

PLC

SUBMISSION
EXAMPLES

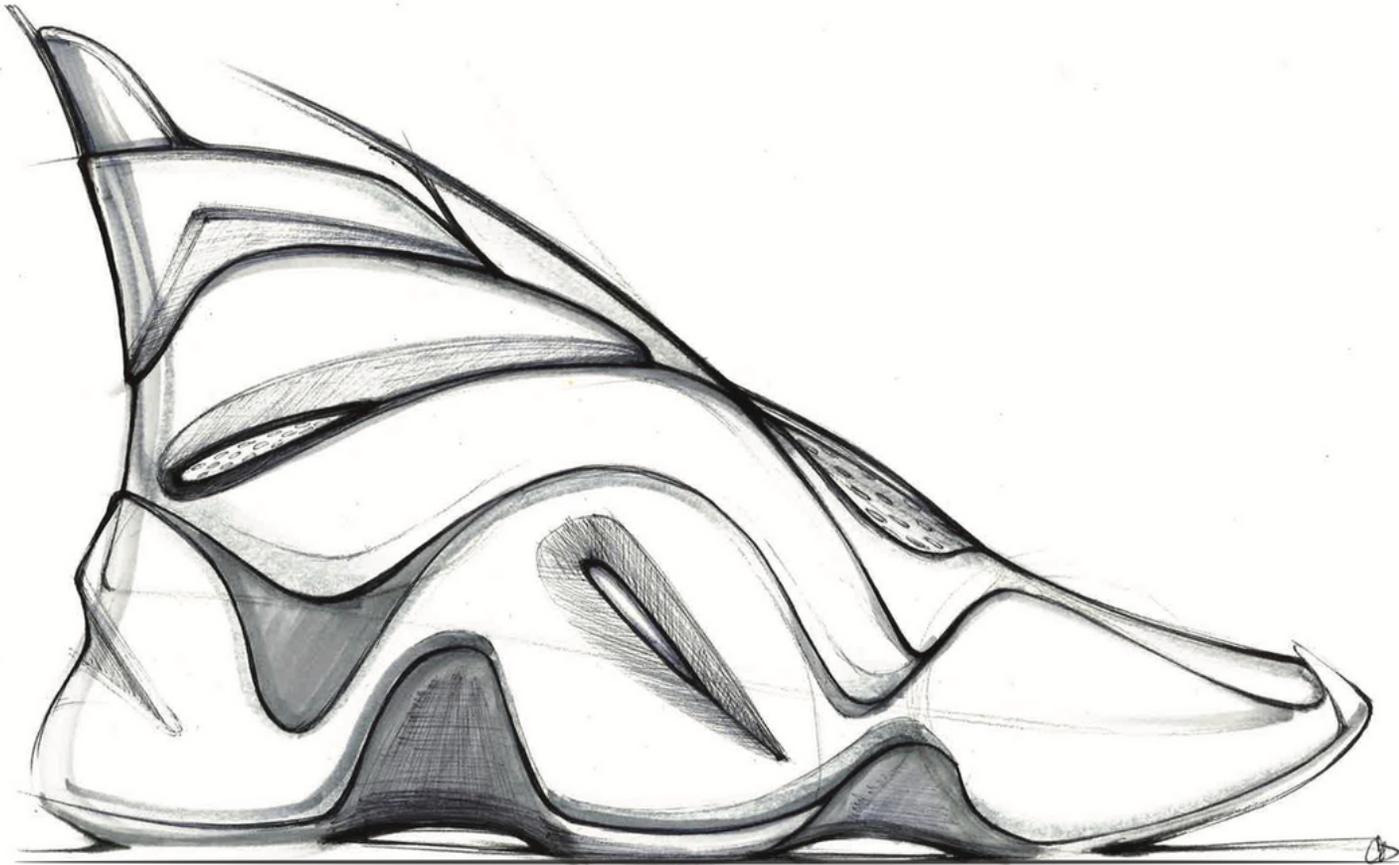


PLAN TO
PREPARE OR
PREPARE TO
FAIL



FOOTWEAR DESIGN





Chris Dixon
Footwear Submission



LATERAL

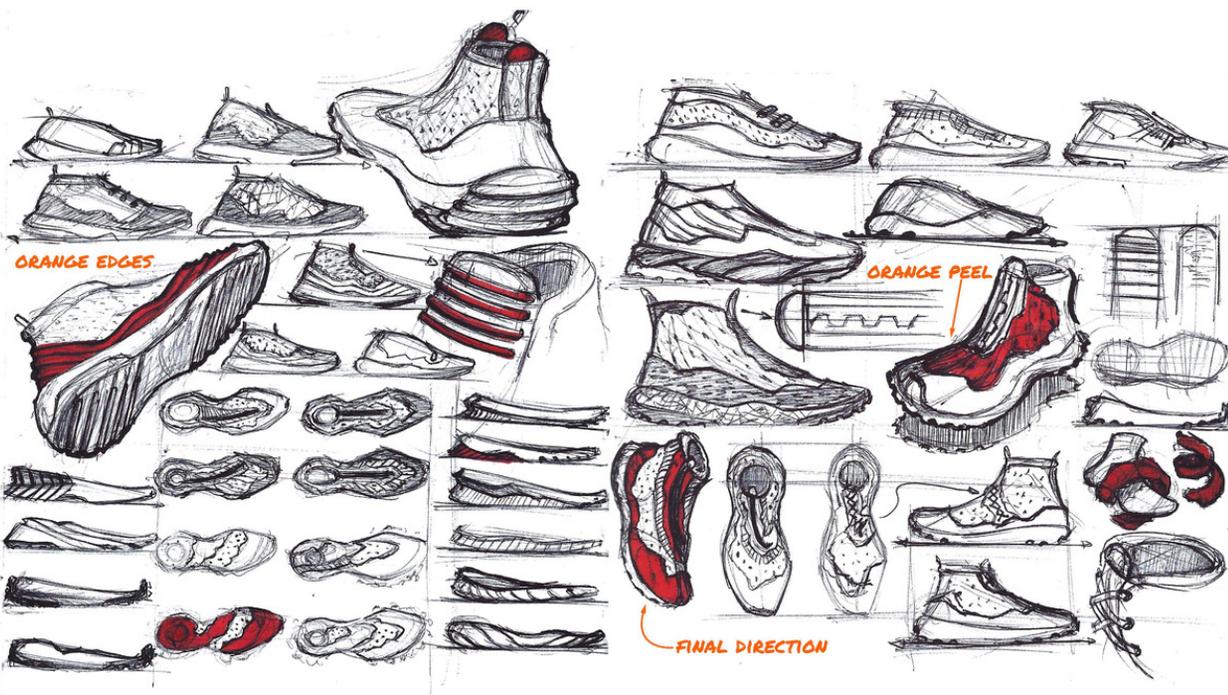


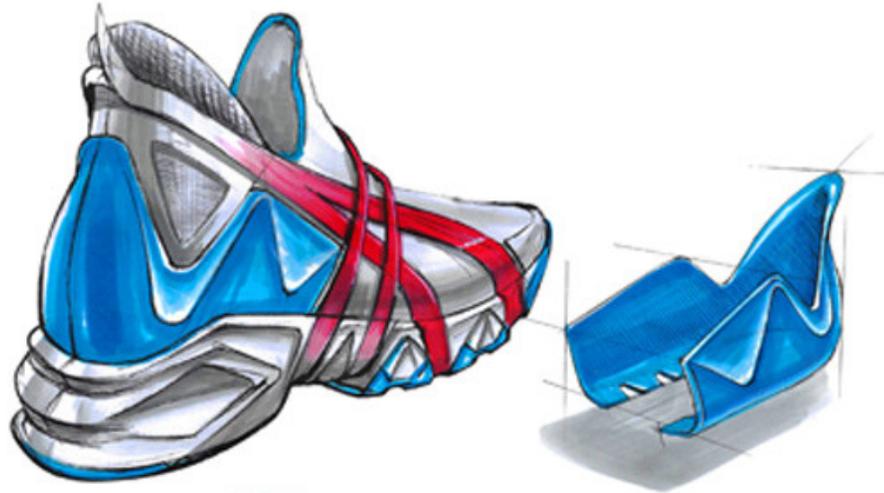
OUTSOLE

NAME: **Azmi Muhammad Robby**
COUNTRY: **Indonesia**
DESIGN NAME: **Puma Krakatoa Runner**



QUETZAL RAMOS .
MÉXICO .
PUMA HELLCAT .





