PLAN TO PREPARE OR PREPARE TO FAIL
FOOTWEAR DESIGN
NAME: Azmi Muhammad Robby
COUNTRY: Indonesia
DESIGN NAME: Puma Krakatoa Runner
COLOR + MATERIAL DESIGN
YARITZA LOZANO
yari@yaritzalozano.com
Art Director | Packaging Design

MATERIALS:
+ Ariaprene Mesh
+ Screen Printed Synthetics
+ 3M Reflective Accents
+ Clear Colored Flexible Vinyl

PSYCHEDELIC POP
- PLAYFUL - VIVID - SURREAL
Folklore
Inspired of a folk costume, developed into a contemporary context/collection

Bridal headpiece

/Key words/
Sour, Bitter, Sweet
Just like a marriage
Materials: soft-breathable-layers-woven-structural-supportive

Light: Influenced by architecture-pylons-structural lattice-armature-human spine. Forms that incorporate light-layering-backbone-support-flexibility

Color: white-grey-aqua-mint cool-airy-light

Haydee Franco | francohaydee@gmail.com | Columbia College BA Cultural Studies


FLOW

FLOW is inspired by the duality of movement found in nature, engineering, and human endeavor. Our world is in constant motion, stable yet flexible, structured yet ever-changing. To reach high performance levels and push boundaries one must be centered, balanced, and calm. High performance gear should form a foundation for speed, mobility, and freedom of movement. The challenge is simultaneously to provide the flexibility and stability to tease the very limits of performance.

QUALITIES
Structure | Liberate | Grace
Tension | Expansion | Shimmer
Focus | Fluidity | Limitless
Purity | Biomorphic | Agility

Nathalie Veronique Kinney-Greer | nathaliekinney@gmail.com
The observer revels in the celebration of irregularity, not confirmed by the lines of cultural norms or expectations. In their eyes, goldenrod yellow and spirited orange burst for their joyous moments which are set atop the calm of nature’s rhythmic earthy greens, reminding them that nothing is as constant as change. Inspired by nature’s irregularities, they are open and accepting, having cut ties with pursuit of perfection and symmetry.
Playful
Nostalgic
Tender
Sentimental
Weathered
Resilient

Elena Kruptska
elena.m.kruptska@gmail.com
Senior at Jefferson University (Philadelphia)
APPAREL DESIGN
NAME: James
COUNTRY: Taiwan
DESIGN NAME: Concrete Jungle Conquerer
ALIZA RIZVI
PENSOLE X NB X FOOTLOCKER SUBMISSION 2020
DEC 3RD, 2019
Rise & Grind

A Design for All,
Colors
Genders
Shapes
Sexes
Abilities

Nylon shell has a whopping percentage of spandex for incredible flex, never stiff or restrictive.

Windproof, water-shedding construction keeps you dry and comfortable. Shields drizzle, stops wind.

Flexible weather protection for any blustery mess. Mother nature blows your way.

Exterior pockets designed to hold everything, especially the cellphone.

Two hand warmer pockets.

Repels water, oil, and grime.

Brushed inside to feel softer and warmer on skin.

Poly/spandex lining is so breathable, it's air-go-nomic!

Underarm gussets for freedom of movement.

4-way flexing fabric lets you bust major moves.

Poly/spandex lining is so breathable, it's air-go-nomic!

Removable RFID (radio frequency identification) blocking wallet stops thieves from swiping you info.

Adjustable waist cinches to suit your shape.

Waistband plays down a belly - eliminates muffin top.

No bulk pockets - a hidden pouch in waistband, and zipper pocket behind right thigh.

Durable 4-way stretch fabric accentuates your assets - shows off what your mamma gave you. If you prefer more compression, we suggest one size down.

Strategically placed seams hold your shape and strut your stuff.

Free-moving soft comfort goes where tights fear to tread.

Bend, squat and crouch without you singing soprano.

Moisture-wicking action for fresher dryer comfort.

Next-to-skin fit.

Removable gathered souch style leg warmers made with acrylic fiber to keep you warm.

"Runner's high" is a real thing.

