

DO NOT DISCLOSE
READY-TO-USE

QUECHUA DESIGN ARCHIVES

ROBOTIC SIMULATION &
REAL-WORLD TESTING PROGRAMM

MH900 HIKING BOOTS
PROJECT DEVELOPMENT
QUECH-01



PRESS KIT



From first steps to the summit.

Based at the foot of Mont Blanc in the heart of the French Alps, Decathlon Quechua's design teams put all their expertise into hiking, driven by the same desire to explore which inspires thousands of people.

As the direct connection between you and the mountain, footwear isn't just an accessory, it's essential equipment for moving confidently on any terrain.

From entry-level models to the most technical designs, the same high standards apply to development, testing, and design.

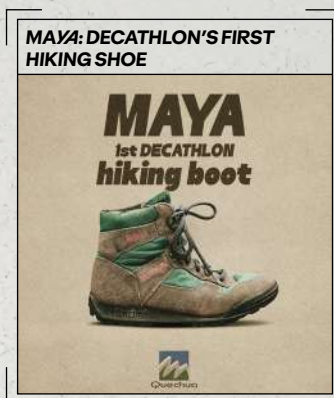
Our ambition is simple: to support every step you take, from relaxed Sunday strolls to ambitious elevation challenges.

Decathlon hikingshoes have been tackling trails all over the world for nearly 40 years.

Here's a look back at how it all started on the trails and how far we've come since.

1988

Our very first hiking shoe, designed for all hikers, and already equipped with a Vibram sole. From the moment it launched, it was a commercial hit!



1993

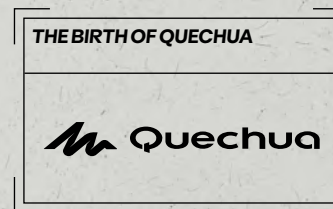
A few models later, the MAYA stepped up in performance with the introduction of FLEX, our first patented innovation in hiking footwear. This bone-shaped inser, built into the sole, increases flexibility through the midfoot. The result? A smoother stride and greater freedom of movement.



1997

A small Decathlon team left Lille to settle in the Alps, closer to outdoor enthusiasts.

The adventure began at the foot of Mont Blanc, in a 55 m² apartment turned into an office. Quechua was born



ACCURATE
DATA

2003

In collaboration with Dawa Sherpa, winner of the first UTMB, Quechua developed the Diosaz Raid 500. Lightweight and secure, they featured Weblock technology for enhanced foot support, marking an early move into trail running.

FIRST STEPS INTO
TRAIL RUNNING



2013

Developed by our labs and design teams, CONTACT improves grip and traction.

First tested in extreme snowy conditions, it led to the development of the tripod lug design, combining efficiency and performance.

CONTACT TECHNOLOGY



2017

The MH500 range marked a significant step forward in both performance and design. One of the best-selling hiking shoes in Europe, designed for regular hikers seeking reliability and comfort.

MH500: RAISING THE BAR
FOR HIKING FOOTWEAR



2026

Quechua's expertise continues to move forward, one trail at a time. From Sunday walks to ambitious elevation goals, we support every step, always with the same mission: delivering the best value for money, and keeping mountain adventures accessible to all.

...AND TODAY!



Key specifications of the MH900 hiking shoes.



500

The number of staff based at the Mountain Store design centre.



The number of designers in the hiking division, including 25 working on footwear, etc.



The number of staff working at the FIC (Footwear Industrial Community), 20 of whom are based at the Mountain Store.



The number of kilometres travelled to test durability and comfort.



The number of hours of immersion required to test and verify waterproofing.



Results confirmed in the field by testers over long periods.

KEY FIGURES

A demanding development process across the entire range.

Each Quechua prototype goes through a series of rigorous, clearly defined stages before becoming a finished product ready for the trail. This process is driven by a dedicated community of footwear experts: the FIC (Footwear Industrial Community).

For the MH900, the brief was simple: combine the very best of Decathlon expertise with leading innovations from across the industry, including the latest from Vibram, so hikers can move with confidence on any terrain.

(*Footwear Industrial Community)



FEATURE: WATERPROOFING

TEST: 10 H OF IMMERSION

TEST N°9

01



02

Because the mountains can sometimes throw up surprises, the MH900 supports hikers in all conditions, keeping their feet dry !

03



04

To ensure this, Decathlon Quechua's engineering teams first tested each component individually to check its waterproofing. Once these initial tests had been passed, the components were assembled and the shoe was subjected to 50,000 flexes to simulate the steps of hikers, whilst being submerged for 10 hours.

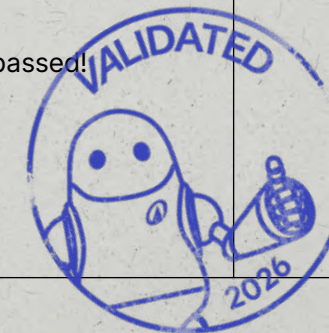
05



06

The result is clear: not a single drop inside.