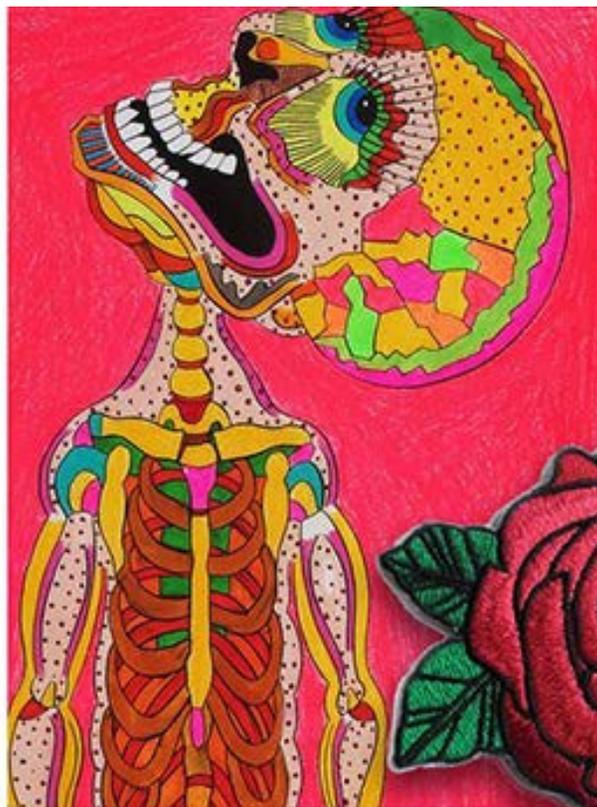
Suzette Henry

MLab

COLLECTIVE

— PENSOLE LEWIS COLLEGE —

**COLOR + MATERIAL
DESIGN**



YARITZA LOZANO
yari@yaritzalozano.com
Art Director | Packaging Design

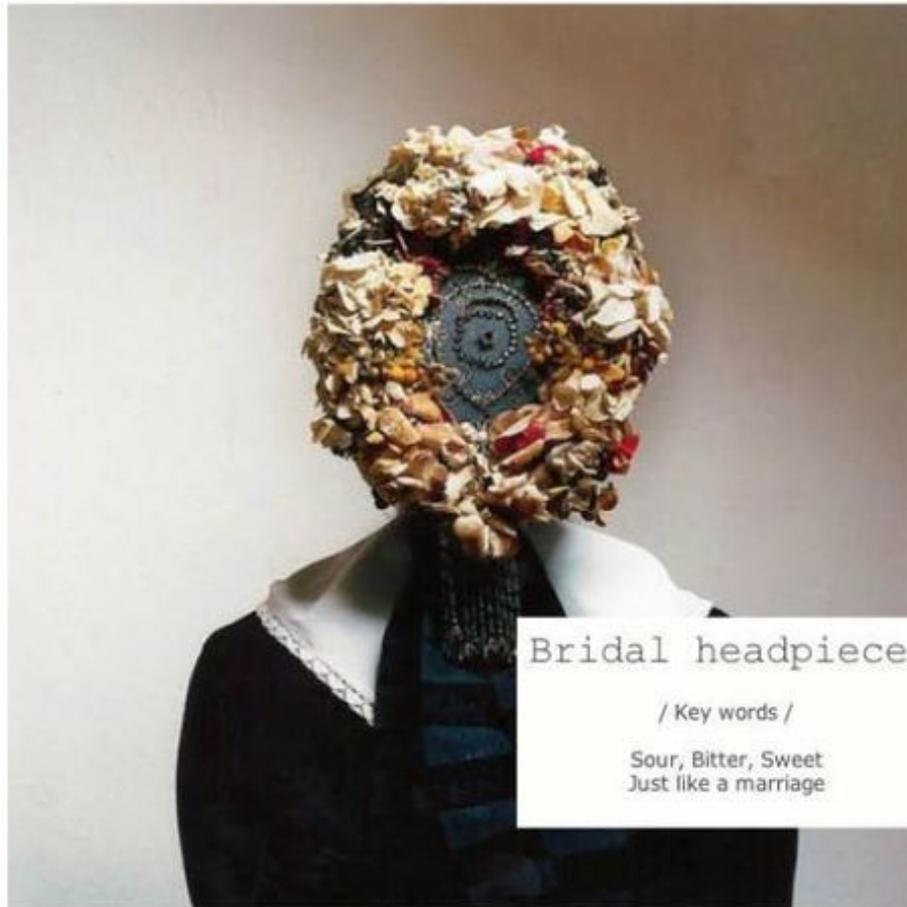
- MATERIALS:**
- + Ariaprene Mesh
 - + Screen Printed Synthetics
 - + 3M Reflective Accents
 - + Clear Colored Flexible Vinyl

PSYCHEDELIC POP

-PLAYFUL -VIVID -SURREAL

Folklore

Inspired of a folk costume, developed into a contemporary context/collection

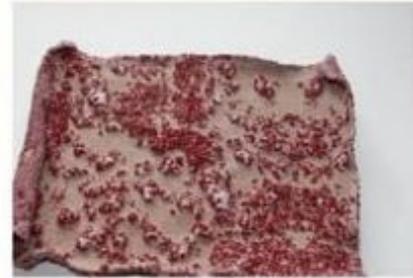


Bridal headpiece

/ Key words /

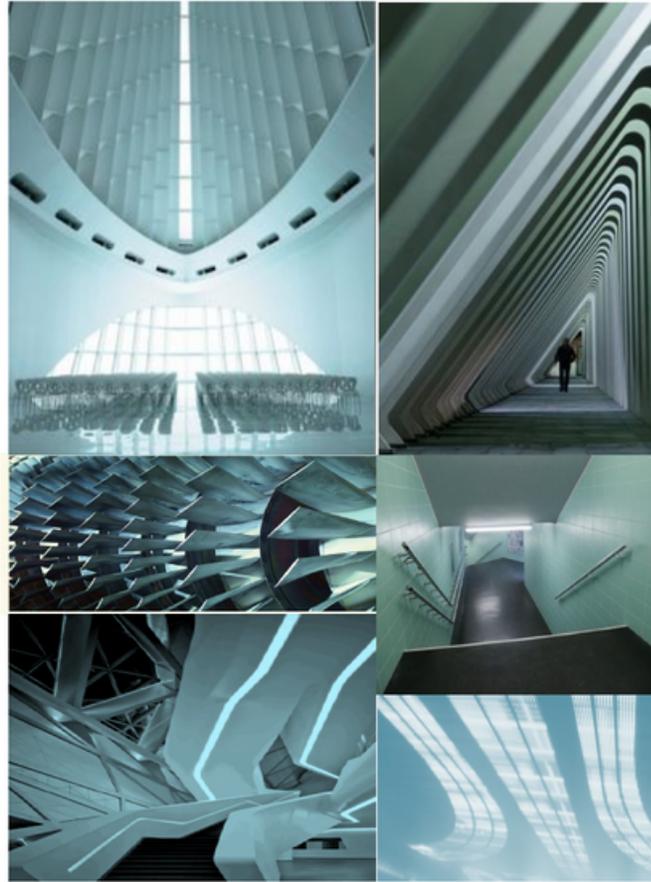
Sour, Bitter, Sweet
Just like a marriage

Samples





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

FLOW



QUALITIES

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



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.



Fête

whimsical
assymetry
carefree
joyous



1. sleeve bursting with globules trapped in knit
2. silicone applied to stretch fabric, flexible ridgid points
3. soft woven cloth with exposed thread projections

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.

