

TRACKSTER REVIVAL

PROJECT OBJECTIVE

The overall goal of this project is to make a design using past designs as the springboard to make a modern design.

The Trackster is the base look, using the ripple sole used on current projects then taking "modern" lines and curves from the 90's MX656. Combining these styles is a natural fit when the aesthetics of both designs are taken into consideration.



TRACKSTER



MX656



HERO COLORWAY

I took the basic shape of our light weight product, then applied the lines of the MX656. The colors of the Trackster fit very well with the simple design and the style as a whole can have a huge shift in feel when new colors and materials are added.



MATERIAL SELECTION

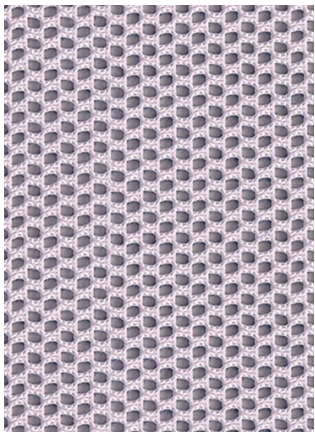
The overall design allows for plastic, suede and mesh to be used on different parts of the design.

Open meshes give the design a more athletic look. The upper should be broken into 3 main sections to allow the Vamp to use different materials from the Quarter and Collar areas. This should allow for good material yields and the ability to land various duties without having to redesign the entire project.

OPTION 1



OPTION 2



SHADES OF BLUE



SAFE COLORWAY



AGGRESSIVE COLORWAY

735 CUSH+

PROJECT OBJECTIVE

The redesign of the 735 Court Style is based on the idea of taking some of our styles from the 90's and early 2000's and creating something new but familiar. This style has all the makings of a bring back when looking at a lot of the companies digging through their archives and bringing them back 1:1.

This project switches that up and applies these classic lines in a modern way onto a low cut running style.

NEW BALANCE 735



COMPETITION

- Asics Gel Lyte



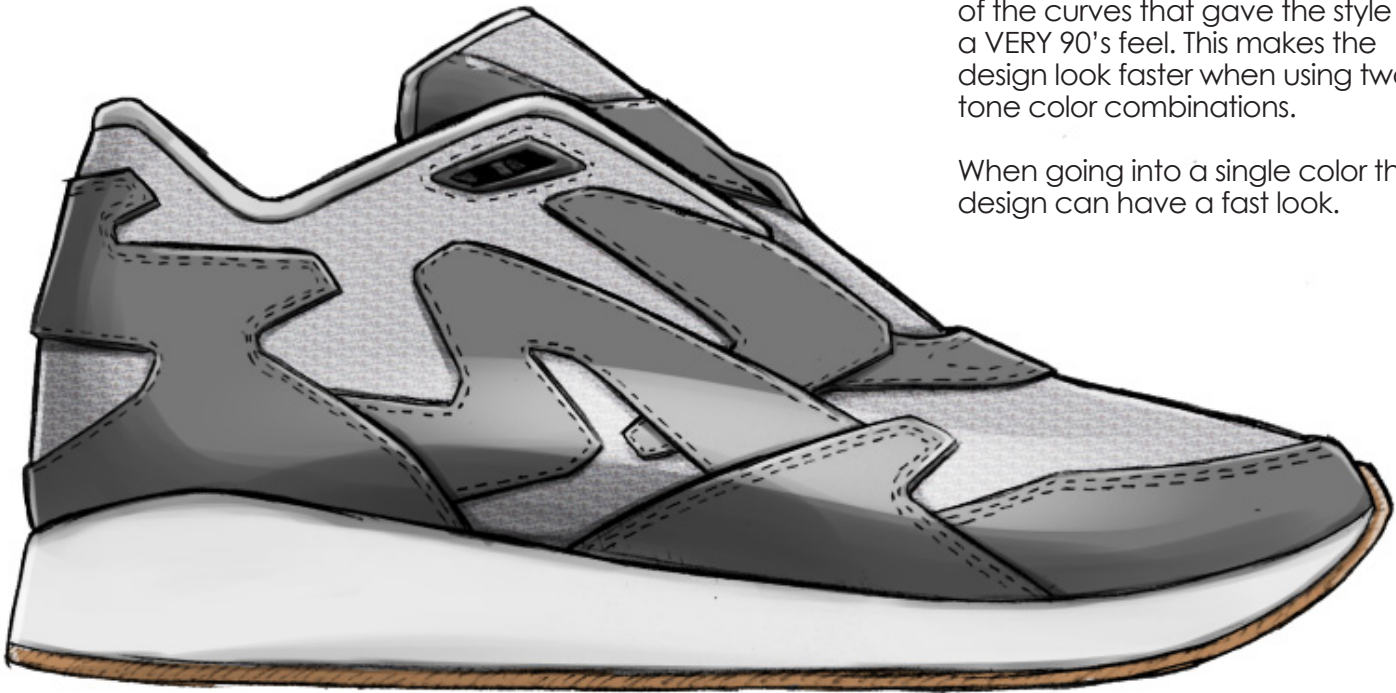
- Puma Blaze of Glory



BATTLESHIP GRAYS

With this redesign I removed some of the curves that gave the style a VERY 90's feel. This makes the design look faster when using two tone color combinations.

