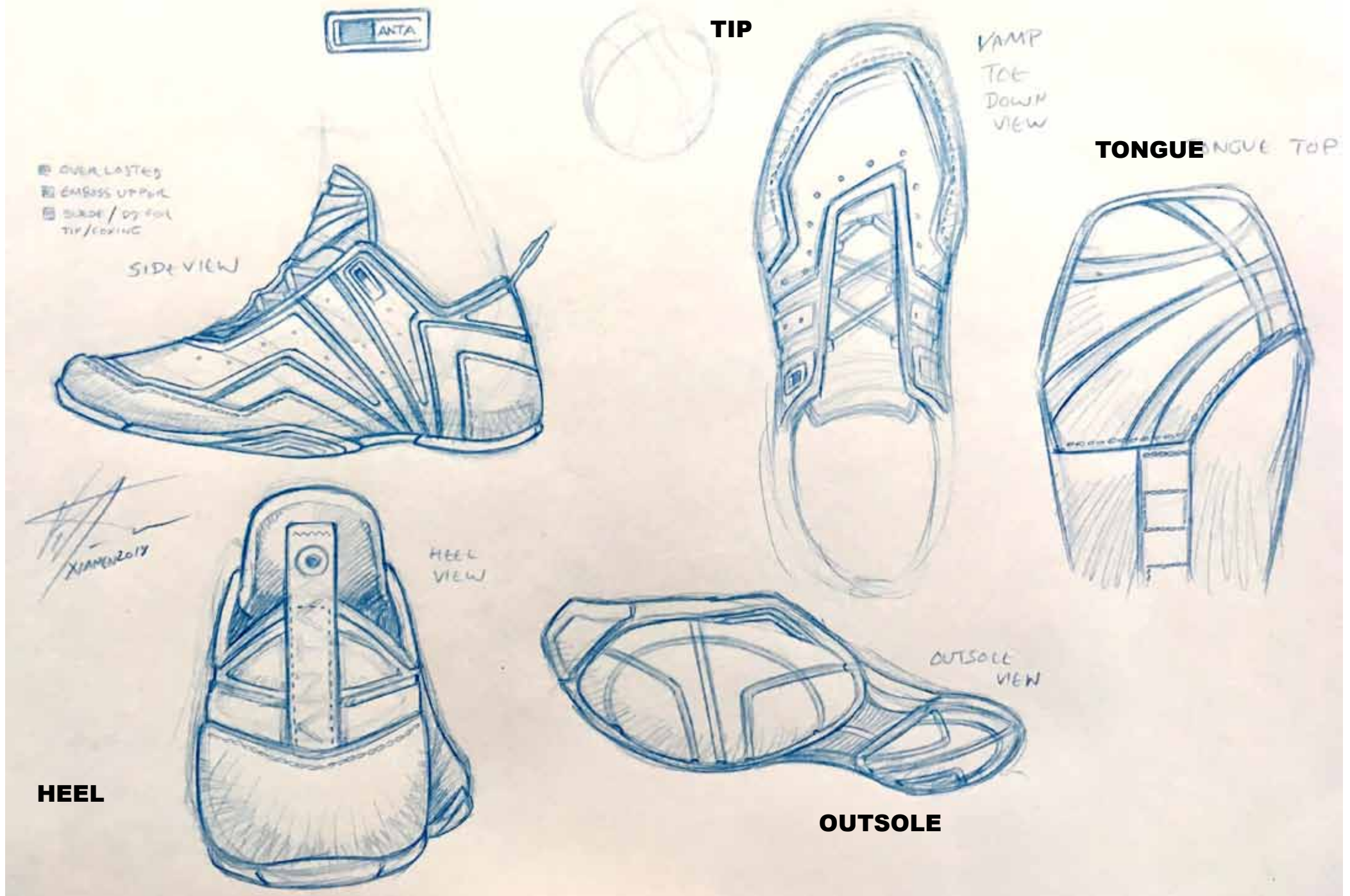


Basketball Concept



Basketball Concept

The main concept for these basketball designs is to combine the overlaid design style with modern lines based off of a basketball.

With chunky style sneakers being popular now, I can see how the trend will start to shift to a lower profile outsole. This will make the designs look faster than styles with bigger outsoles.

We can also hide some of the technology of the design under the upper. We can also add branding logos to let consumers what kind of technology is inside shoe.



Reference Styles



1 White/Black/Red

2 Blue/Black

3 Black

4 White/Gray

Basketball Texture



Basketball Concept

Outsole with visible midsole



The outsole for this design can use a combination of rubber, A-SHOCK and TPU to have a very modern and fast design.

