



SXSW

TREND SPOT

by HACO



SOUTH BY SOUTHWEST

SXSW – or South by Southwest – Is a technology and innovation event held since 1987 in Austin, Texas. Originally, it was born as a music, media and technology festival, but over the years it has incorporated other themes and nowadays deals with subjects such as creativity, communication, entertainment, entrepreneurship, health and education.

Bringing people together in search of knowledge of the most diverse areas, it has become one of the main events of innovation nowadays and receives every year a great public from several parts of the world.

Due to the relevance and diversity of the festival, we have created exclusive content for you on the street style of the 2018 edition, which occurred last month, and reveals many trends with references in inspiring compositions!

Enjoy it :)

CUSTOMIZED LACES



FUNCTIONAL
LACES



WOVEN
LABELS



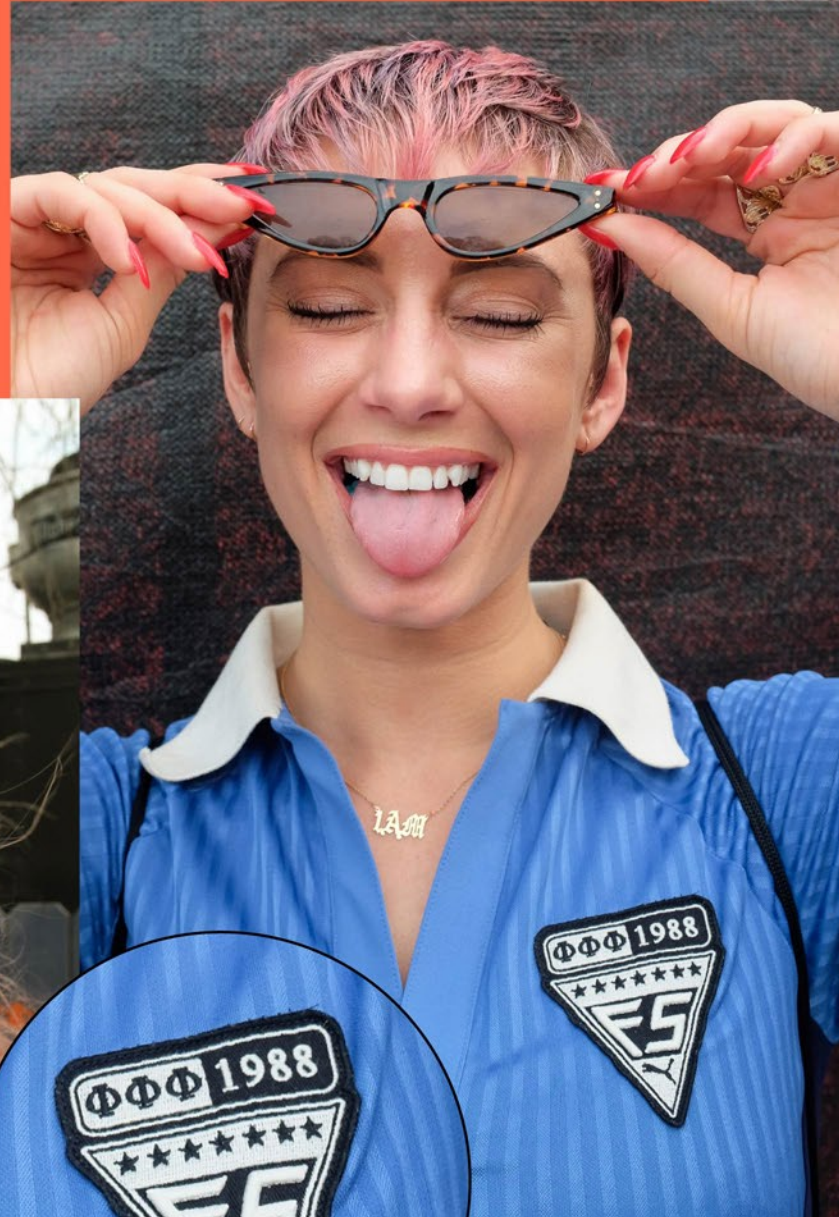
WOVEN LABELS



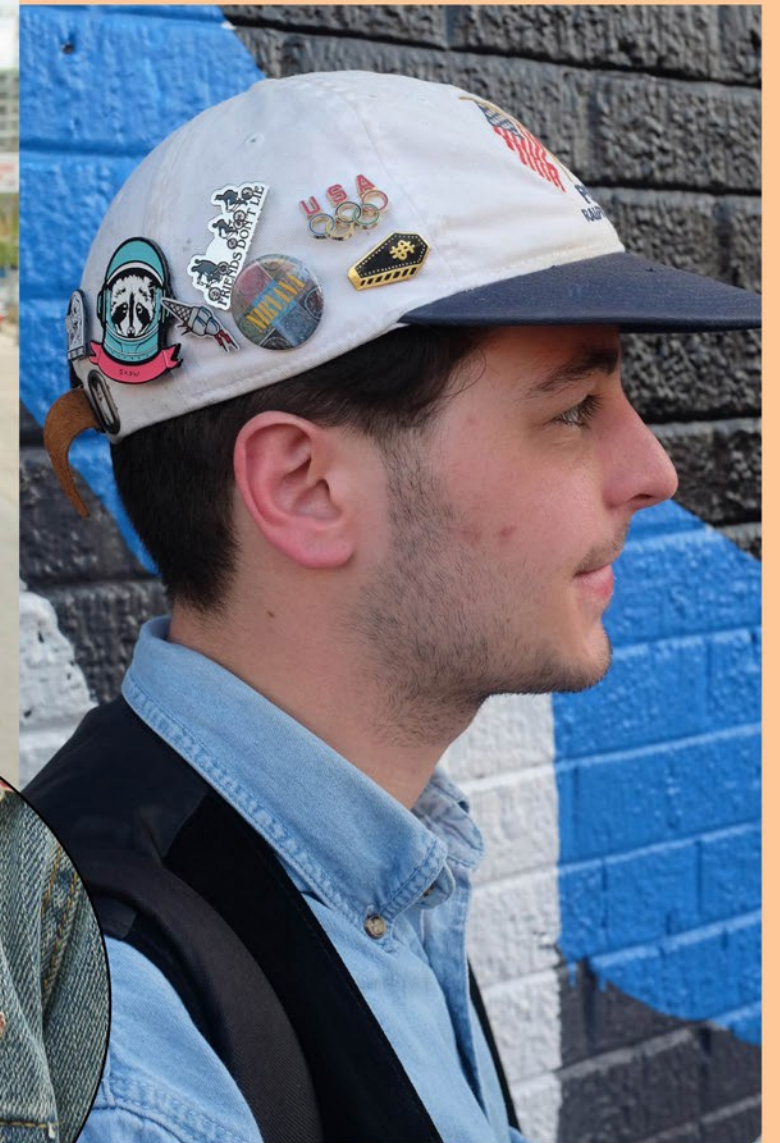
PATCHES



PATCHES



METALS



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