

# — ANY BODY —

*SPIRITED | UNAPOLOGETIC | PURPOSEFUL*



Capstone Project  
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# PROBLEM STATEMENT

65% of women in the US wear size 14 or above, and yet running brands primarily design products for a thin, male body that fits the image of what a runner looks like.

Any Body acknowledges and embraces the athletes who don't fit that mold—the women who were told they're too fat to run, but did it anyways.





# ATHLETE INSIGHT FAT GIRL RUNNING

WHAT DON'T YOU LIKE ABOUT YOUR CURRENT SHOES?





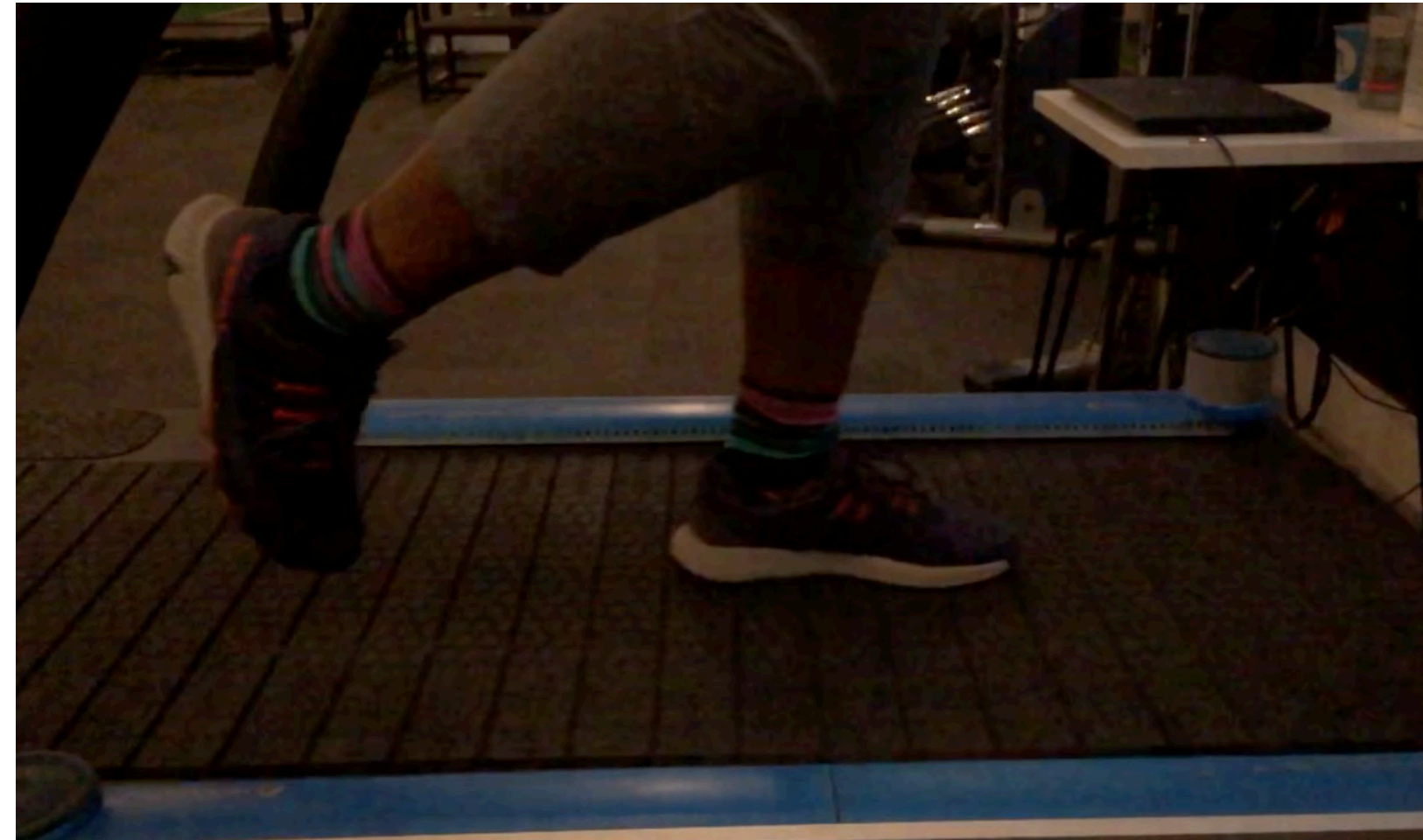
# ATHLETE INSIGHT

## GAIT ANALYSIS



### *GAIT ANALYSIS*

Comparing walk vs. run gait



### *RUN*

Not a transitional gait cycle  
Midfoot/flat strike - barely any dorsiflexion  
All vGRF, resulting in significantly more stress on the body



# PROBLEMS TO SOLVE



## *FIT*

Flatter, fuller feet, but not necessarily "wide"  
Anatomical and wide shoes don't look fast or sleek

## *CONSTRUCTION*

Shoes that don't open up wide enough are hard to get on, but wider shoes feel floppy and insecure

## *CUSHIONING + SUPPORT*

More weight = more stress on the feet and shoes  
Super soft shoes break down quickly



# PROCESS



RESEARCH



IDEATION



PROTOTYPING



# PROOF OF CONCEPT



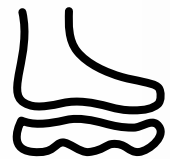
Any Body shoes use a last tuned to the proportions of a plus-size runner's foot with ample room in the toe box and instep and stretch textiles in key areas to accommodate a wide range of foot widths and girths.



The overlapping tongue design opens up wide for easy entry, even for runners with a high instep or thicker foot.