Outsole with new upper design



Basketball Concept

This second design is based on more modern design styles. It is a combination of embossed leather and ballistic mesh. This makes the design look like body armor for your feet, but the design can be light enough for easy movement.

Black/Neo Mint/White



Reference Styles



Ballistic Mesh



**Black/Red
White**



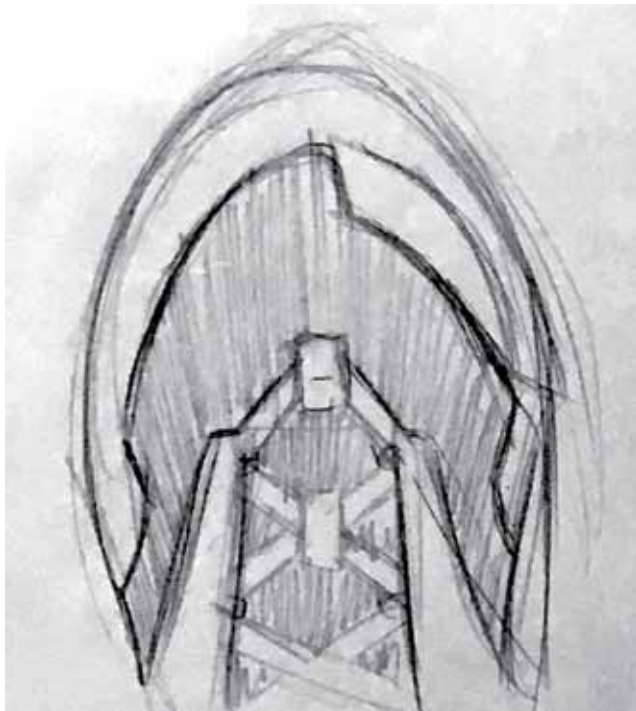
