



VICTOR JAMES TORO

DESIGN 2018

ELITE EDITION: PINBALL COLLECTION

■ **PROJECT DESCRIPTION:**

This collection of the Elite Edition was inspired by a trip to NYC where I visited a Pinball Arcade. The bright colors and sounds inspired me to make a collection that was just as bright. At first the collection consisted of Men's only product using the modles of MRT580, CM1600 and ML999. The concept received such positive reviews that It was extended into additional style in the Women's range of product. It also was the cover for the 2015 NB sales catalog.



■ **DETAIL:**
The Bumper designs inspired the design for the inserts. It became a combination of the Elite Edition logo with the red and white details used in the pinball machines.



■ **MATERIALS**
TEXTILE | SYNTH LEATHER

■ **EXTRA:**
While pinball arcades are a bit more rare now, there are massive arcades across the world that let you pay by the hour to play. No Coins Needed!



■ **DETAIL:**
The coinslot inspired the design of the TPU tongue label with printed details to make it pop



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Pinball 2018

New Balance Barbershop

PROJECT DESCRIPTION:

The CM1600 Barbershop is based on the high end barber chairs found in botique level shops. The colors used hook into the one of the more popular colors used on barber chairs. The cream colors tie into the canvas strope used to hone the blades of the razors. The insert uses a sublimated print to mimic hardwood flooring found in high level shops.



MATERIALS

Pig Suede | Nubuck | Pig Leather | Gum Rubber



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CM1600 2018

Elite Edition CM1600

New Balance 574 Revlite

PROJECT DESCRIPTION:

This was the first version of the 574 Revlite and lightweight styles. I was tasked with making a lightweight version of using the “REVLite” compound and have the midsole material make contact with the ground.