When going into a single color the design can have a fast look.

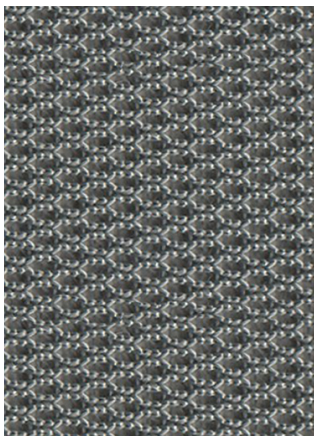


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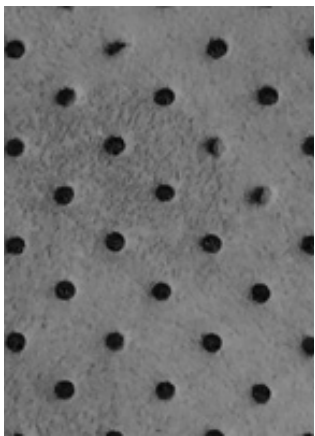
The choices for materials on this style can greatly vary with all the parts on the upper. There are lots of spots for breathable materials or using perfs and tight woven materials for colder months.

This style should be able to hit every duty structure possible or go to a simple and clean all over Rubber Plastic duty and still have a clean look when the right colors and release papers are used in combination.

OPTION 1



OPTION 2



RED DEVIL



VIOLET SPRING



COSTAL TEALS

608 REVLITE

PROJECT OBJECTIVE

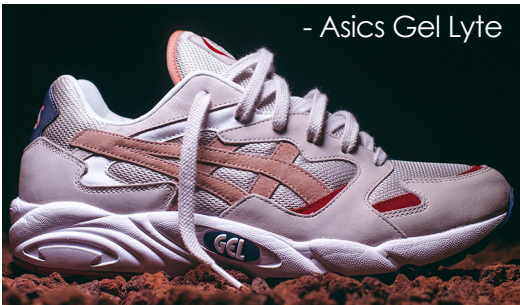
Based on the 608, the objective was to take it's existing lines and update them with tech and materials based on the CUSH+ line of product. While the original is more of a sports trainer the update based off of these products will push the design into a faster direction.

These lines can play very well with the product on the market right now as well.

NEW BALANCE 608



COMPETITION



- Asics Gel Lyte



- Saucony Shadow 5000



YELLOW JACKET

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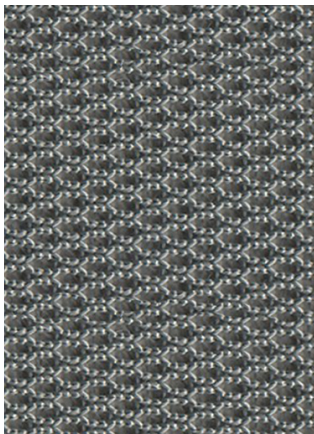


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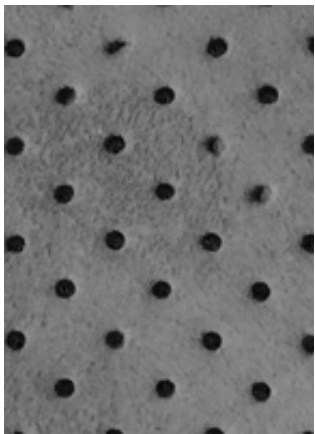
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OPTION 1



OPTION 2



BLUE GUM



90's VIBRANT



CRISPY WHITE

BB851 REVIVAL

PROJECT OBJECTIVE

The original BB851 had a design that made it look like it had wings on it just like Mercury. With the colors being mostly white or black the style hid these wings. My goal with this redesign is to bring back the wing design but in a much more aggressive way, but not overdo it so the design won't take up almost half of the shoe. With that in mind I used a combination of the BB851, CTX770, ML530 and CM1500 to create a new design that has a clear New Balance Heritage, but a push to the modern market.