Waterproof test passed!



FEATURE: CUSHIONING

TEST: 1,000 KM COVERED

01

To cover long distances and tackle steep climbs, hikers need to feel comfortable in their boots: comfort is one of the most important factors when choosing the pair that will accompany them in the mountains.

To achieve this, Decathlon Quechua has drawn on its core expertise: MFOAM foam, developed for trail and running shoes by the team at KIPRUN.

02



03



04

Because comfort is a matter of data but, above all, of personal experience, machine tests are combined here with those carried out in the open-air testing ground provided by the Mountain Store.

Once the technical tests have been validated, Decathlon Quechua's field testing teams carry out extensive group testing around the design centre, as well as long-term testing in various mountain ranges across the Alps.

05

The MH900 has covered over 1,000 km and climbed tens of thousands of metres in elevation. Here too, the verdict is clear: the shoe is comfortable, sturdy and reliable, even after hundreds of kilometres on the trails.

FEATURE: GRIP

TEST: FIELD TRIALS

TEST N°276

01

To tackle all kinds of trails, hikers need to be able to rely on one key component of the boot: the sole.

As it is in direct contact with the ground, it must guarantee two things: grip, which is the sole's ability to 'stick' to the ground, and traction, which depends on the geometry of the sole and the lugs and gives the boot the ability to dig into the terrain without slipping.

02



03



04

For the MH900, the brief was clear: to offer the very best expertise in these two areas.

To ensure results that met the highest standards, Decathlon Quechua combined its technology with that of its partner Vibram®, a global leader in sole technology

05

By combining the 6mm Traction Lugs tread pattern with Vibram®'s XS Trek Evo material – the material best suited to the needs of hikers – this collaboration has resulted in the MH900 sole, which guarantees maximum grip and traction to support you on all trails and in all conditions.



The light version

Outdoor Performance Meets Lifestyle

With the MH900 Light, fast hiking has become a true expression of style.

Built on the same technical platform as the MH900, this lighter, non-waterproof version uses an ultra-breathable mesh to keep feet comfortable and ventilated during dynamic, dry-weather outings.

Designed for spontaneous and versatile use, it works as well for quick trail adventures as for everyday life. Bold, expressive colors make it a natural fit for a lifestyle wardrobe where outdoor performance meets urban style.

Weight: 384 g (EU 43) / 323 g (EU 39)

With the MH900 Light, the mountain experience extends everywhere: from trails to city streets, for a generation that wants to move fast, and in style.

TEST VALIDATED

The entire MH900 family

All our shoes go through exactly the same development and testing stages, with different requirements depending on the objectives set out in the initial brief. For example, the MH500 Light offers a free-flowing stride, whilst the MH100 is designed for those on a tighter budget, and so on.

[Download all images.](#)

MH 900 light
man



MH 900 light
woman



MH 900
man



MH 900
woman



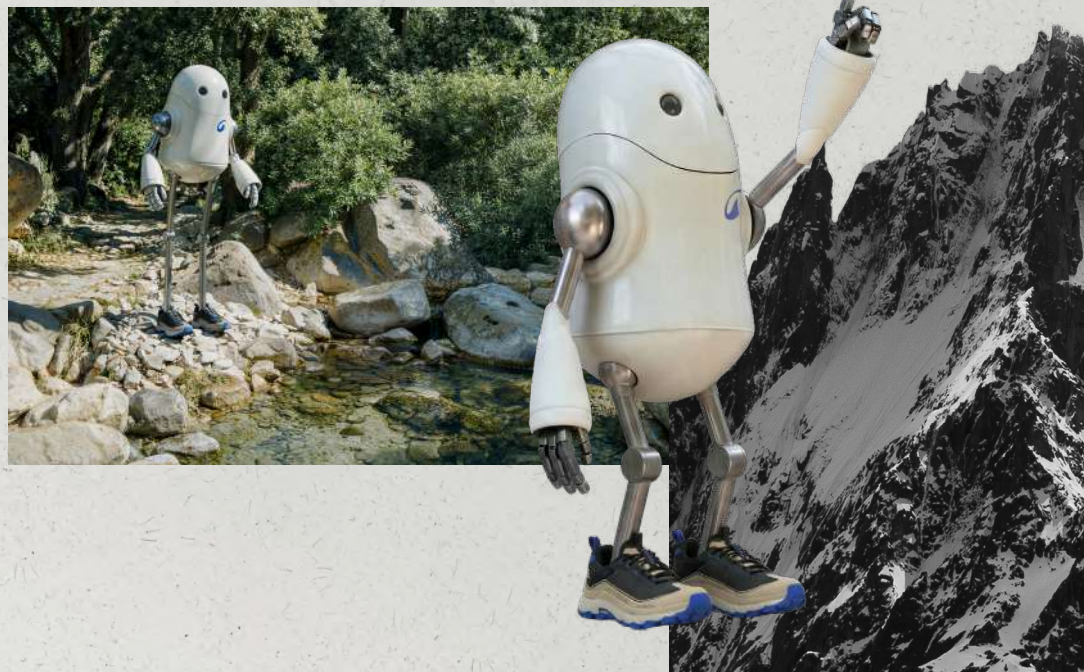
The almost true story of a robot in search of adventure

In the new Decathlon Quechua campaign created by Orès Collective, discover the almost true story of a robot in search of adventure.