Pantone P 45-15 U

Pantone P 8-9 U

Pantone P 13-2 U

Pantone P 114-11 U

Pantone P 111-9 U

Pantone P 178-3 U

Pantone P 179-2 U

Playful

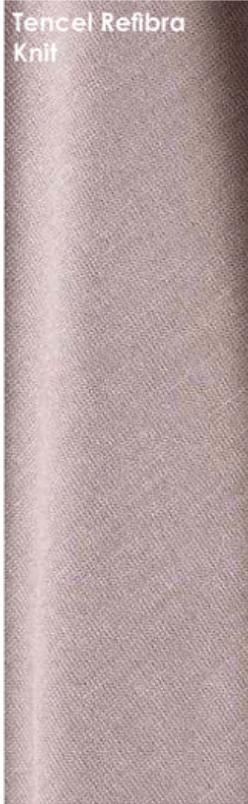
Nostalgic

Tender

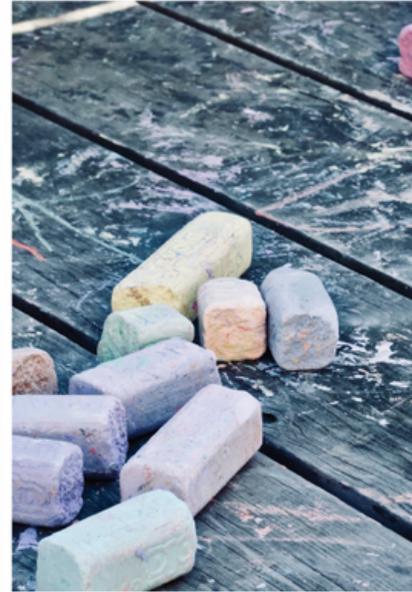
Sentimental

Weathered

Resilient



Tencel Refibra Knit



Vegetable Tanned Leather with Natural Dye

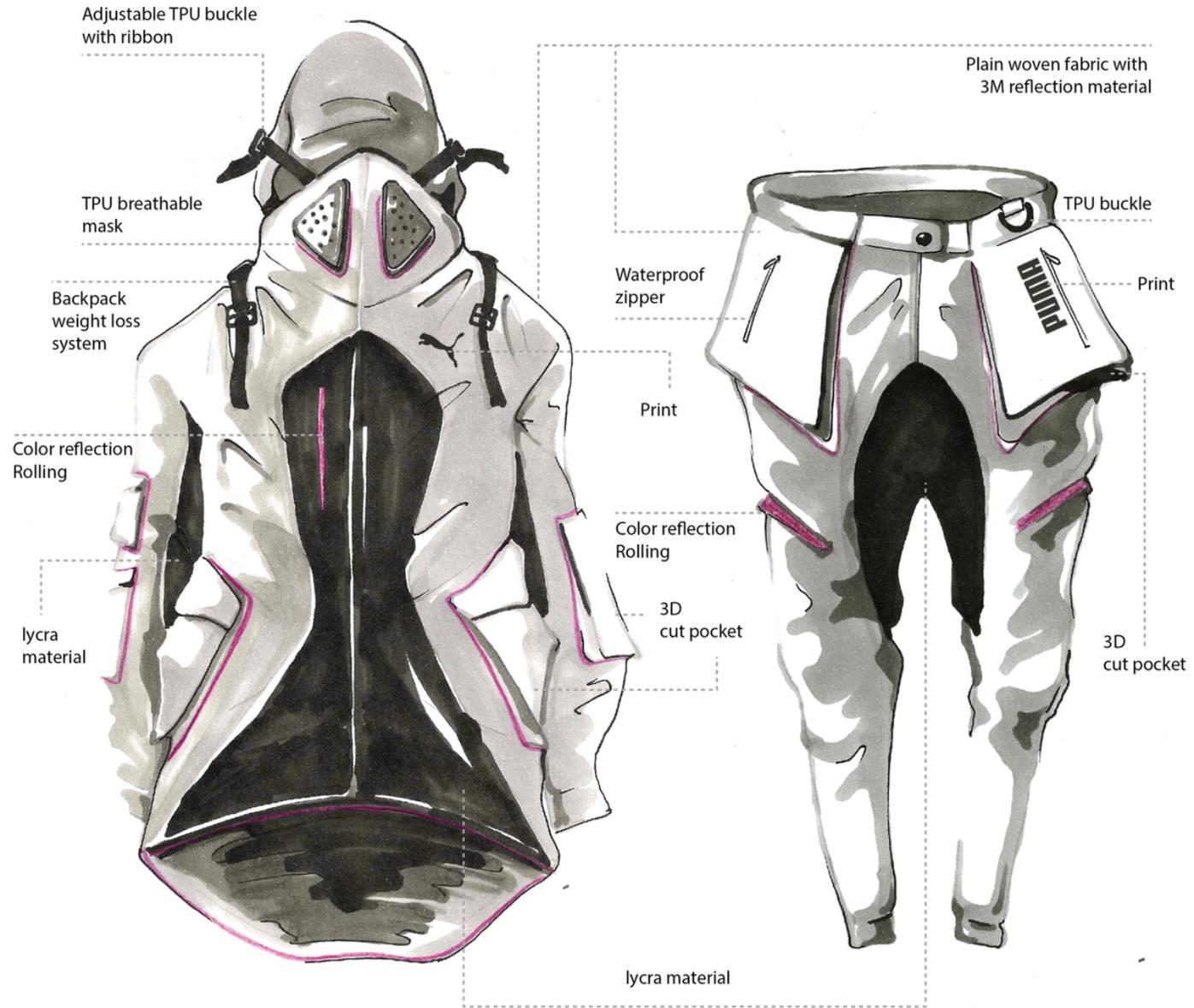


Infinited Fiber Knit



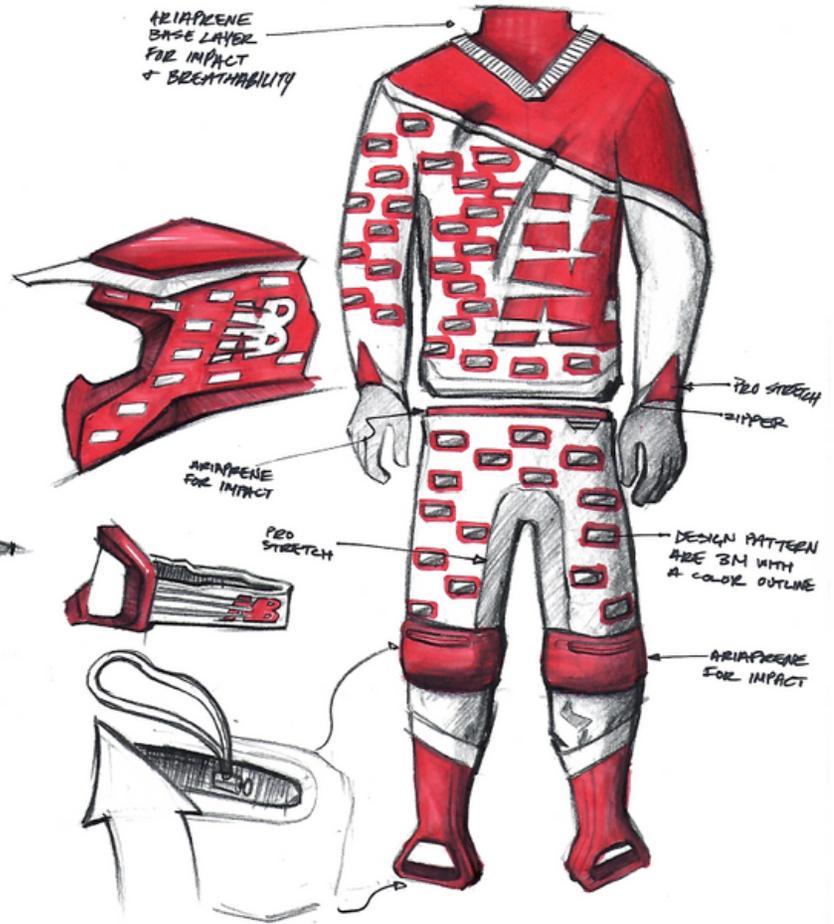
Elena Krupicka
 elenamkrupicka@gmail.com
 Senior at Jefferson
 university (Philau)

APPAREL DESIGN



NAME: James
 COUNTRY: Taiwan
 DESIGN NAME: Concrete Jungle Conquerer

PENSOLE X NEW BALANCE
MOTOCROSS GEAR

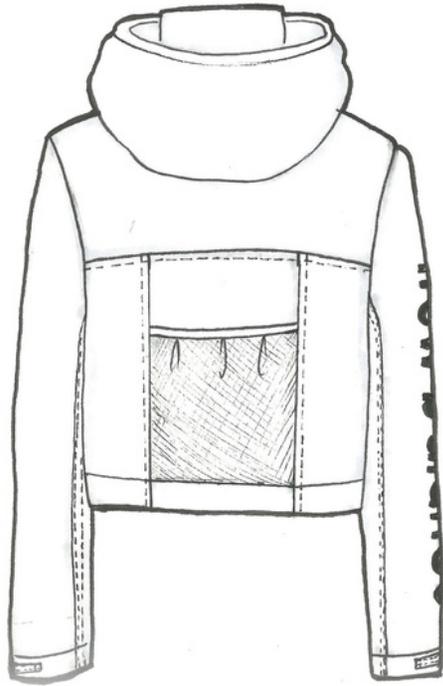


Ashley Narvaez
ashleynarvaez16@gmail.com

DRAW STRING THAT CONNECTS TO ARCH OF FOOT



QUETZAL RAMOS .
MÉXICO .
PUMA HELLCAT .