Illustrator Line Art



MATERIALS

Synth Leather | PU Logos | New Outsole



LIFESTYLE/CLASSICS

VICTOR JAMES TORO

MRL574 2018

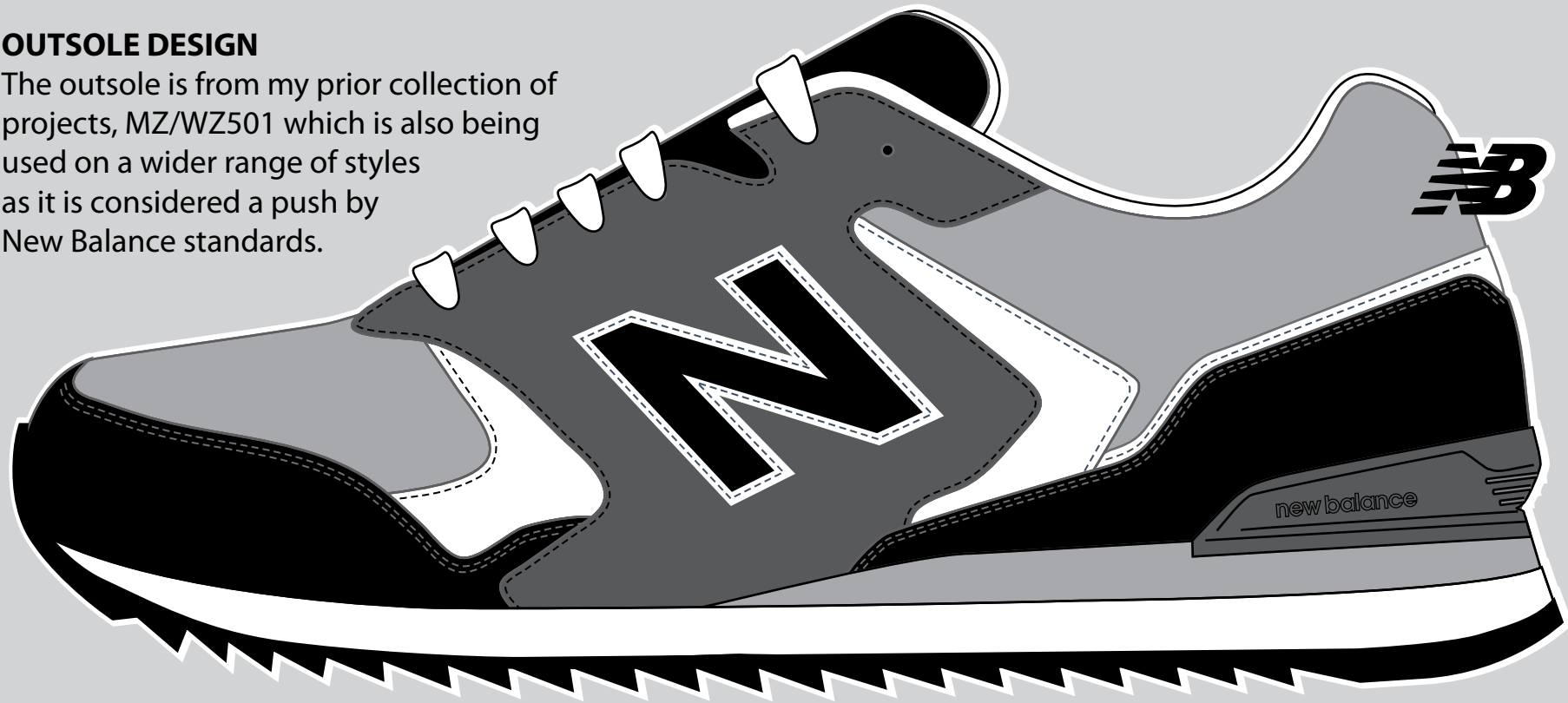
ML/WL473 Collection

■ **PROJECT DESCRIPTION:**

The objective of this project was to make a mall level sneaker that would appeal to the general public across different markets in Asia, The Americas and Europe. These style would sit between the 515, 373, and 420 in each of these markets. The colors in each collection ranged from core basics (Black/Navy/Gray) to more advanced color combos as shown below.

■ **OUTSOLE DESIGN**

The outsole is from my prior collection of projects, MZ/WZ501 which is also being used on a wider range of styles as it is considered a push by New Balance standards.



■ Sketch+Tape Up



■ Pullover



■ Updated 3D Printed Heel Clip



MATERIALS

Cow Suede | Mesh | Synth Leather | EVA Midsole



■ **GROUP SHOT:** Once I got all of the confirmation round samples, I decided to take a group shot of one set of the colorways. There are 19 colors in total across men's and women's style. These projects were also taken down into kid's sizing.



574 Collections

■ These are 3 of the 574 collections currently on the market that I have worked on.
Two collections of Men's and one collection for Women's



■ When working on these collections, working together with the apparel team is key to make sure that our consumers can mix and match across Lifestyle to Running products.



501 Collections

■ The 501's have grown from a style that was seen as a filler for lower markets and have expanded to many more stores over the years I've worked on the style.