Name: Hope Pollonais
Country: United States of America | Trinidad & Tobago
Design Name: Rise & Grind
quarter zip

D-snap hook

durable buckles

elastic waist with pull cords

taped zippers

reflective piping

sleeves with thumbholes

breathable material

adjustable elastic pull cords

breathable mesh panels

adjustable buckles

shoulder posture correcting brace

back pack

removable pouch

water bottle holder

specific phone pocket
PRODUCT MARKETING
women’s CR-1 product launch plan

**Pre-Launch**
- Detailed Images/ release announcement
- Contact Media Outlets: Complex, Hypebae, Highsnobiety, Sneaker News
- Early Seeding to Influencers and Brand Supporters/Friends & Family Edition
- Campaign Introduction: Promos/videos/BTS footage of the design process
- Introduction of Hashtag: #ShiftTheBlanace

**Launch**
- Interview influencers on importance
- Exclusive Launch Pop-Ups: Boutiques that support women or owned by women.
- Invite Media Outlets to events
- Invite influencers to event
- Women only invite list
- Release special Event location only colorways
- Release General Release colorways online and select retailers

**Post-Launch**
- Use Social Media Analytics from Hashtag
- Review Critiques and reviews on media platforms and social media
- Analyze Resale Market Value

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**Designed for the women, to make the men jealous**
- Inspired by women that love sneakers but also likes to dress up.
- Designed to represent their strength, not only in business but in fashion.
- Functional enough to transition from “work to play”
- Created for women that are tired of “Girly” releases and colorways
Mumbo Sauce is a condiment unique to Washington, DC, and is used on everything from fried chicken to Chinese food.

## New Balance 990 “Mumbo Sauce” A Celebration of DC culture

### Target Audience:
- **Age:** 14-35 Streetwear enthusiastic
- **Interested in limited release**
- **College Educated**

### Pre-Launch

- **Drop social video series:**
  1. **1st video:** Highlighting DC culture in relation to New Balance
  2. **2nd video:** Showcase the uniqueness of DC (Style/Swag) and love for Mumbo sauce
- **Goal:** The goal of the videos is to create a narrative that connects people to DC even if they aren’t from there. And to highlight the long standing love DC has had with New Balance.

- **Distribute media package to Hypebeast, Highsnobiety, and Complex:** Included in this limited package will be a bottle of New Balance Mumbo Sauce (partnered with an existing sauce distributor).

- **Partner with Team Epiphany to curate a launch party in DC/LA/NY that celebrates the DC culture (Go-Go Band, catered chicken and mumbo sauce).** Including a series of street photography showcasing the DC style paired with New Balance.

### Launch

- **Partner with premium boutiques to create a unique “Carry Out” release experience.**
- **The sneaker box will resemble a styrofoam take out tray,** within the box will be a small bottle of the “new balance mumbo” sauce. A card asking consumers to use hashtag #newbalancegotsauce or #nbgotsauce

- **Encourage the use of the release hashtags.**

### Post-Launch

- **Engage consumers on all social media platforms to continue the conversation following the release.**
- **Showcase consumers engaging with the Mumbo sauce sneakers and using the mumbo sauce.**

*This is the closest I could get to the colorway I imagined*
FIND YOUR CADENCE.

Running is a rhythm.
Running is an energy.
It’s more than a lifestyle; it’s a culture.
In a post-COVID world, people are rethinking their relationship to running, brands, and the world at large.
It’s not about before and after pictures.
It’s not what number you see on the scale.
It’s about how you feel, before and after.
...It’s about discovering the in between.

Find your pace. Find your pulse. Find your cadence. Because what’s normal, now, anyways?

BY: JASMN RAE FRANCES
USA, GRADUATE STUDENT
STAND STILL

FOR THE GIRL WHO IS ON THE RUN
A PLACE FOR TIME TO STAND STILL

DIGITAL PREVIEW
The lifestyle product launch will include a digital preview. This entails a full digital marketing campaign, including social media outreach, product unveiling through the New Balance app, and influencer collaborations.

CONCEPT STORE
A concept pop-up store would showcase the lifestyle products on display. Products would be showcased in a calming store setting with no digital displays, just the product and the customer to give the idea of time standing still.