Tripple White



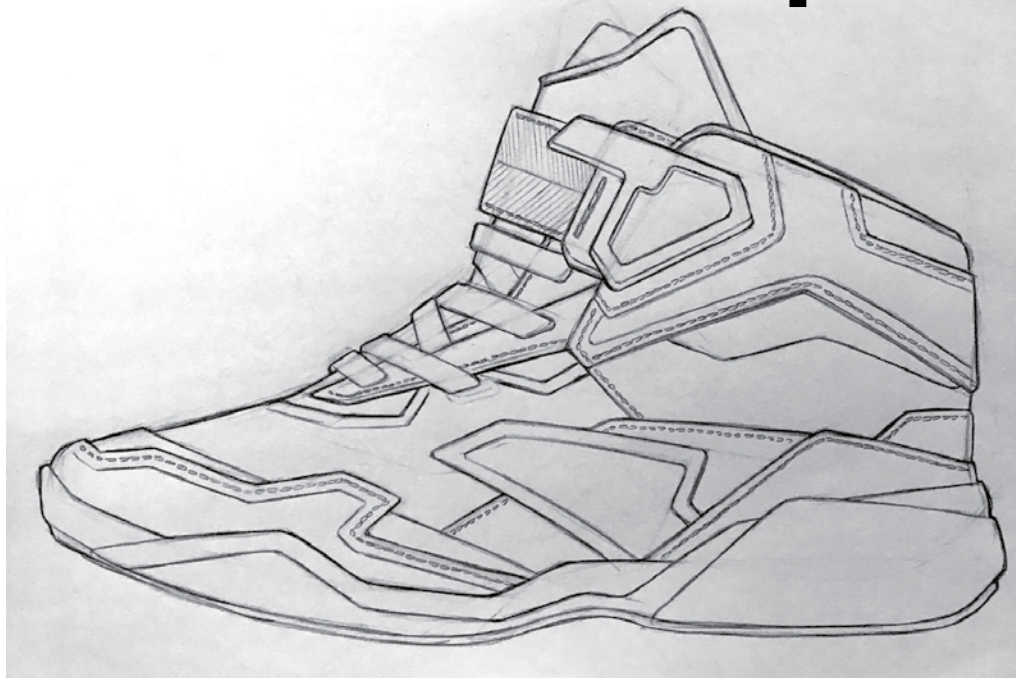
Neo Mint/White



Basketball Concept



Basketball Concept



■ Running Concept



A-CORE Updated design

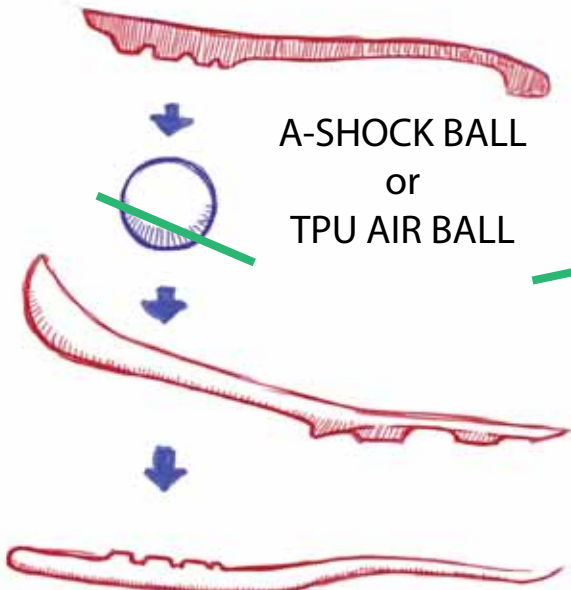
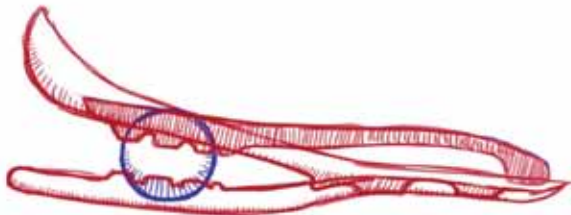
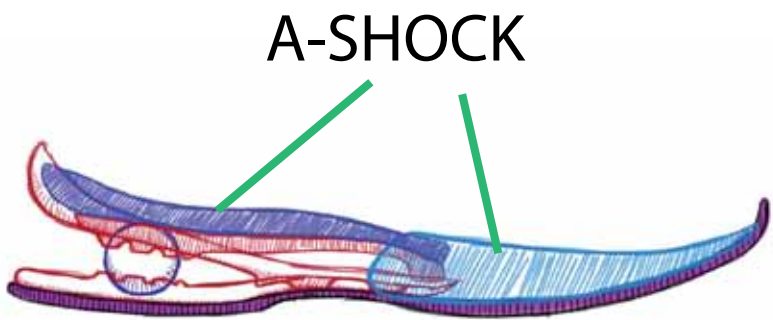
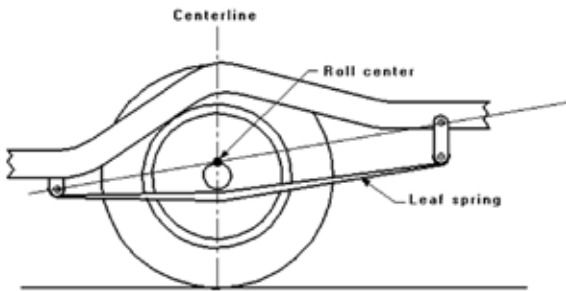
Combine A-CORE + A-SHOCK + LEAF SPRING SYSTEM