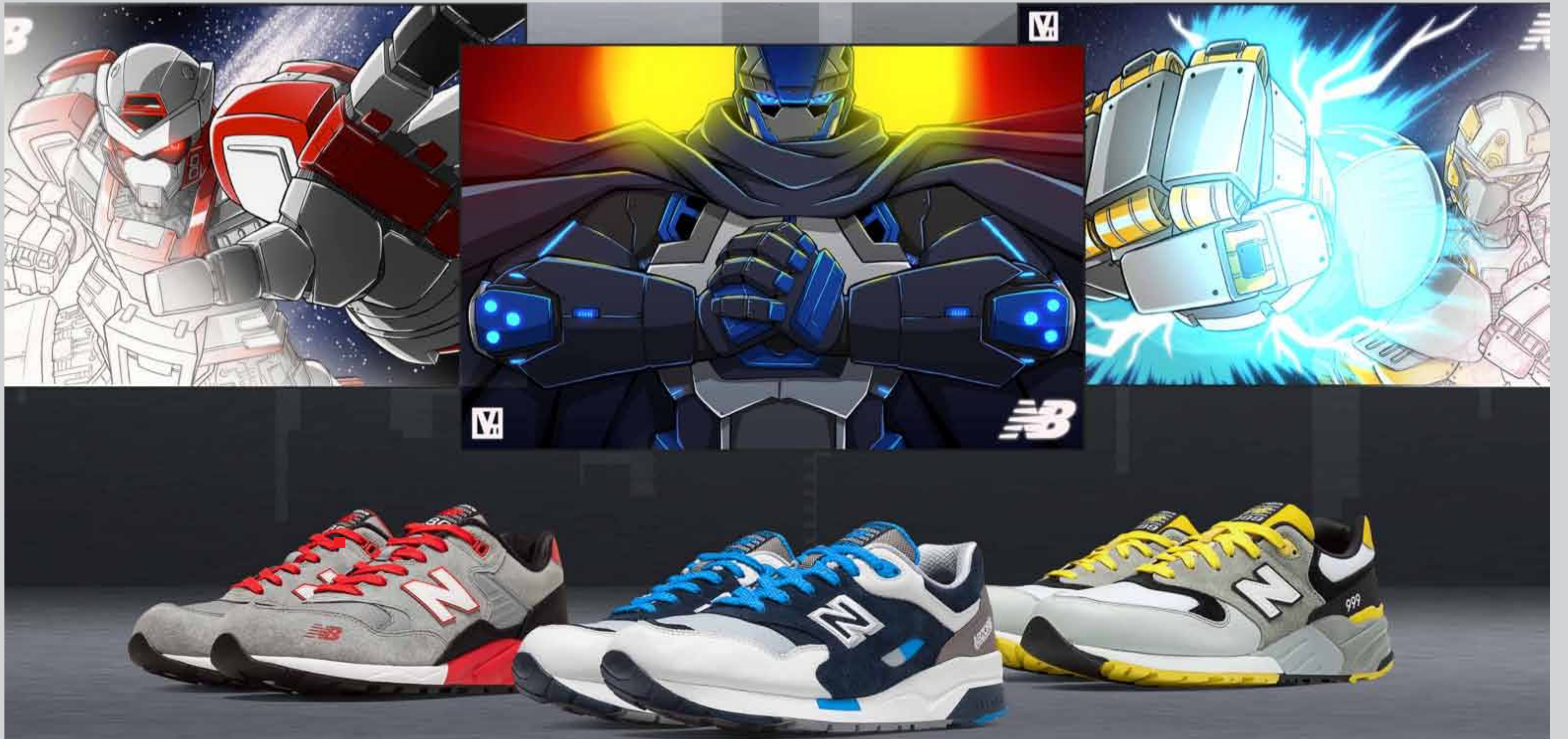
■ The changes to the 501 style over the past 3 years have included a new outsole design as opposed to using the standard 574 outsole, as well as adding an overlay to the tongue to give the style more material and color options. On some styles of the 501 that use the Flying NB on the tongue top, I've used an embossed 501 on the foxing so that consumers would still know which style they were wearing.

Elite Edition: Mecha Collection



■ PROJECT DESCRIPTION:

This collection is based on my Illustrations of sneakers that I transformed into a pack based on the theme of Giant Robots. Each Mecha was an original design for this pack and each robot has elements of the sneaker in its design. I also added meshes with heavy textures to help give the designs the feel of armor.



■ MATERIALS + PROGRAMS

Pig Suede | PU Coated Cow Leather | Synth Leather | Mesh | Textile

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Mecha	2018

PROJECT DESCRIPTION:

The concept behind these kids sneakers was based on Social Recreational Activities based on Youth Sports like Kickball, Football, Baseball, ect.



Color Blocking/Materials:

The colors were picked because they are the most popula sports team colors. The materials were picked to be light and breathable in the vamp and tongue with minimal backing to support air flow and keep feet cool.

MATERIALS

TEXTILE | SYNTH LEATHER

LIFESTYLE/CLASSICS



DETAIL DESCRIPTION:

Adjusted details for Infant sizes. Adjustable Strap using same materials from back tab. Embroidered border on N logos to maintain look.



PROJECT DESCRIPTION: Examples of kids and their team uniforms



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KIDS

2018

501 CAMO | Camouflage



■ **PROJECT DESCRIPTION:**

The objective of this project was to make fun and colorful camo patterns that kids would like to wear. While there is one in the collection that uses a more traditional look.



■ **Color Blocking/Materials:**

The materials used are both Split Suede and 6 oz. canvas. We wanted to use stronger materials to play into the story of a fun military look. With that in mind we made sure the camo colors were nice and bright. The foxing details are based on a stenciled text found on base.

MATERIALS
SPLIT SUEDE | 6 oz. CANVAS

■ **DETAILS:** Screen printed text over a sublimated printed custom camo pattern designed by me. This detail is also used on the top of the tongue with a screen printed "Flying NB".



■ **EXTRA DETAIL:** The outsole on these 501s were designed by me based off the original "TRACKSTER" from New Balance.