NEW BALANCE BB851



COMPETITION

- Lebron 11



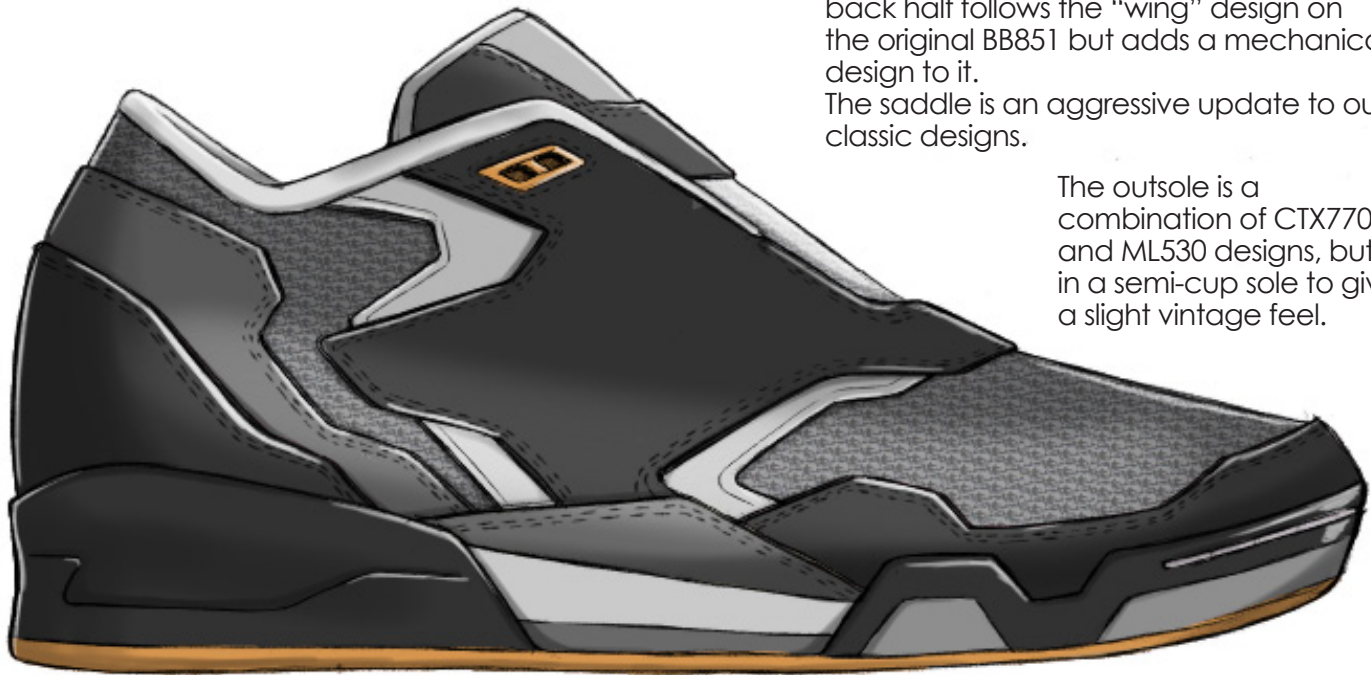
- Air Jordan 7



SHADOWS AND GUM

This redesign has very aggressive lines. The back half follows the "wing" design on the original BB851 but adds a mechanical design to it. The saddle is an aggressive update to our classic designs.

The outsole is a combination of CTX770 and ML530 designs, but in a semi-cup sole to give a slight vintage feel.

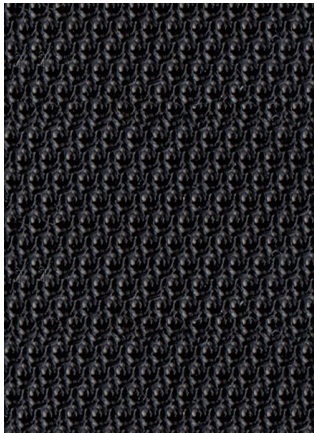


MATERIAL SELECTION

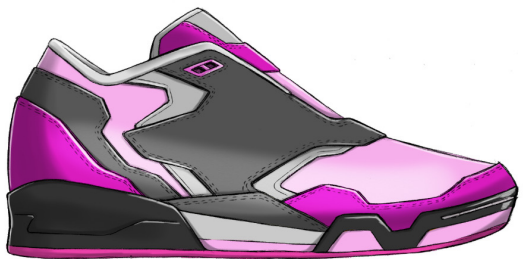
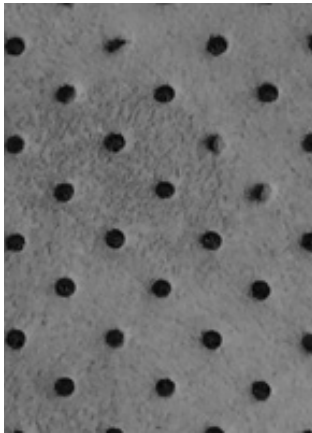
The overall design has all the NB Basics of a Tip/Saddle/Foxing look. However, the way these parts are broken up give an aggressive forward motion that can be played up with colors and materials for thousands of combinations.

The entire design can go from tonal, traditional NB Navy or Gray, and a VERY commercial BLACK or WHITE look. These can run basics materials every day if needed but can be played up if a collab is ever on the table.

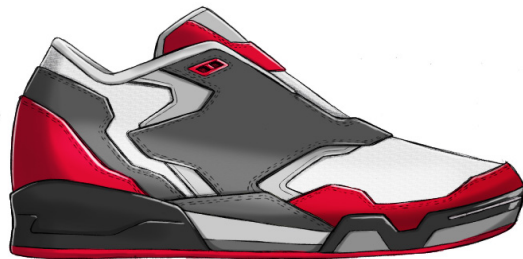
OPTION 1



OPTION 2



BUBBLE GUM POP



TEAM SPORTS



CERULEAN BOLDS