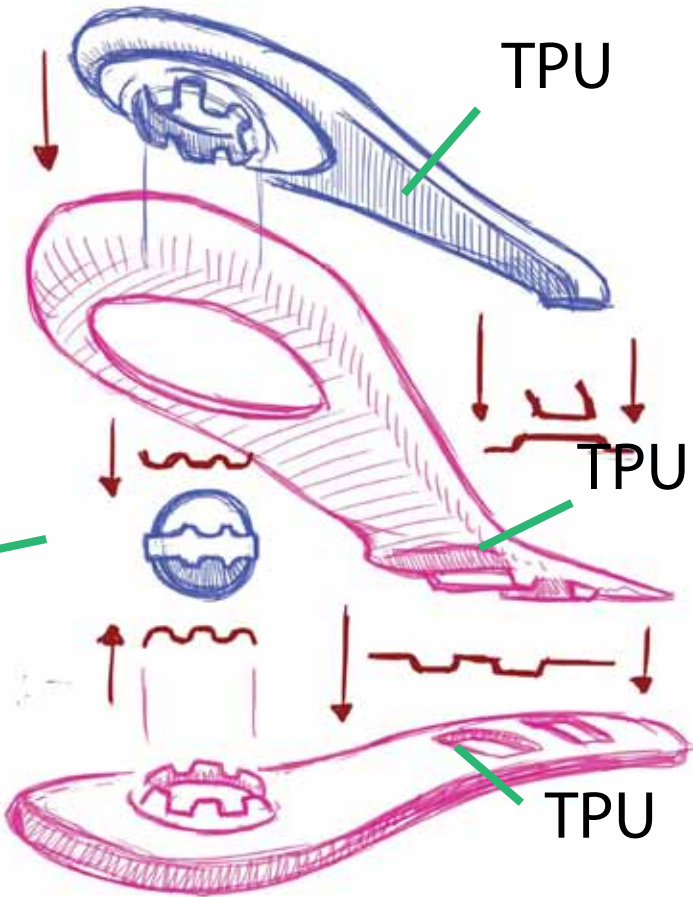
old A-CORE
+
LEAF SPRING DESIGN



FIGURE 16: HOTCHKISS REAR AXLE



A-SHOCK BALL
or
TPU AIR BALL



Extra Concepts



Extra Concepts