■ **FOXING DETAIL:** 501 deposs



VICTOR JAMES TORO
Kids 501 | 2018

FILA: DRAGON & SHARK

PROJECT DESCRIPTION:

The concept with these designs was to place illustrations of fast animals on the feet of children to get them excited to play football. With that in mind we picked Dragons and Sharks.



Color Blocking

The idea for the colors was to make a bold statment so other kids would see these sneakers and feel empowered to play like the animal they were wearing. In testing, the kids were very excited to play in these and they stood out more because they were able to wear something fun and aggressive.

MATERIALS

PU COATED LEATHER | SYNTH LEATHER

FOOTBALL/SOCCER

THE ILLUSTRATIONS

Each Illustration was hand drawn using the paper patterns supplied from the factories so that we knew it would fit and scale on the smaller sizes as well. After drawing the designs and going through the approval process, I scanned the art in and



DOUBLE DRAGONS: Red/Black/Yellow really made these pop



DOUBLE DRAGONS: Black/Gray/White/Red/Blue these simple colors alone really made these two stand out even with basic colors.

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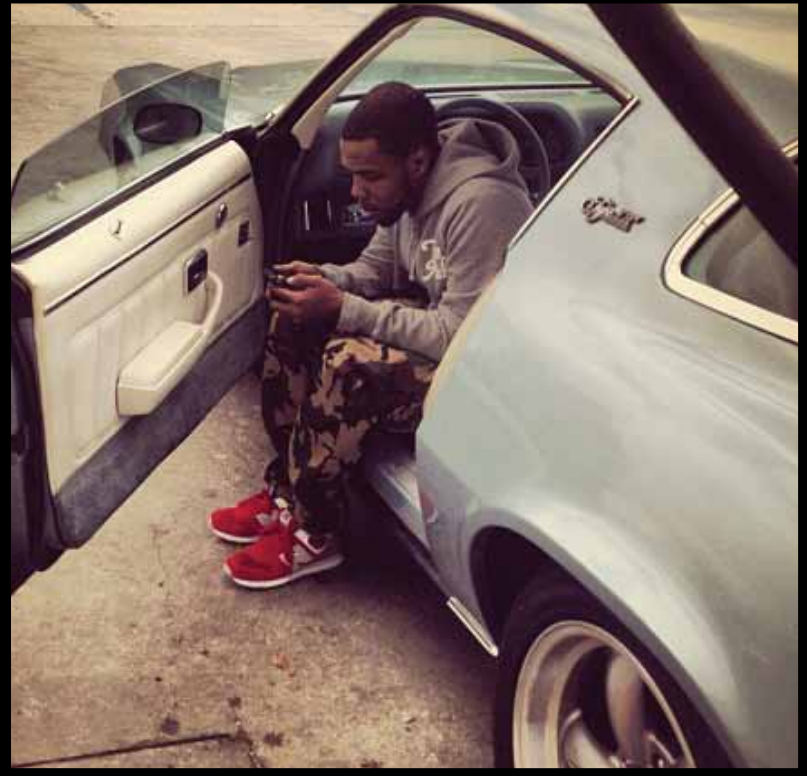
FILA

2018

New Balance On Feet



■ These are a collection of various celebrities wearing my sneakers



VICTOR JAMES TORO

New Balance 770 CXT Motocross

PROJECT DESCRIPTION:

With this collection I decided to push the Motocross theme that was popular during the period I was working on this project. The key points of the project were to follow the bold colors of the gear the bike riders wore. One of the key elements was the use of a Ballistic Mesh on the foxing to play up the ballistic materials wore by the riders. The second important detail was the Electroplated TPU parts. This tied the them back to the bikes. The last and important part was the color combos. These aggressive blockings played up the feel of speed and durability.



770

The photos on the left are what drove the concept for this collection.



MATERIALS

Pig Suede | Synth Leather | Ballistic Mesh

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CTX770 2018

ML574 SUMMER WAVES

■ PROJECT DESCRIPTION:

Summer Waves was a collection that was based off making these 574's have the look and feel of the Beach and Ocean. Picking the right materials was key to get this program off the ground. This was the big brother pack that sat next to the women's collection. Both myself and another designer used the same materials but the placement of them is what helped them stand apart. I decided to have the "Wave" textile on the foxing. This way the bold colors used for the pops would stand out more on their own. The soft Neoprene helped land the ocean theme. The final part was having the right body mesh used to emulate a net pattern like used on summer beach wear.



