

**brief:**

design a product to put destination green's tpc on the map and create brand awareness.

**approach:**

to show the diversity of tpc and create publicity i designed a fashion product that makes use of the material's strengths to set it apart from wood and let it stand proudly as an original material rather than a copy:



- **durability**

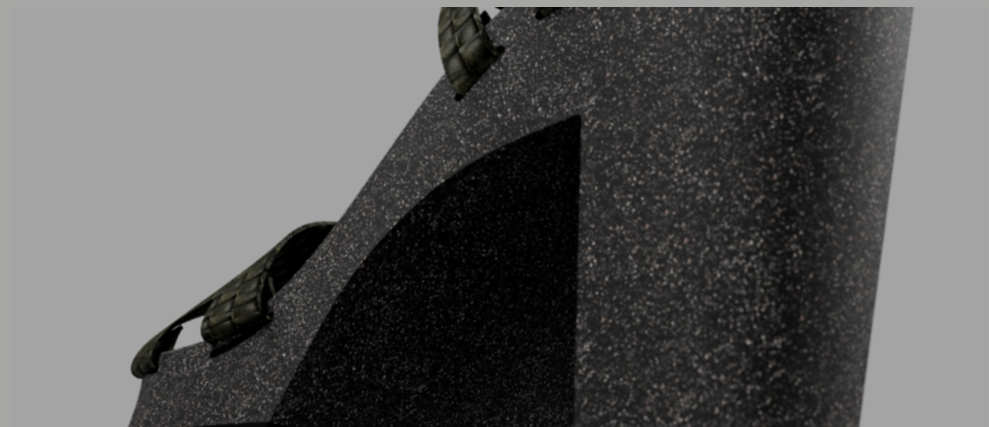
tpc's low maintenance and water absorption that make it suitable for decking also make it work for other outside applications like wood-style footwear.

- **sustainability**

The material is 100% recycled and recycleable, so the shoe was designed to be completely circular.

- **aesthetics**

The production process allows for great freedom in color and contrast, with the visible fibers giving it a vaguely recycled look that contributes to the sustainable image.



since I am not a fashion designer myself, the goal here was not to design the final product, but to create a convincing proof of concept that might serve as a starting point for further development.

## **viro fiber**

the straps are made of handwoven viro fiber that can be recycled into new tpc at the end of life

## **tpc**

the heel is made of extruded and cnc-milled tpc, this can be completely recycled in house

## **crepe rubber**

walking on straight tpc would be uncomfortable and cause micro-plastics to enter the air through wear, using biodegradable crepe rubber for the soles negates this



an animation that delves deeper into the product life cycle can be viewed [here](#)