



'Everything's Gonna Be Alright, We Believe That' - News From Michelin Soles

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Outdoor sports will be different this year. The contact with nature will be deeper than ever. Michelin, in recent months, has co-designed exclusively for brands such as Orvis, Parlanti and Vision Group, custom soles to fully experience the reconquest of being out of the rowing to wet wading, from horse riding to fly fishing, not to mention soft trekking. A tyre choice depends upon the type of terrain and the intended use. In the same way, technical soles are designed for specific activities, tailored to meet the needs of the wearer.

Michelin's 'From Tyres To Soles' philosophy, is much more than a simple tyre-to-sole transformation: it studies carefully the perfect rubber compound and tread design and aims to achieve the best performance as far as traction,

durability and self-cleaning are concerned. The next-generation uppers and high-performance soles are the perfect duo, as they allow trail runners to have an advanced terrain control in all weather conditions.

ORVIS PRO APPROACH SHOES

The new Pro Approach Shoes by Orvis, developed with the exclusive Michelin sole, is multi-purpose, extremely lightweight, quick-drying yet robust. Suitable for trekking, rowing or wet wading. An integrated Ariaprene sock prevents stones and debris from entering the shoe, while providing excellent ankle support and breathability. The exclusive Michelin sole, inspired by a bicycle tyre, guarantees better traction in all directions thanks to the multi-faceted tread pattern. The robust areas on the toe and bead contribute to increased abrasion resistance.

PARLANTI K-KOMFY

The K-Komfy ankle boot is unique in its kind: designed and made to achieve lightness and sensitivity in the saddle all day long. Handmade in genuine buffalo leather, the inner lining is in natural calf leather. It has a YKK front zip and elastic headband. The Michelin sole ensures performance, durability, flexibility and adaptability on all types of terrain, both dry and wet. The design of the sole is inspired by the MICHELIN CrossClimate tyre, the massive grooves in the middle allow the shoe not to get damaged inside the stirrup, while the design in the lateral area ensures greater flexibility. The internal grooves in the forefoot area offer greater adaptability. This model is unisex and available in Black, Dark Brown, Grey, Blue and Leather. It is also available in a "made to measure" version in different colours.

VISION GROUP MUSTA

Vision Group has designed the Musta Michelin model as a modern, lightweight fly-fishing shoe with a TPU reinforced ballistic polyester upper. This material guarantees good wear resistance without making the shoe too heavy. The exclusive Michelin sole is inspired by the MICHELIN LTX A/S tyre. Side sculptures provide extra grip on slopes and

muddy trails. The central ones have wavy cuts for grip and adaptability on uneven rock surfaces. The front and heel sculptures, on the other hand, are designed to withstand wear during longer walks and their design adds traction when needed.

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