■ LINE ART



■ MATERIALS

Textile with rolled edges | Synth Leather | Neoprene



■ DETAIL SHOTS

These shots show the details used to emulate ocean waves and the feel of a coral reef.

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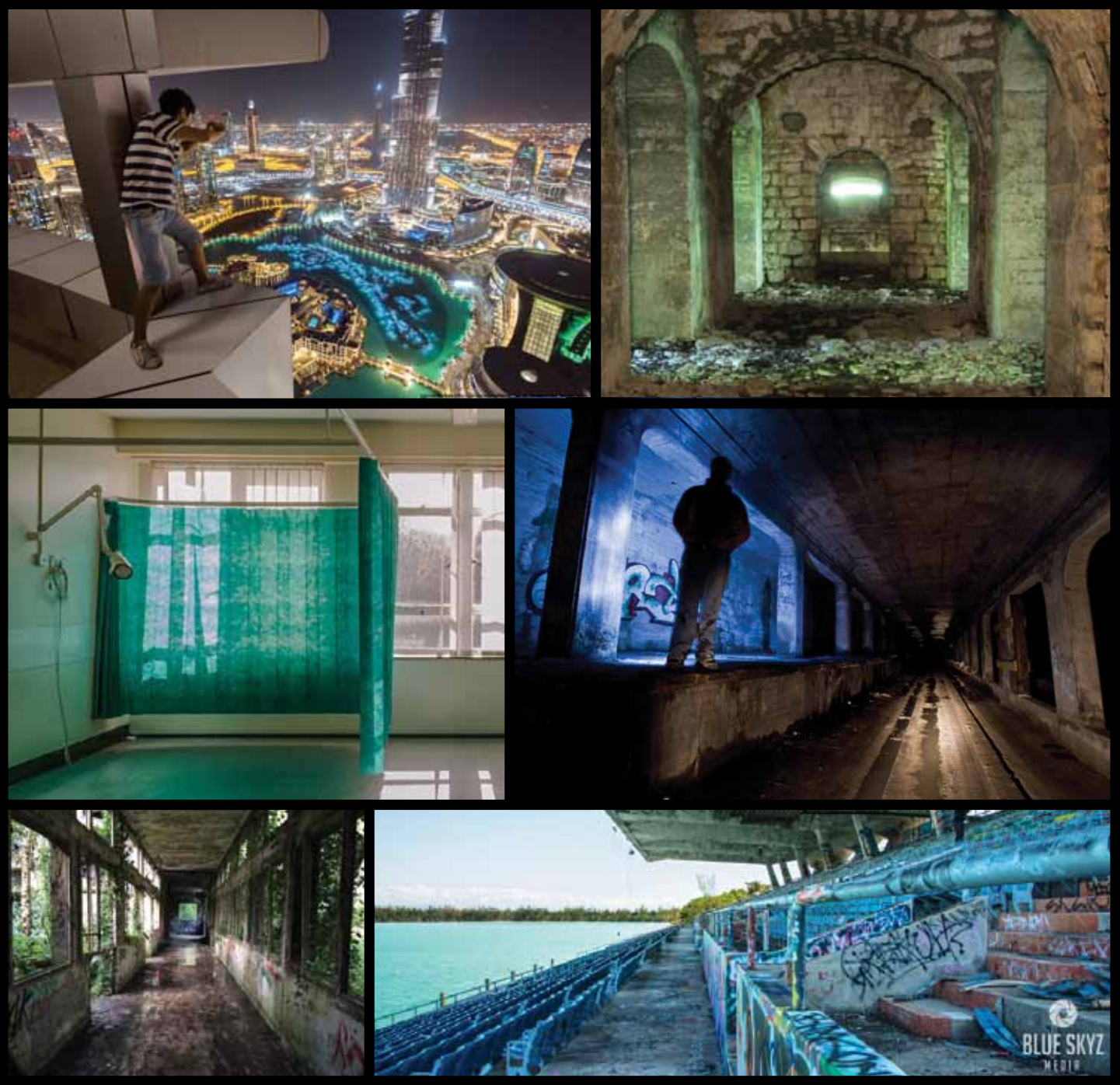
ML574

2018

ELITE EDITION: URBAN EXPLORATION



PROJECT DESCRIPTION:
“Take only pictures, leave only footprints.” is the motto of the photographers get legal permission to travel inside landmarks that have been long forgotten by the general public. The whole idea of this project refer back to the concept of Urban Exploration. With this in mind, I devised a way to pay homage to the great photos, colors, and textuers on these modern day ruins. With using a limited color pallet and materials the goal was to make a pack of sneakers all seem different yet the same. The durable pig suede and nubuck made for solid materials to match this theme and as these sneakers get dirty from exploring, they start to mirror the surrounding they were inspired by.