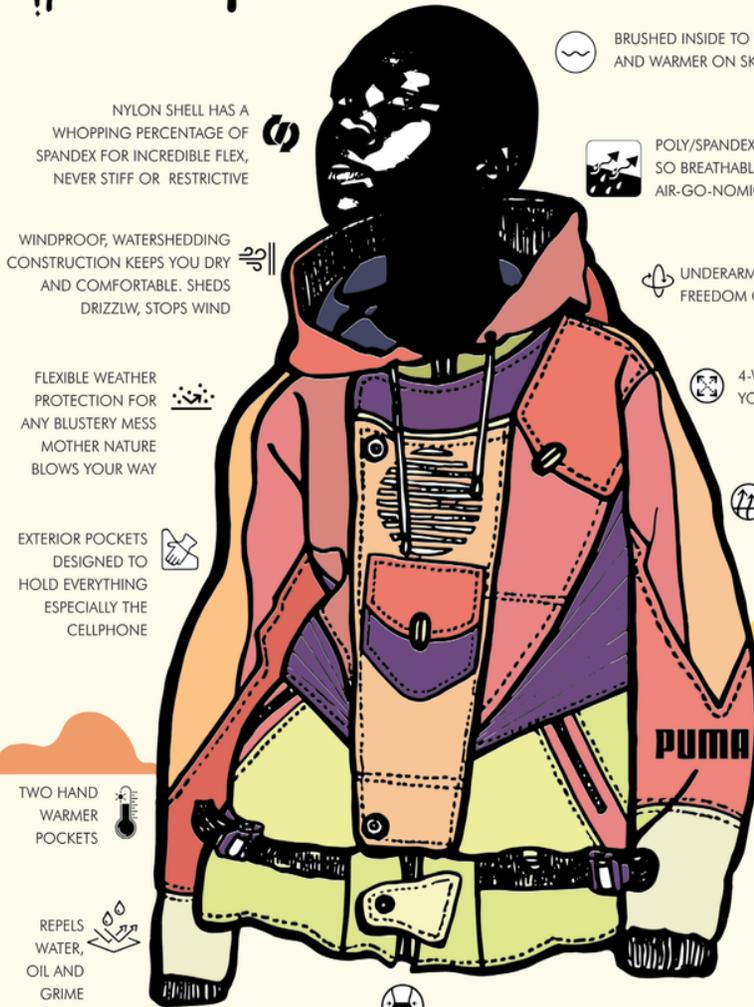


ALIZA RIZVI

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, WATERSHEDDING CONSTRUCTION KEEPS YOU DRY AND COMFORTABLE. SHEDS 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 WALLER STOPS THIEVES FROM SWIPING YOU INFO

WAISTBAND PLAYS DOWN A BELLY - ELIMINATES MUFFIN TOP

NO BULK POCKETS - A HIDDEN POUCH IN WAISTBAND, AND ZIPPERED 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

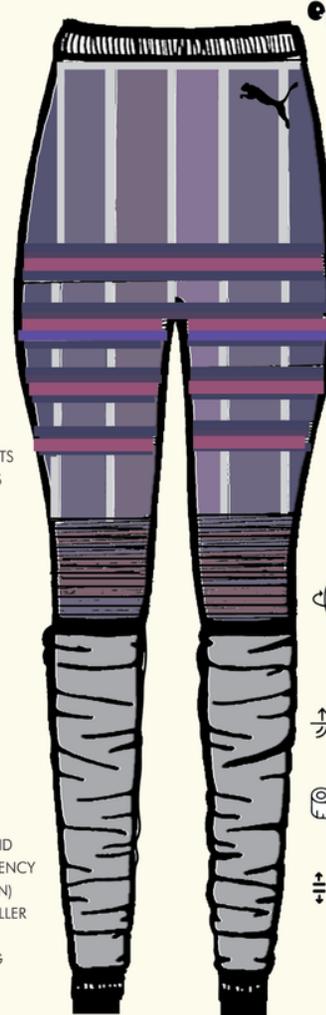
FREE-MOVING SOFT COMFORT GOES WHERE TIGHTS FEAR TO TREAD

BEND, SQUAT AND CROUCH WITHOUT YOU SINGING SOPRANO

MOISTURE-WICKING ACTION FOR FRESHER DRYER COMFORT

NEXT-TO-SKIN FIT

REMOVABLE GATHERED SLOUCH STYLE LEG WARMERS MADE WITH ACRYLIC FIBER TO KEEP YOU WARM

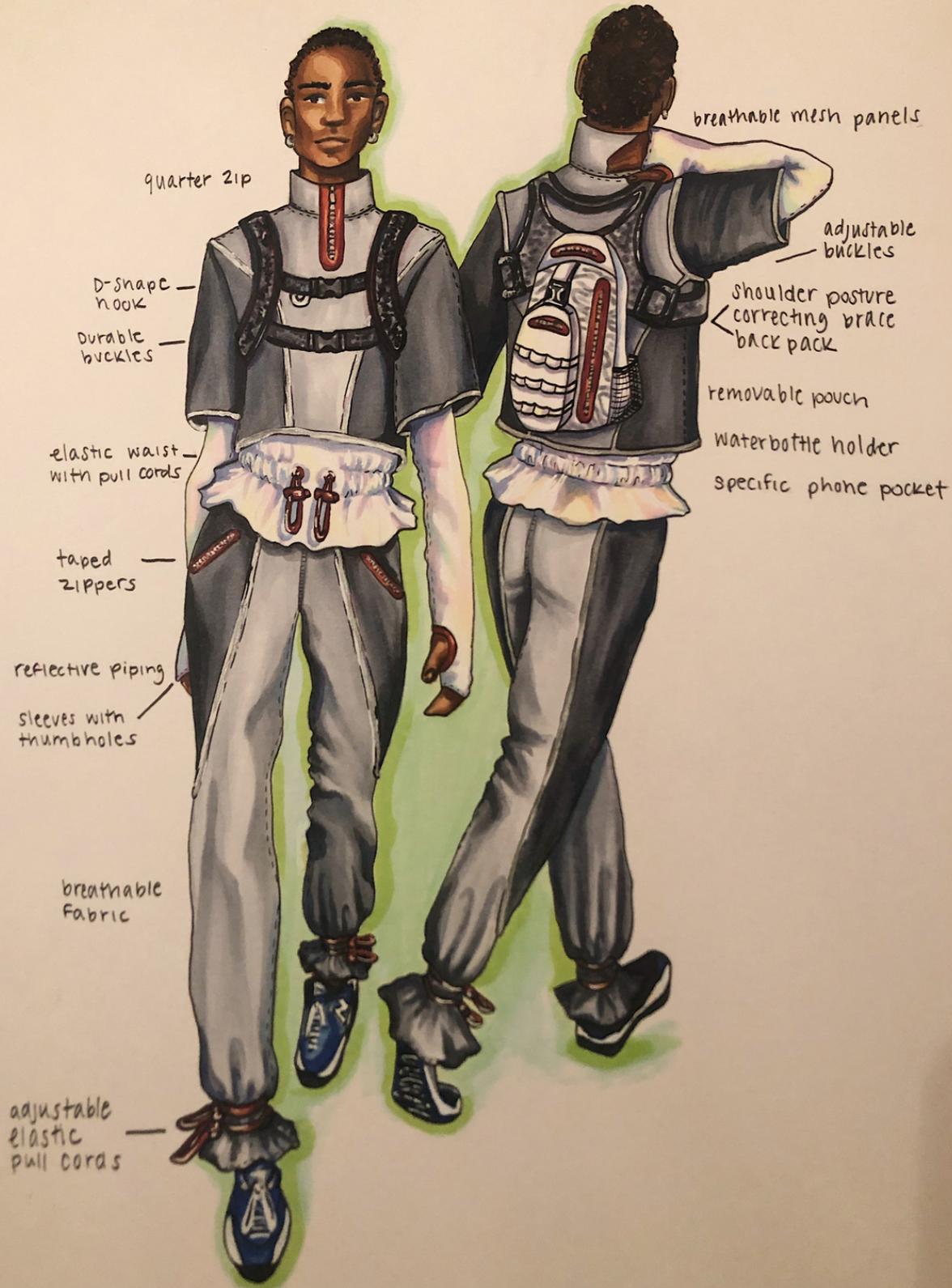


ADJUSTABLE WAIST CINCHES TO SUIT YOUR SHAPE

FRONT

'RUNNER'S HIGH' IS A REAL THING

NAME: HOPE POLLONAIIS
 COUNTRY: UNITED STATES OF AMERICA | TRINIDAD & TOBAGO
 DESIGN NAME: **RISE & GRIND**



quarter zip

D-shape hook

durable buckles

elastic waist with pull cords

taped zippers

reflective piping

sleeves with thumbholes

breathable fabric

adjustable elastic pull cords

breathable mesh panels

adjustable buckles

shoulder posture correcting brace backpack

removable pouch

waterbottle holder

specific phone pocket

PRODUCT MARKETING

women's CR-1 product launch plan

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

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: Promo-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