To launch the **MH900**, its most technically advanced hiking shoes, Decathlon Quechua has unveiled **'Beyond the Tests'**, an international campaign created in collaboration with Orès Collective. Using a hybrid production approach that combines artificial intelligence, live-action footage and visual effects, the film tells the epic story of a testing robot and explores the role of technology in relation to real-world experience.

Based on an original concept by **ORÈS France**, the film features **QUECH-01**, a robotic prototype created following a technical incident at the design centre in Sallanches, at the foot of Mont Blanc. In search of real-world experiences, the robot escapes to put the MH900 through its paces in the wild environments for which it was designed.

However, the story takes the opposite tack to technological stereotypes: whilst the robot embodies precision and accuracy, the conclusion serves as a reminder that at Quechua, people remain the sole arbiters. It is the brand's testers and engineers who, drawing on their practical experience in the field, validate every innovation.



"Thanks to AI, we no longer just do what we can, but what is truly best for the story. This innovative approach to filmmaking and the creative process echo the film's message that, ultimately, humans are always in control."

Sébastien Partika,
Creative Director,
Orès France

"Why feature a robot when talking about hiking? Because behind the extraordinary story of Quech-01 lies a little-known reality: our identity as uncompromising designers. Our teams are driven by this spirit, which pushes us to test, to fail at times, but to perfect our products relentlessly. This campaign for the MH900 footwear range celebrates our technical expertise. It draws on robotic precision, with the touch of humour that characterises us, to better highlight what really matters: the passion of our engineers in the field. By reaffirming this commitment, we are reconnecting with Decathlon's core DNA: offering a product at the pinnacle of technical excellence with a value-for-money proposition that challenges the norm. The mountains belong to everyone, and we are proud to design the products that make them truly accessible."

Charles Helderwerdt,
Marketing director Quechua



To convey this duality between robotics and nature, the production utilises a hybrid approach orchestrated by Orès Collective. Band Originale oversaw the live-action filming as well as the 3D and VFX production, whilst Algorithm, the group's AI studio, developed the sequences generated by artificial intelligence (AIGC) and helped integrate them into the narrative.

This collaborative effort enabled the team to explore a key question: how to use AI in production without distorting the image or compromising the aesthetic integrity of reality. By combining live filming, visual effects and AI-generated imagery, the team was able to create situations that would be difficult, if not impossible, to capture under real-world conditions, whilst maintaining a high degree of visual consistency.

The soundscape, created by Ghosts Play Music, enhances this immersive experience with an original composition and bespoke sound design.

Rolled out across Europe and Asia, the campaign comprises a 110-second flagship film, as well as shorter versions (30, 15, 10 and 6 seconds) for television and digital platforms. Five visual assets complete the campaign, highlighting the shoe's technical features, including the Vibram sole, its waterproofing and breathability.

A design centre in the heart of the French Alps.



With over 50 years of experience, Decathlon has developed cutting-edge expertise in footwear design. Located at the foot of Mont Blanc, the Quechua design centre benefits from a unique testing ground: the Alps, a veritable open-air laboratory.

No fewer than 500 people work there every day to design the equipment of tomorrow – equipment that is ever more reliable, technically advanced and affordable – so that people can explore the mountains of the world with complete peace of mind.

The teams also draw on the expertise of the FIC*, a specialist unit dedicated to footwear.

Comprising 90 experts across some 20 different disciplines, it is involved at every stage – from components to the finished product – to ensure the performance and durability of the footwear.



Contacts

DECATHLON

Decathlon is a global multi-specialist sports brand catering to everyone, from beginners to elite athletes. Decathlon is an innovative designer of sports equipment for all levels of participation. With 101,100 team members and 1,817 stores worldwide, DECATHLON and its teams have been working since 1976 to fulfil a long-standing ambition: to make the benefits of sport truly accessible to everyone.

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QUECHUA

DECATHLON's mountain sports specialist continues to draw on its outdoor heritage to kit out all mountain enthusiasts: from hikers and campers to winter sports enthusiasts. Based at the foot of Mont Blanc since 1997, DECATHLON QUECHUA develops affordable, durable, technical and high-performance products to enable everyone to enjoy their mountain experience to the full all year round.

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