STYLES IN COLLECTION
CM1500 | CM1600 | ML999 | MRT580



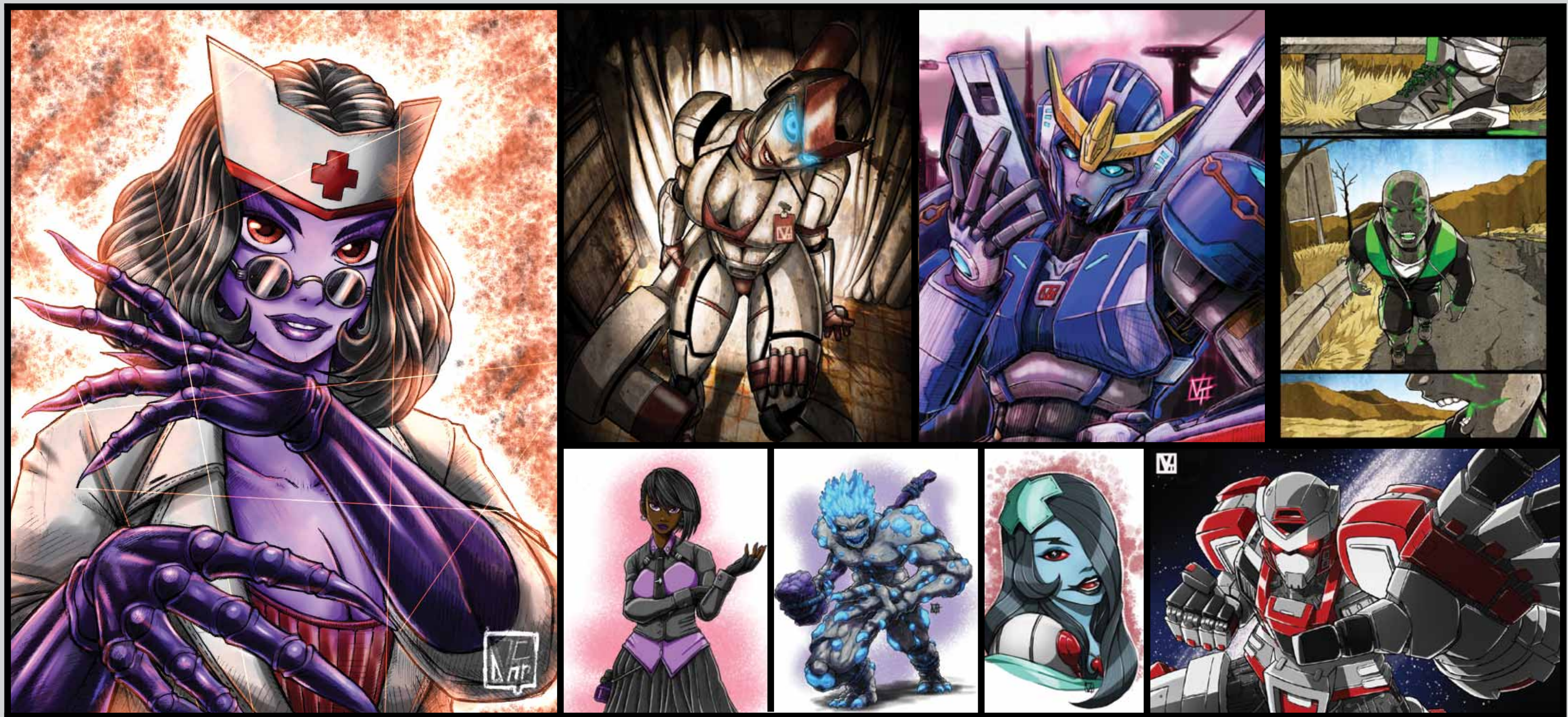
MATERIALS
Pig Suede | Air Mesh | Ballistic Mesh | Reflective | Pig Nubuck | Perf Leather

VICTOR JAMES TORO
URBEXP 2018

Drawings and Illustrations

PROJECT DESCRIPTION:

These are a small collection of the illustrations and drawings that I do in my spare time. I love working on this type of stuff to recharge my batteries between sneaker design.