DC mumbo sauce



Mumbo Sauce is 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:

1st video) Highlighting DC culture in relation to New Balance

2nd video) Showcase the uniqueness of DC (Style/Swag) and love for Mumbo sauce

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 (partnerd with a exisiting 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



**this is the closest I could get to the colorway I imagined*



POST-LAUNCH

Encourage the use of the release hashtags.

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.



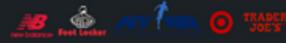
FIND YOUR CADENCE.



PRODUCT LAUNCH PLAN

TARGET CONSUMER

- Gender: Female (she/her)
- Ages: 18-36
- Location: Metropolitan Cities
- Income: 70k+ annually
- Novice runner; runs 3 miles, 3x a week
- Brands She Loves:



BRANDING

- Fresh Foam sticker on sneaker packaging box
- Iconic red New Balance "NB": logo on all collateral
- #FindYourCadence

SALES STRATEGY

- Exclusive pre-sale distribution and partnership with Footlocker during product pre-launch period
- Retail:
 - Branded in-store activations and POS displays in Foot Lockers within target GEOS
 - Designated NB shoe brand ambassadors in Footlocker stores in key cities during launch period to educate consumers on NB Fresh Foam Tempo product attributes
- Digital: AR try-ons, prior to purchasing, on NB sneaker app

MARKETING PLAN

- Grassroots "pop-up truck" events key cities: video reel and photo-story series of female athletes who have "found their cadence;" photo-booth with branded frame; opportunity for consumers to purchase the shoe on truck
- Social media takeover: Run by NB, encouraging women to discuss how they have "found their cadence" during/after a COVID-19 world; opportunity to win a pair of NB shoes (TikTok, IG)
 - NewBalanceRunning
 - #FreshFoam
 - #FindYourCadence
- Collaborations: strategic collaborations with niche YouTube female fitness influencers to elevate the product launch and brand image in an inspirational way

ADVERTISING CAMPAIGN

- TV: National "find your cadence" commercial
- Digital Media Buys: Foot Locker dot com landing page, programmatic brand buys/NB shoe sponsored takeovers
- Away-From-Home Media Buys:
 - Digital billboard NB shoe Ads in target GEOS
 - Drive brand awareness by leveraging Waze to reach likely consumers while they are on-the-go; drive users to Footlocker stores; deliver in-the-moment actionable creative when drivers are stopped for 4+ seconds
- SEO: Purchase relevant key words that new runners would search when shopping for sneakers

PRODUCT LAUNCH OVERVIEW

Providing opportunities to drive both brand awareness and sales, the product launch plan is centered around the latest line extension and upcoming release of the New Balance Fresh Foam Tempo running shoe. Campaigns within this launch plan are intended to motivate the novice female runner to "find her cadence."

Furthermore, the product launch takes inspiration from a consumer muse, who has recently discovered the joys of running during the COVID-19 pandemic. As lockdown orders force-closed local gyms one-by-one, she seized the opportunity to take outdoor running more seriously. In an attempt to both stay in shape and safely explore new areas of her city through running, she has struggled to find her cadence. How often should she run? How long? How hard? How fast?

When she first began running, her runs were long and draining; she burned out quickly. Over time she has learned that committing to shorter, more consistent runs works best for her. She's also accepted the fact that each run feels different. Some days she runs slowly. Some days she runs fast. Some days she doesn't feel like running at all; that's okay. Running has helped her discover that "normal" or a "new normal" simply does not exist.

So, each day she commits to finding her cadence, and moving at a rhythm that works for her --- despite what's going on in the crazy world around her. Agile enough to handle her complexities, her New Balance Fresh Foam Tempo shoes propel her to find her pace.

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: JASMIN RAE FRANCIS
USA, GRADUATE STUDENT



STAND STILL

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

DIGITAL PREVIEW

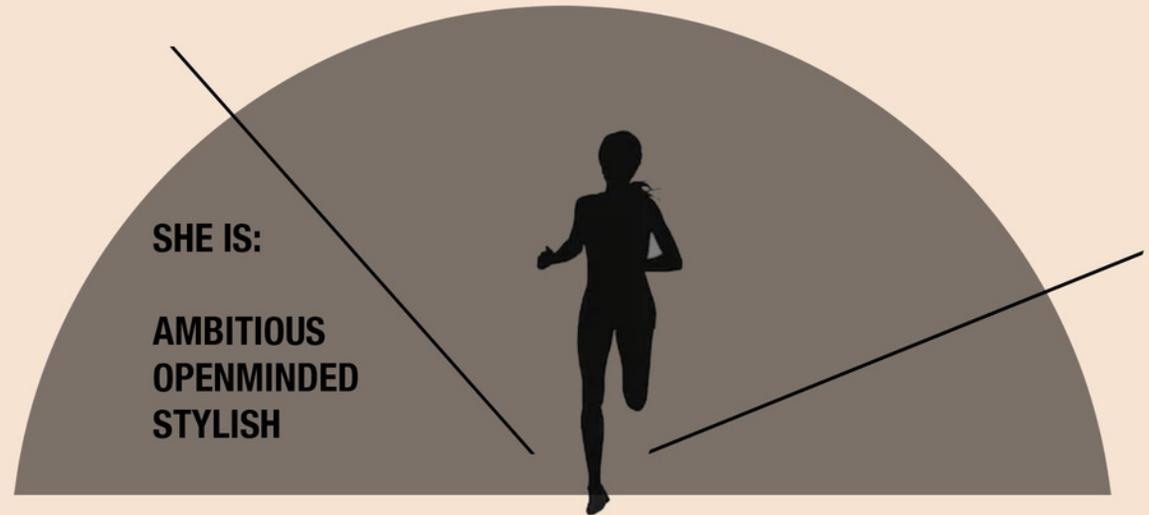
The lifestyle product launch will include a digital preview. This entails a full digital marketing campaign, including social media outreach, product unveiling through the New Balance app, and influencer collaborations.

CONCEPT STORE

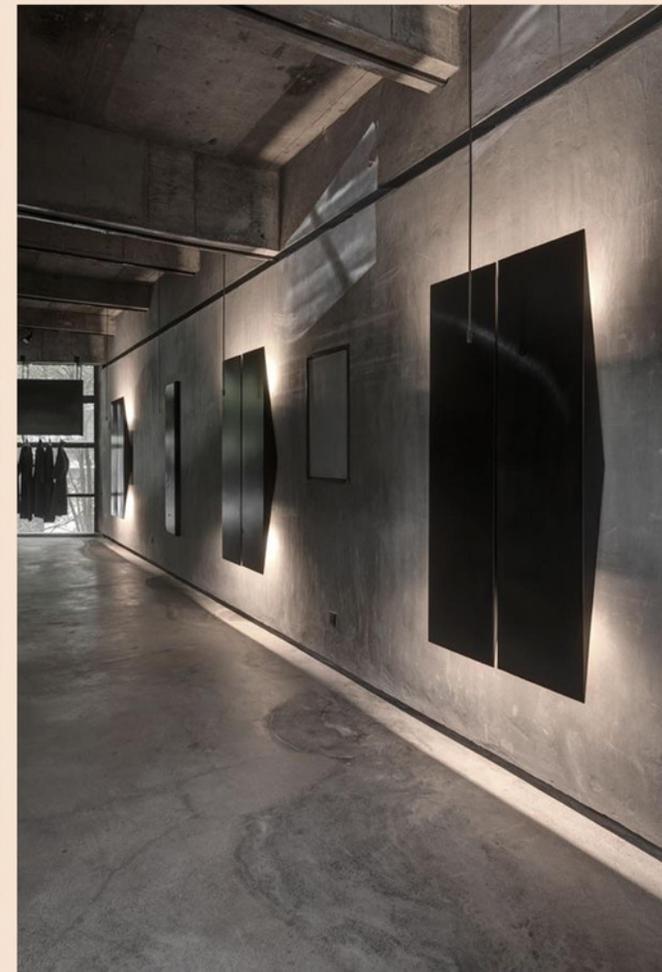
A concept pop-up store would showcase the lifestyle products on display. Products would be showcased in a calming store setting with no digital displays, just the product and the customer to give the idea of time standing still.