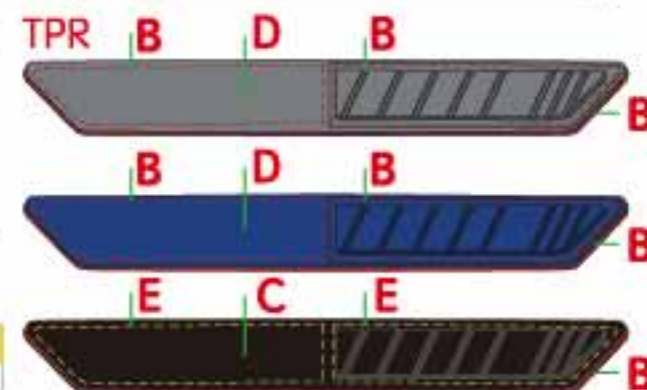
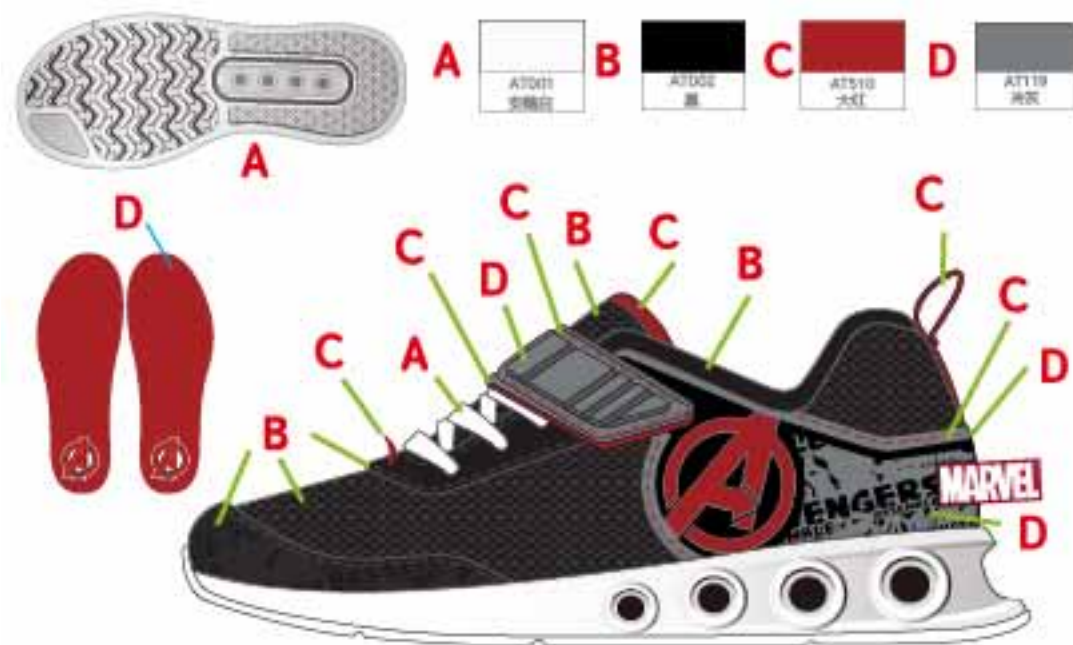
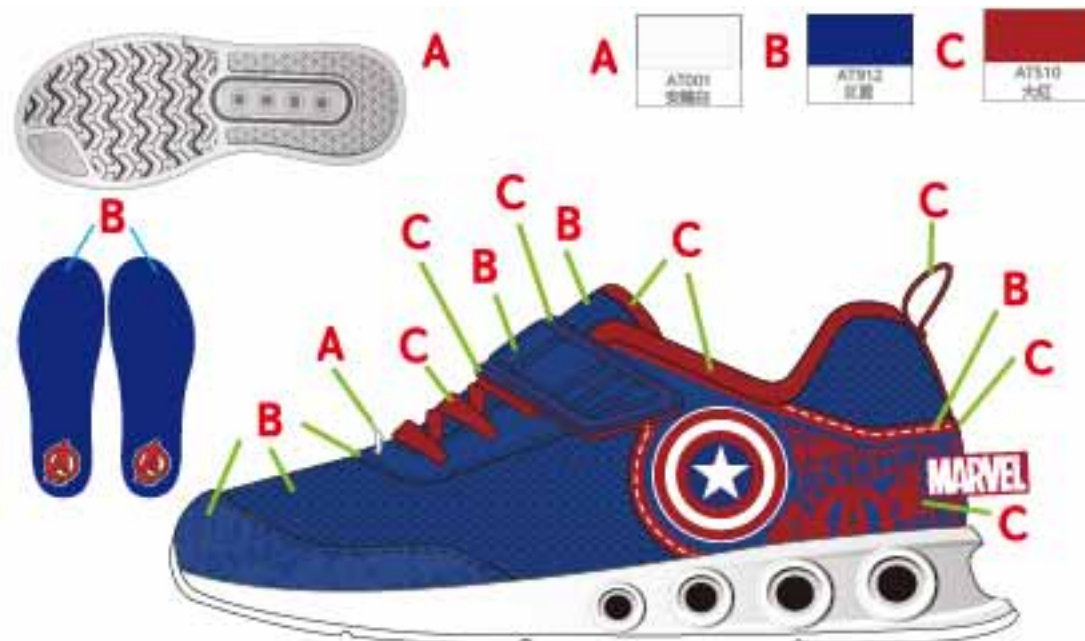
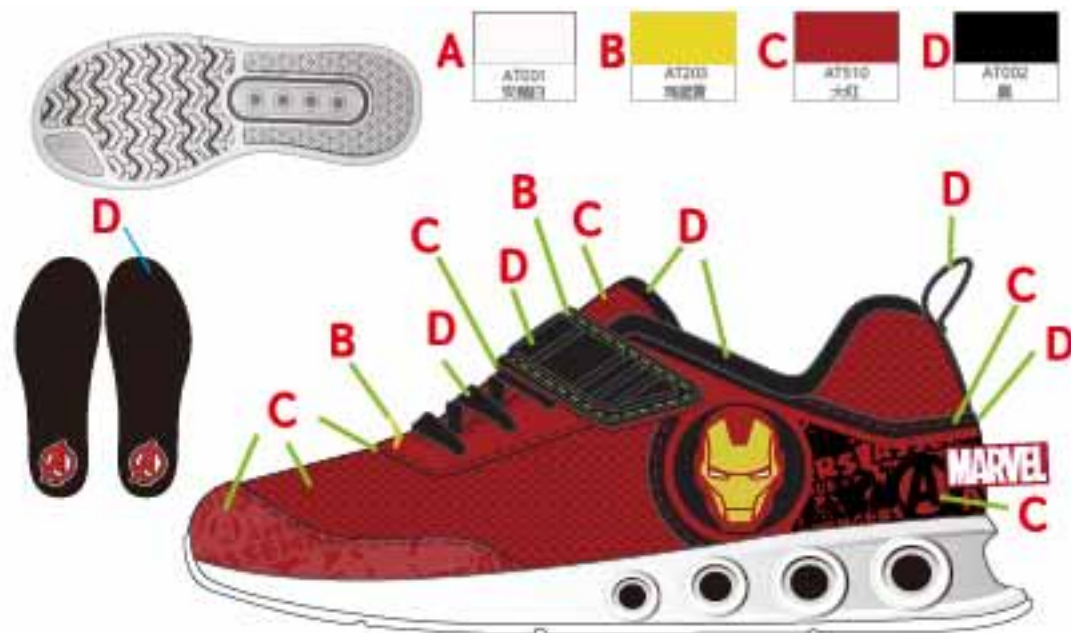
Extra Concepts