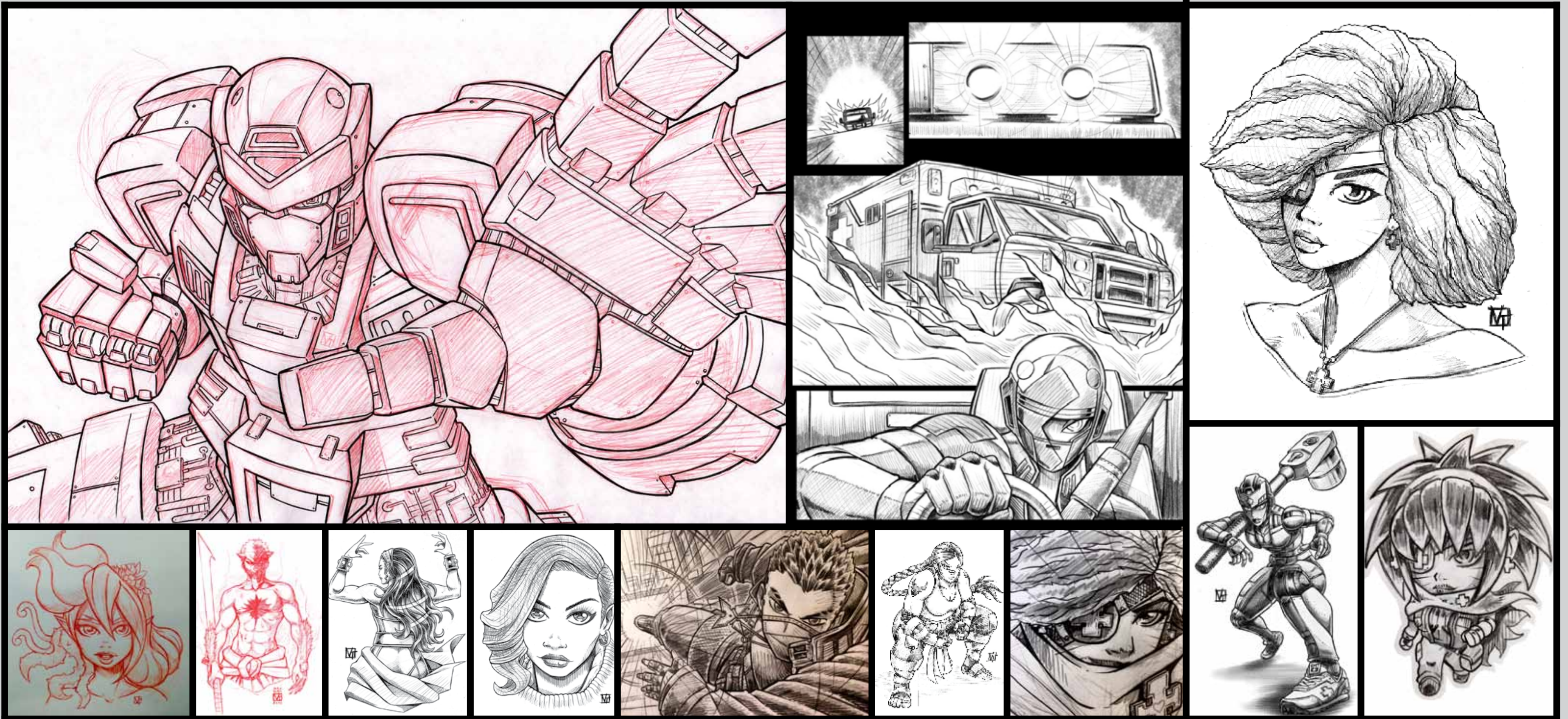
MATERIALS + PROGRAMS

Paper | Pencil | Photoshop | Clip Studio Paint

ORIGINAL ART

PROJECT DESCRIPTION:

On this page is just a small snapshot of the drawings I do in my spare time. Every one of these is drawn by hand. I use paper and pencil to make these when I'm away from the computer.



■ MATERIALS + PROGRAMS

Paper | Pencil | Ink

VICTOR JAMES TORO

Sketches 2018

ORIGINAL ART