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.



LIFESTYLE PRODUCT LAUNCH



Creative Product Launch Plan for

NEW BALANCE 990

"THE ISLE"



Belle Isle Park:
Rich with history and natural beauty Belle Isle Park is a Detroit gem and a Michigan state park. The 987-acre island park features the Anna Scripps Whitcomb Conservatory, the Belle Isle Aquarium, Dossin Great Lakes Museum, giant slide, athletic fields, picnic areas, Belle Isle Nature Zoo, the James Scott Memorial Fountain and more attractions popular with all ages and interests. The park includes three lakes, 150 acres of wooded area and spectacular views of the Detroit and Windsor skyline. Rentals available for: Watercraft, Bikes, Snow Sports. Food and ice sales available. Recreation Passport Required for entry.

INSPIRATION



"THE ISLE"







DESIGNER/INSPIRED BY
DISTINCT@LIFE.
DISTINCT@LIFE.COM

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.

TARGET CONSUMER

- Gender Neutral
- Millennial
- Lives in a major metropolitan city
- Restaurant/ Food Truck Owner, CEO of Multi-Media Marketing Company
- Integrates sustainability into every day life (recycles, bikes for transportation, uses recyclable bags, etc.)
- Style: Minimal & Modern. Quality over quantity. High quality garments.

BRANDING

- Shoe is made in The USA.
- Free from animal products and recycled materials used on all parts.
- Away with wasted shoe boxes. 1st NB sneaker to come in a reusable branded tote bag.
- #FearlesslySustainable
- Iconic "N" branding in a neutral Grey colorway.

MARKETING PLAN

- Social pop-up events in major cities.
- Exclusive first-hand look at the NB 2020.
- Event features local vegan & vegetarian focused restaurants (food trucks, catering, etc).
- Each event marketed locally at sneakershops, featured restaurants, and social media ads
- Digital marketing, target marketing, area-specific out-of-home marketing.

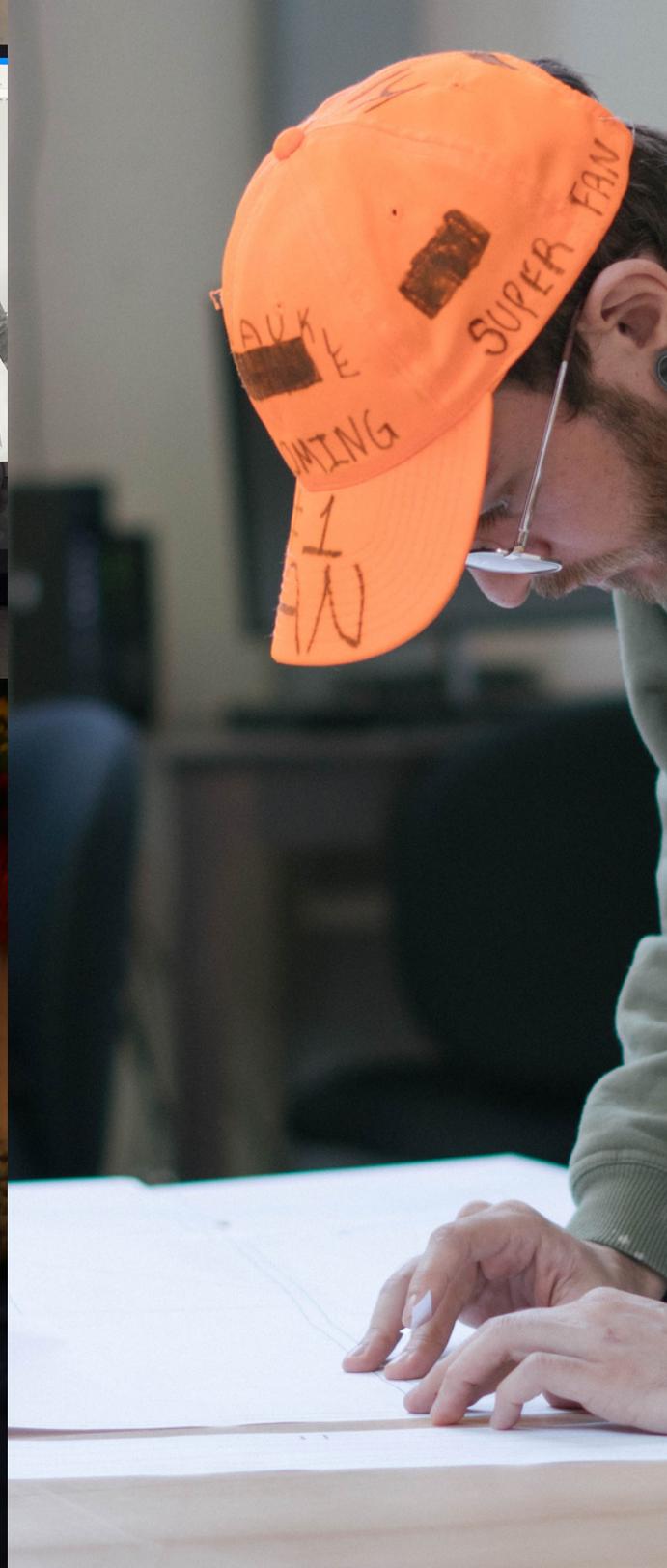
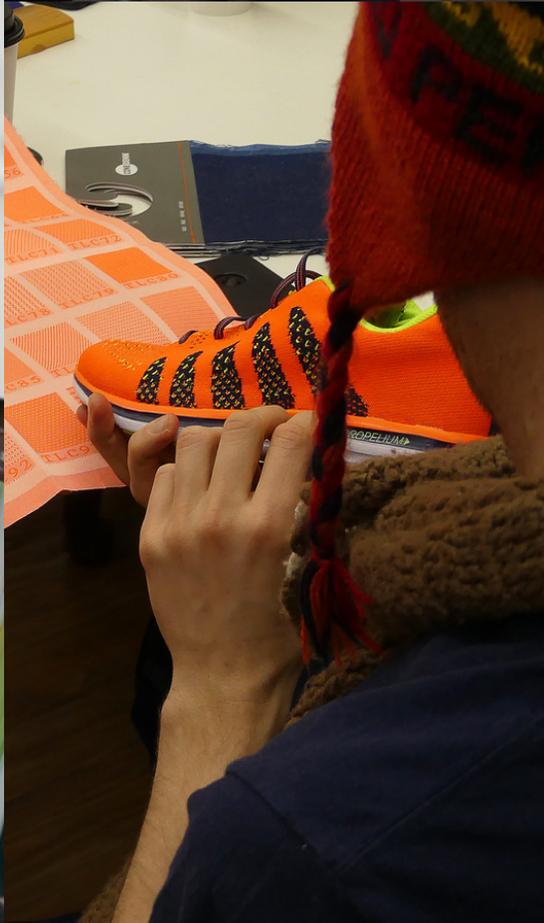
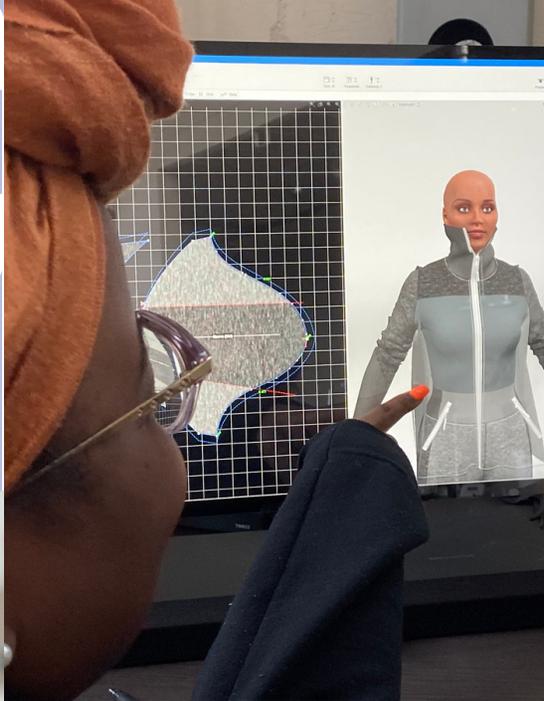
ADVERTISING CAMPAIGN

- Send early pairs to famous vegan celebrities and influencers.
- Campaign highlights people who choose to live vegan, showcasing those people in the lookbook.
- Initial pop-ups turn into a retail experience selling the shoes & apparel.
- Social media recaps of all pop-up events & lookbook shared and covered by online magazines.