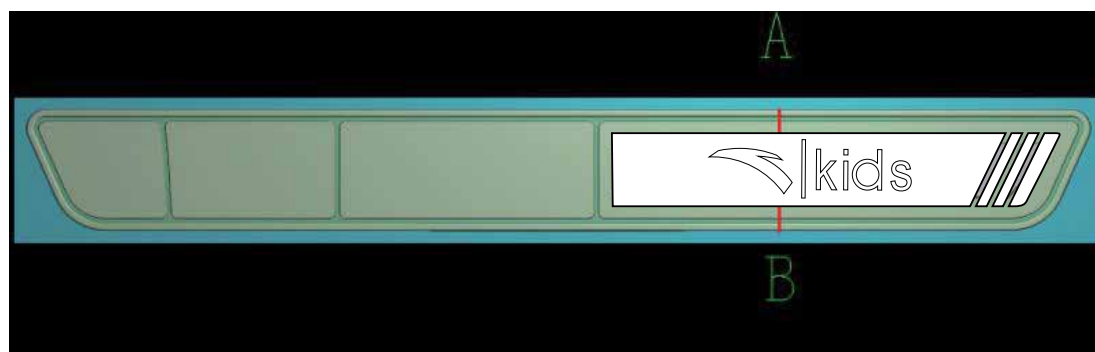
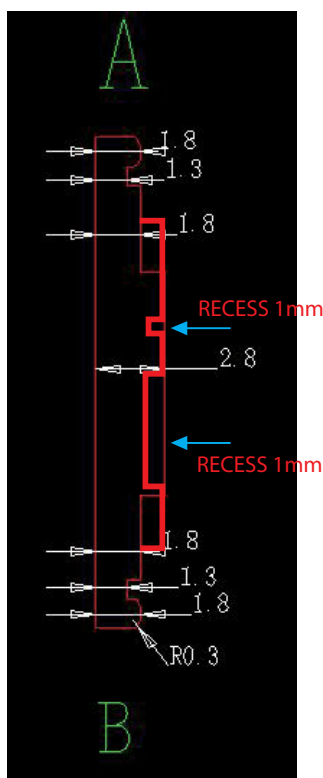
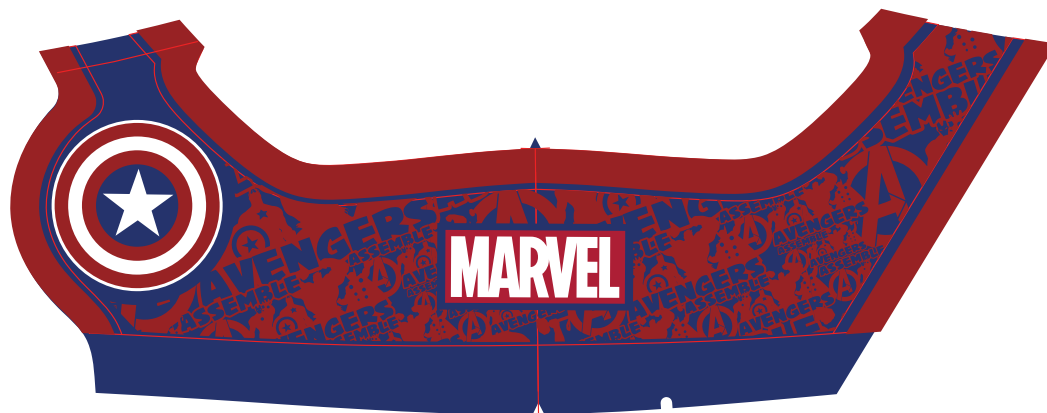


Extra Concepts



Avengers IP





MOTORSPORTS THEME COLORS



HABU DIAL TO MATCH
MOTORCYCLE WHEELS

CHECKERED FLAG
SYMBOL OF VICTORY



SILVER REFLECTIVE TO MATCH EXHAUST PIPE



BEST COLOR
FOR COLLECTION



EXTRA COLORS



473 Running

■ PROJECT DESCRIPTION:

The objective of this project was to make a mall level sneaker that would appeal to the general public across different markets in Asia, The Americas and Europe. These style would sit between the 515, 373, and 420 in each of these markets. The colors in each collection ranged from core basics (Black/Navy/Gray) to more advanced color combos as shown below.

■ OUTSOLE DESIGN

The outsole is from my prior collection of projects, MZ/WZ501 which is also being used on a wider range of styles as it is considered a push by New Balance standards.



■ Sketch+Tape Up



■ Pullover



■ Updated 3D Printed Heel Clip



■ **GROUP SHOT:** Once I got all of the confirmation round samples, I decided to take a group shot of one set of the colorways. There are 19 colors in total across men's and women's style. These projects were also taken down into kid's sizing.

MATERIALS

Cow Suede | Mesh | Synth Leather | EVA Midsole

VICTOR JAMES TORO