POST LAUNCH
Products will be released beyond the concept store, online, through the New Balance app, and at select Foot Locker retailers. The goal is to keep the customer coming back and sharing their experience with this new lifestyle product.
Creative Product Launch Plan for

NEW BALANCE 990

IN THIS ISSUE

TARGET MARKET: SPORTY, EVERYDAY SNEAKER WEARERS, FASHION SPORTY

BRANDING: CLASSIC SILHOUETTE, CLASSIC ADS. SPORTY RICH VIBES

MARKETING: INFLUENCER CAMPAIGNS, EXCLUSIVE POP UP EXPERIENCES

SALES: DETROIT ONLY IN STORE DROP FIRST, FOLLOWED BY LIMITED ONLINE RETAIL

by Tateanna Hinds

Both Detroit and the New Balance 990 have had a great year so pairing the two definitely makes sense. With this drop, we will focus on highlighting the timeless aspects of both The City and the shoe. The shoe design is inspired by Belle Isle, a famous Detroit park that is known for sport and recreation. Focusing on the sporty audience, everyday sneaker wearers and the emerging fashion sporty crowd, we will highlight the versatility of the shoe, ads for this campaign will showcase the sneaker worn by different groups of people, engaging in various activities at Belle Isle. Bringing the timeless, classic feel into the ads, this campaign will have the look and feel of a magazine. We will implement a 3 tier roll out strategy utilizing all major social media channels as well as printed ads and posters throughout the city of Detroit. Pre Campaign: A comparison of Detroit and the New Balance brand. Campaign: Activating the sneaker with Belle Isle as the location for the ads. Post Campaign: User generated content from installations, activations, sneaker selfies and ootd posts. Because this is a Detroit inspired design, the initial release will be focused on the Detroit market with installations and activations taking place at Belle Isle followed by a limited online release.
# Product Launch Plan
**For The New Balance 2020 Made in the USA**

by: Adrian Barboza

**THE PLAN:** In an ongoing attempt for New Balance to showcase their commitment to sustainability, we bring the brand’s first expedition into a completely vegan shoe - free of any kind of animal products, and made with sustainable-recycled materials. This shoe is created for the consumer who is just as conscious about the food they put in their body and how their lifestyle affects the environment, as as they are about the shoes they put on their feet.

<table>
<thead>
<tr>
<th>TARGET CONSUMER</th>
<th>BRANDING</th>
<th>MARKETING PLAN</th>
<th>ADVERTISING CAMPAIGN</th>
<th>SALES STRATEGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Gender Neutral</td>
<td>- Shoe is made in The USA.</td>
<td>- Social pop-up events in major cities.</td>
<td>- Send early pairs to famous vegan celebrities and influencers.</td>
<td>- Limited release at pop-up events. 1st time shoes will release to public.</td>
</tr>
<tr>
<td>- Millennial</td>
<td>- Free from animal products and recycled materials used on all parts.</td>
<td>- Exclusive first-hand look at the NB 2020.</td>
<td>- Campaign highlights people who choose to live vegan, showcasing those people in the lookbook.</td>
<td>- NB teams up with a vegan food truck and travels the US selling the shoes alongside a curated menu. Location and updates shared via social media</td>
</tr>
<tr>
<td>- Lives in a major metropolitan city</td>
<td>- Away with wasted shoe boxes. 1st NB sneaker to come in a reusable branded tote bag.</td>
<td>- Event features local vegan &amp; vegetarian focused restaurants (food trucks, catering, etc.).</td>
<td>- Initial pop-ups turn into a retail experience selling the shoes &amp; apparel.</td>
<td>- Following a few weeks of social media campaigns the shoes will release online &amp; in-stores.</td>
</tr>
<tr>
<td>- Restaurant/ Food Truck Owner, CEO of Multi-Media Marketing Company</td>
<td># Fearlessly Sustainable.</td>
<td>- Each event marketed locally at sneakershops, featured restaurants, and social media ads</td>
<td>- Social media recaps of all pop-up events &amp; lookbook shared and covered by online magazines.</td>
<td></td>
</tr>
<tr>
<td>- Integrates sustainability into everyday life (recycles, bikes for transportation, uses recyclable bags, etc.)</td>
<td>- Iconic “N” branding in a neutral Grey colorway.</td>
<td>- Digital marketing, target marketing, area-specific out-of-home marketing.</td>
<td>- Success analyzed post-release to determine continuation of the line.</td>
<td></td>
</tr>
</tbody>
</table>

FASHION

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OF BUSINESS & DESIGN
Detroit, MI
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