SALES STRATEGY

- Limited release at pop-up events. 1st time shoes will release to public.
- 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
- Following a few weeks of social media campaigns the shoes will release online & in-stores.
- Success analyzed post-release to determine continuation of the line.

PLC



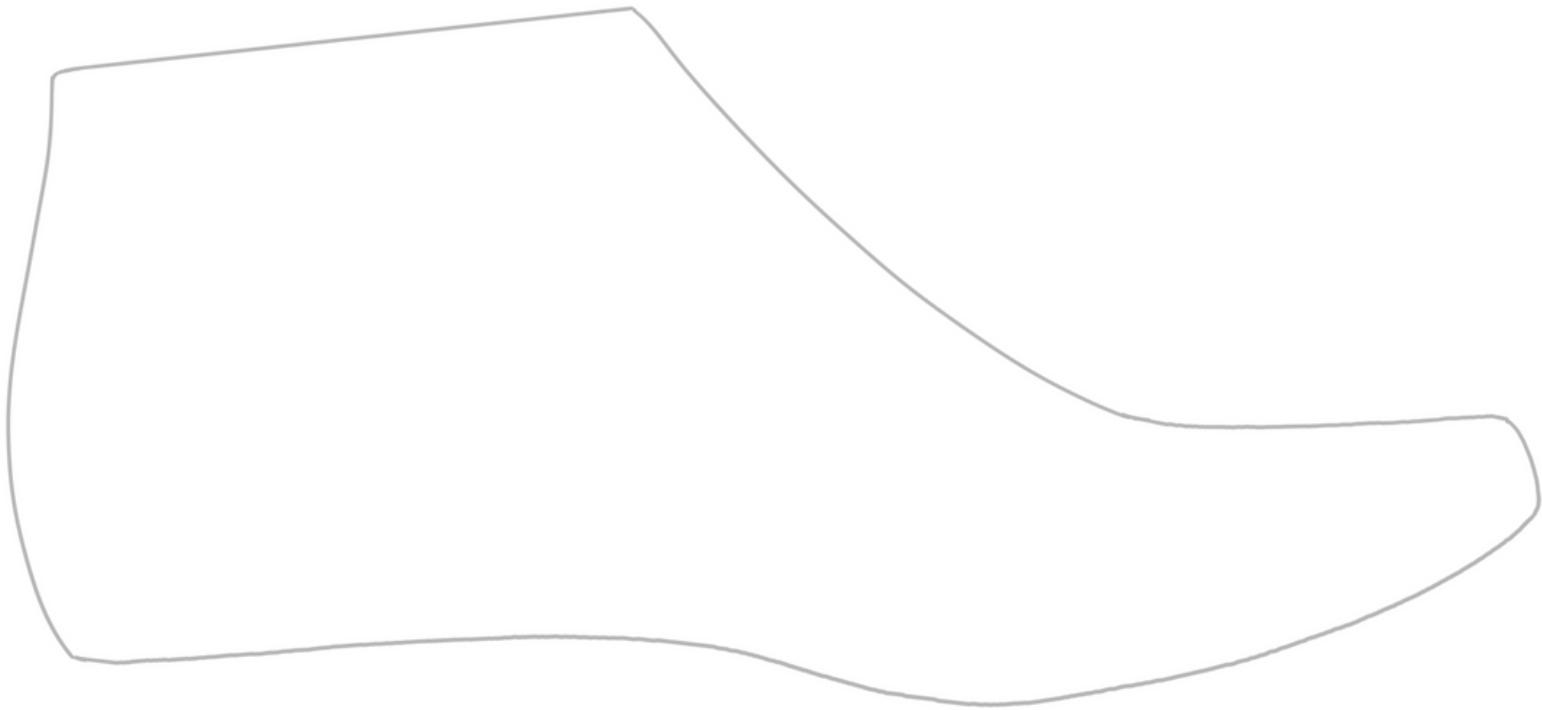


PLE

SHARPEN YOUR SKILLS

FOOTWEAR
SILHOUETTES

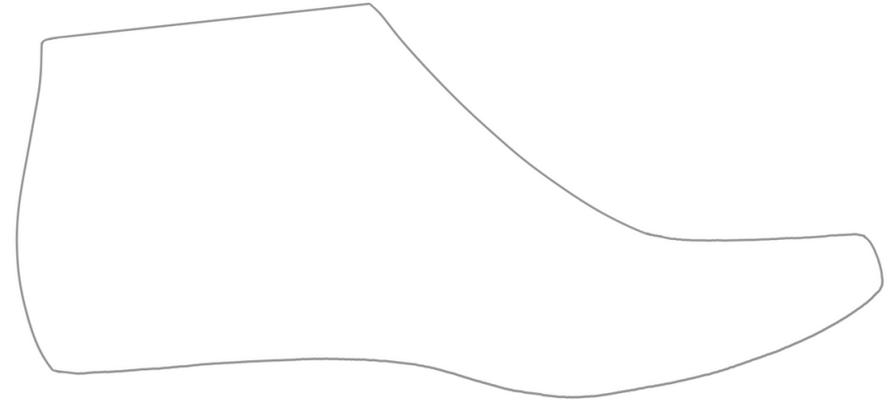
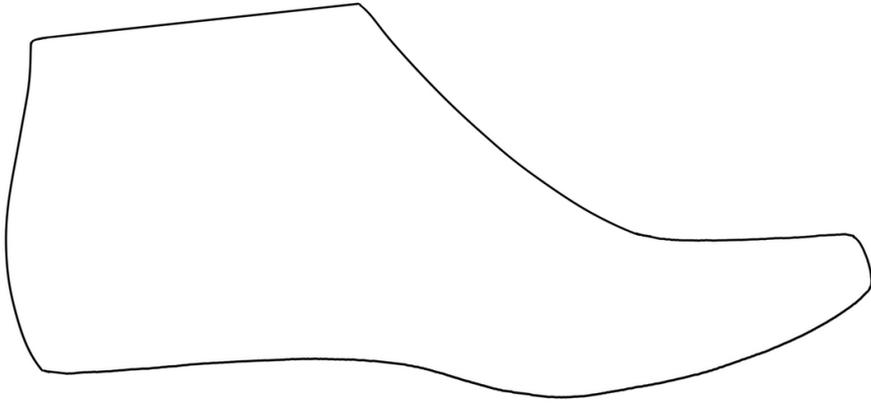
TRACK



