



SIX STORIES VOL. 6

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BY THE GORE-TEX® BRAND



OFF-WHITE BY VIRGIL ABLOH, PARIS RUNWAY SHOW, 2018
 PHOTO: ADAM KATZ SINDING

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Certain moments helped crystallise what was possible. An early activation with Norse Projects in Copenhagen demonstrated how GORE-TEX® Products could fit naturally within a contemporary wardrobe. Norse extended this approach into footwear through their Adidas collaboration, treating apparel and shoes as part of the same functional system rather than separate categories. Around the same period, initial conversations helped open the door to Converse, setting a longer internal process in motion to explore how GORE-TEX® Product Technologies could be applied to one of the most recognisable footwear silhouettes in the world without compromising its identity.

A similar dynamic unfolded with Off-White. A text message to Virgil Abloh marked the beginning of a collaboration, and in 2018 the first Off-White collection using GORE-TEX® Fabric appeared on the Paris runway. One look immediately resonated—The Ten Air Jordan 1 from Nike—becoming a defining image of that Fashion Week.

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GORE-TEX®
 So unvergleichlich wie unsere Haut.

1987



1992 – 1996



1999



2015 – 2025



2026 –



1989



1998 – 1999



2001



2018 – 2025



2026 –



1990



1999 – 2004



1999 – 2015



2018 – 2025



2026 –