

AUTOMOTIVE

McLaren taps APL in inaugural footwear line

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McLaren and APL worked for two years envisioning the footwear line and bringing it to life. Image credit: McLaren Automotive

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is stepping out into footwear in a new collaboration.

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McLaren and high-performance athletic footwear brand APL have partnered in producing a line of luxury footwear that melds the brands' commitments to design, performance and technology. Available in five colorways, the APL | McLaren HySpeed is inspired by the automotive brand's ethos in creating awe-inspiring vehicles.

"[The APL | McLaren HySpeed] perfectly embodies both our own McLaren and APL's DNA and design philosophy," said Goran Ozbolt, acting design director at **McLaren Automotive**, in a statement.

"APL has developed new technologies specifically for this shoe inspired by our ground-breaking work using lightweight materials which also maximizes the wearer's comfort and experience," he said. "Like stepping into a McLaren, it is all about optimizing performance, agility and speed."

Style strides

McLaren and APL worked for two years envisioning the footwear line and bringing it to life. APL developed new technologies specifically for the shoe, inspired by McLaren's use of lightweight materials, aiming to maximize consumer comfort.

Aiming to serve as a symbol to the brands' shared dedication to performance, the all-purpose running trainer is the automotive brand's first footwear collaboration.



The five bespoke colorways are directly influenced by McLaren's supercars. Image credit: McLaren Automotive

The two brands have melded exquisite materials, meticulous craftsmanship, memorable aesthetics and state of the art manufacturing techniques to represent a luxurious take on effective performance.

The five bespoke colorways, including white, orange, lime green, pale pink and a black and white combination, are directly influenced by McLaren's supercars.

The shoe, which retails for \$450, features a microfiber heel with extended wings, an internal advanced fitment system with a three-pieced cushion heel padding and APL's signature Souffle Sockliner.

The outsole calls back to design details of the automaker's supercars, featuring a tread patten inspired by performance tires designed for speed and grip.

From shoes to strides for representation, McLaren continues to try new things.

In June, in honor of International Women in Engineering Day, British automaker McLaren has partnered with children's rights organization Plan International to shed a light on gender inequality in STEM careers.

According to their joint study, 61 percent of young girls want to see more female role models in engineering to encourage them to take up science-based careers. Additionally, 75 percent of young girls are interested in a STEM career yet 27 percent say they worry about being good enough to study such subjects in school ([see story](#)).

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