PENSOLE LEWIS COLLEGE

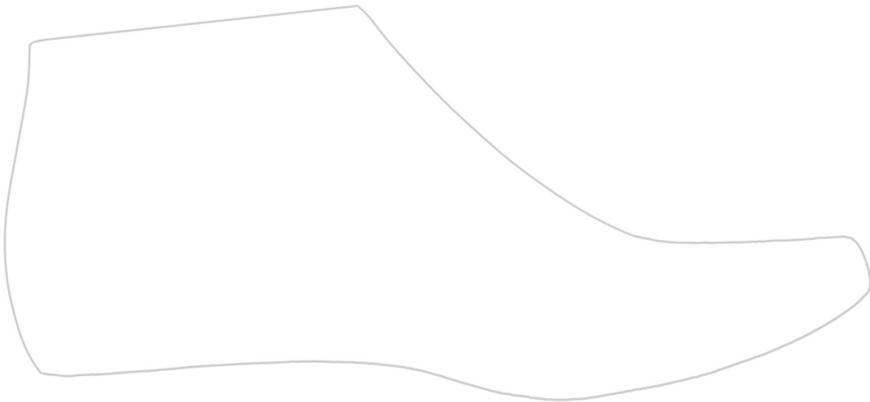
OF BUSINESS & DESIGN

Detroit, MI



PLC **PENSOLE LEWIS COLLEGE**
OF BUSINESS & DESIGN *Detroit, MI*

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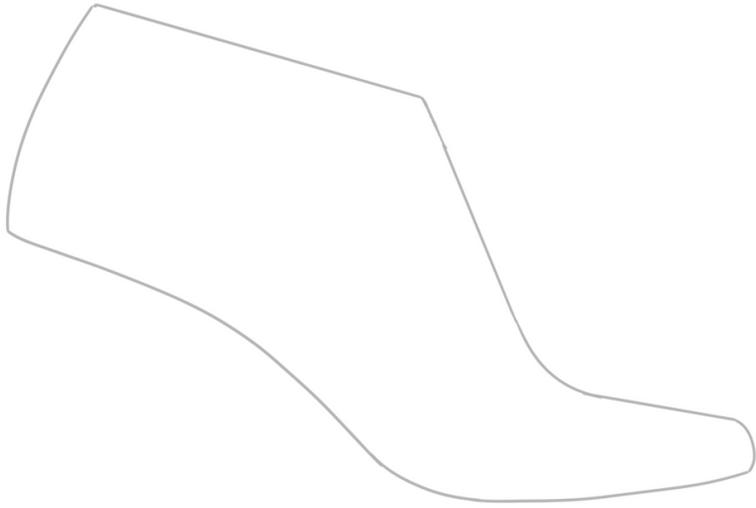
FASHION



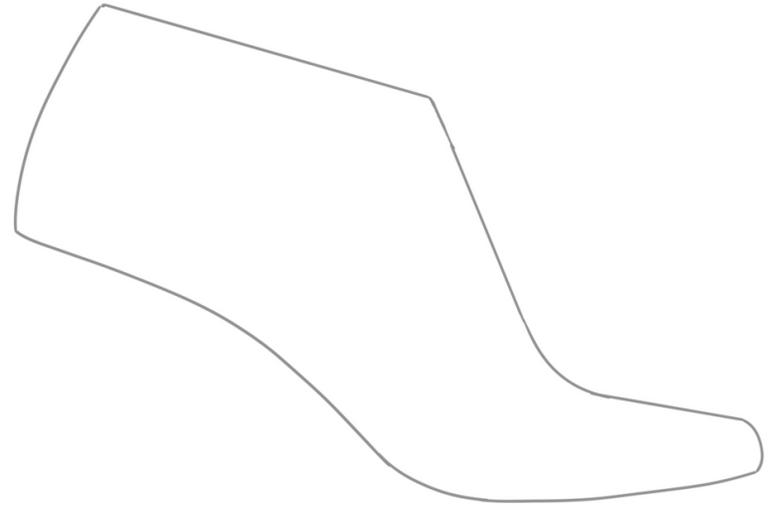
PENSOLE LEWIS COLLEGE

OF BUSINESS & DESIGN

Detroit, MI



PLC **PENSOLE LEWIS COLLEGE**
OF BUSINESS & DESIGN *Detroit, MI*



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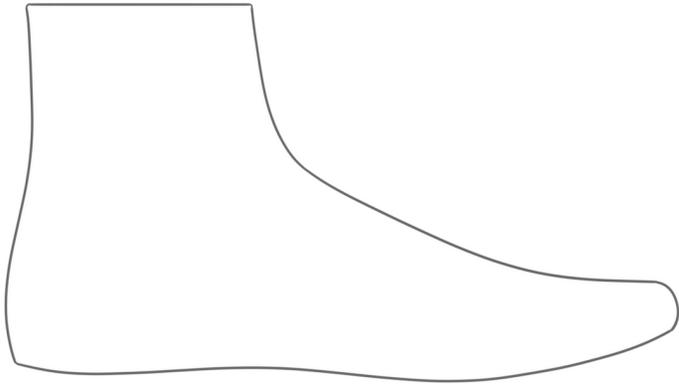
BASKETBALL



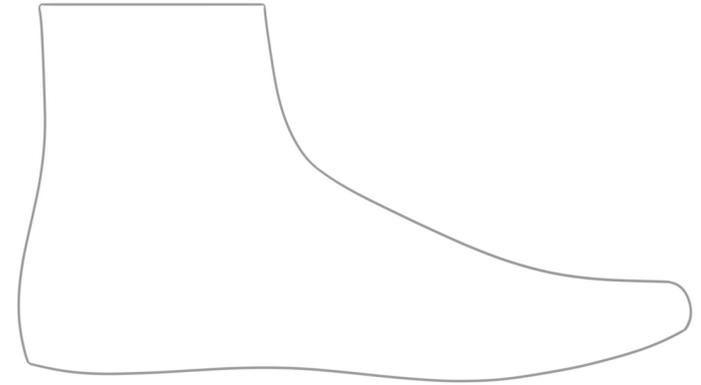
PENSOLE LEWIS COLLEGE

OF BUSINESS & DESIGN

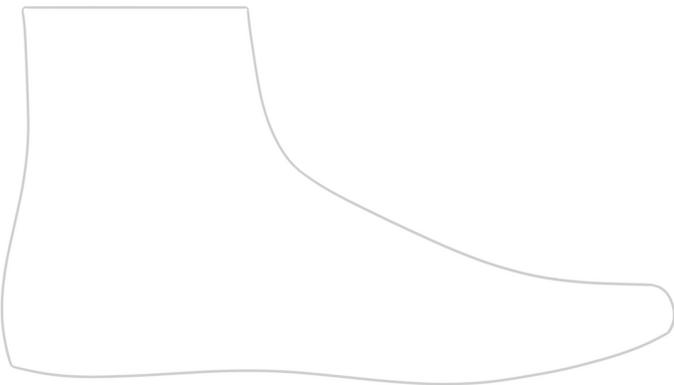
Detroit, MI



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OF BUSINESS & DESIGN *Detroit, MI*



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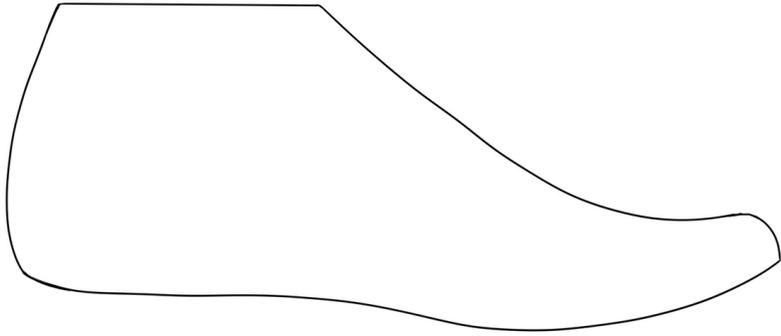
RUNNING



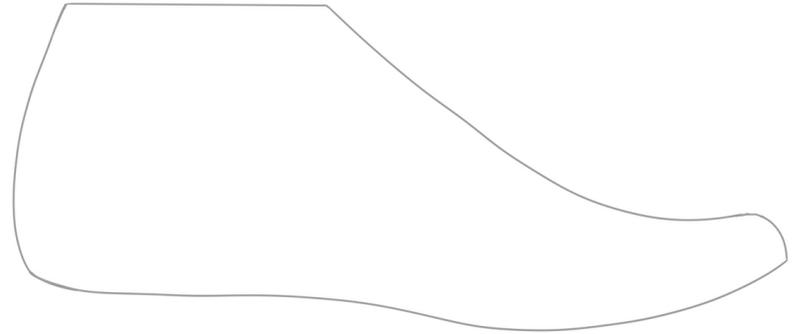
PENSOLE LEWIS COLLEGE

OF BUSINESS & DESIGN

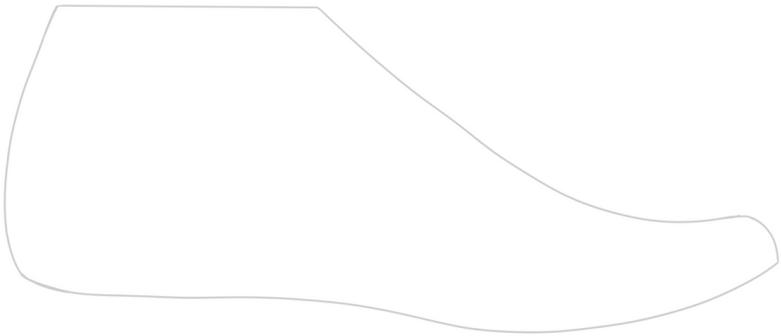
Detroit, MI



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OF BUSINESS & DESIGN *Detroit, MI*



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