



TOYODA GOSEI

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News Release

Toyoda Gosei Co., Ltd.

Contact: Akemi Shimizu
inquiry@mlist.toyoda-gosei.co.jp

Sustainable Sneakers Using Toyoda Gosei Airbag Fabric Remnants Win Good Design Award 2024

Collaborative Project with Asics



**GOOD DESIGN
AWARD 2024**



Kiyosu, Japan, October 16, 2024: The GEL-SONOMA 15-50, a sneaker made with airbag fabric remnants in a joint project by Toyoda Gosei Co., Ltd. and Asics Corporation, has won a Good Design Award 2024 by the Japan Institute of Design Promotion. These sneakers were also selected in the “My Choice” * category of individual jurors.

Toyoda Gosei has been attempting to reduce waste by giving new life to airbag fabric and steering wheel leather remnants, which are difficult to recycle, as bags and pen cases and selling various products under the “Re-S” ethical brand. At the same time, Asics has been using recycled materials and sustainable natural materials in its shoes and sportswear.

The prize-winning sneakers use airbag fabric remnants that would otherwise be discarded, and the two companies launched these sneakers in January 2023 with common feelings of mutual effort to help contribute to the achievement of a sustainable society. This Good Design Award was given in recognition of the companies’ upcycling efforts across industry boundaries and the manufacturing approach of using materials in creative and innovative ways.

*This is an annual part of the awards in which individual jurists select and introduce award-winning products they personally like or that are attracting attention

Jury comment

Making an upcycled product using waste material as a main material is seen as the kind of action that is needed by society, both from the viewpoint of effective use of materials and in arousing users’ interest in material waste in today’s society. GEL-SONOMA 15-50 sneakers are an example of upcycling that has culminated in a product with two companies, Asics Corporation and Toyoda Gosei Co., Ltd., working as a team. They used nylon fabric for airbags that would have been discarded in the automobile manufacturing process and repurposed it as uppers for these sneakers. The jury had high praise for the manufacturing approach of selecting material not only for ease of use and ease of procurement, but also for using material in a creative and original way.

Comment by “My Choice” selection jurist Yuma Harada

These sneakers not only pursue functionality, but also reuse things that can be reused. The near future seen by the manufacturer can be felt as an attitude. I would like to wear these sneakers but they are not currently being sold; I look forward to their re-release.



Award-winning GEL-SONOMA 15-50 sneakers
Airbag fabric used in uppers