Forefoot flex supports and midfoot straps allow the foot to move freely while still being supported and stable.



The contoured, textured insole cradles the foot and works with the midsole for the right balance of support, step-in comfort, energy return, and durability.



# DURABLE CUSHIONING SYSTEM

## INSOLE CUSHIONING

Ortholite® molded dual-density insole  
2mm Impressions for step-in comfort  
4mm Imperial Plus for dense, high rebound cushioning + support



## FOREFOOT FLEX SUPPORTS

Side supports cradle and move with the foot for flexible, active support



## ZONED OUTSOLE

Durable polyurethane rubber  
Tuned for plus-size runners' gait pattern



## ARCH ACTIVATION

Supports the arch with subtle embossed texture that cues the arch to engage



## DURABLE CUSHIONING MIDSOLE

Polyurethane foam for firm, tough cushioning that supports the foot



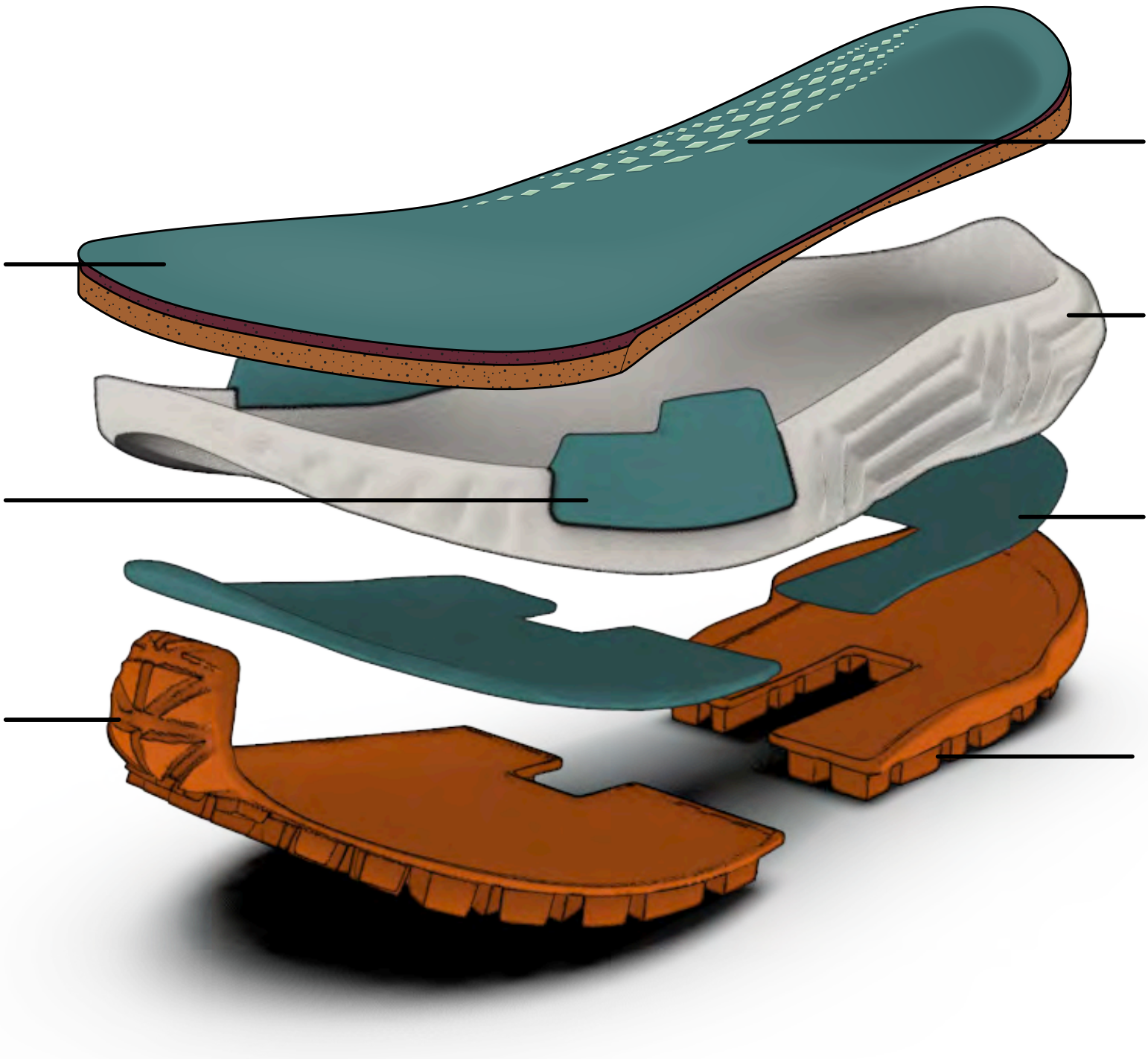
## SEGMENTED ROCK PLATE

Nylon rock plate adds extra underfoot protection from sharp rocks and roots



## OUTSOLE LUGS

5mm lugs at forefoot and heel for traction on uneven terrain  
Smooth, natural transition at toe off





# ATHLETE VALIDATION



"It's **SURPRISING HOW WIDE IT OPENS UP** to get your foot in."

"It fits very comfortably around my foot. They feel **SECURE AND SUPPORTIVE** without being too snug."

"I like the tongue. **THAT'S A COOL DESIGN**. I like how it's only loose on one side because it **FEELS A LOT MORE STABLE**, like it's not going to get bunched up and slide to one side."

ROBIN COON





ANY BODY'S  
TRAIL



ANY BODY'S  
ROAD

