products. Still family owned, ECCO is headquartered in Denmark and employs more than 19,500 people of 57 nationalities worldwide. ECCO products can be found in the 1,100 ECCO stores and 14,000 other sales locations in 87 countries.