



ARTWORK BY
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BRIEF

OBJECTIVE

Racecar drivers are athletes. Design a cross over shoe that provides comfort, durability and functionality on the racetrack as well as the gym. This style shoe must be functional in both settings so the athlete / driver has the ability to get out of the gym and straight to the track without having to switch footwear.

PRIMARY FEATURES

- Cohesive upper design that integrates with outsole for a fluid design
- Upper design with high grade technological materials to provide durability and functionality
- Simple, sporty upper design for function and flexibility to be both crossfit footwear and racing
- Dual density outsole to provide light weight and traction
- Dual density molded outsole with athletic / modern look

COMPETITION



CONSUMER STUDY

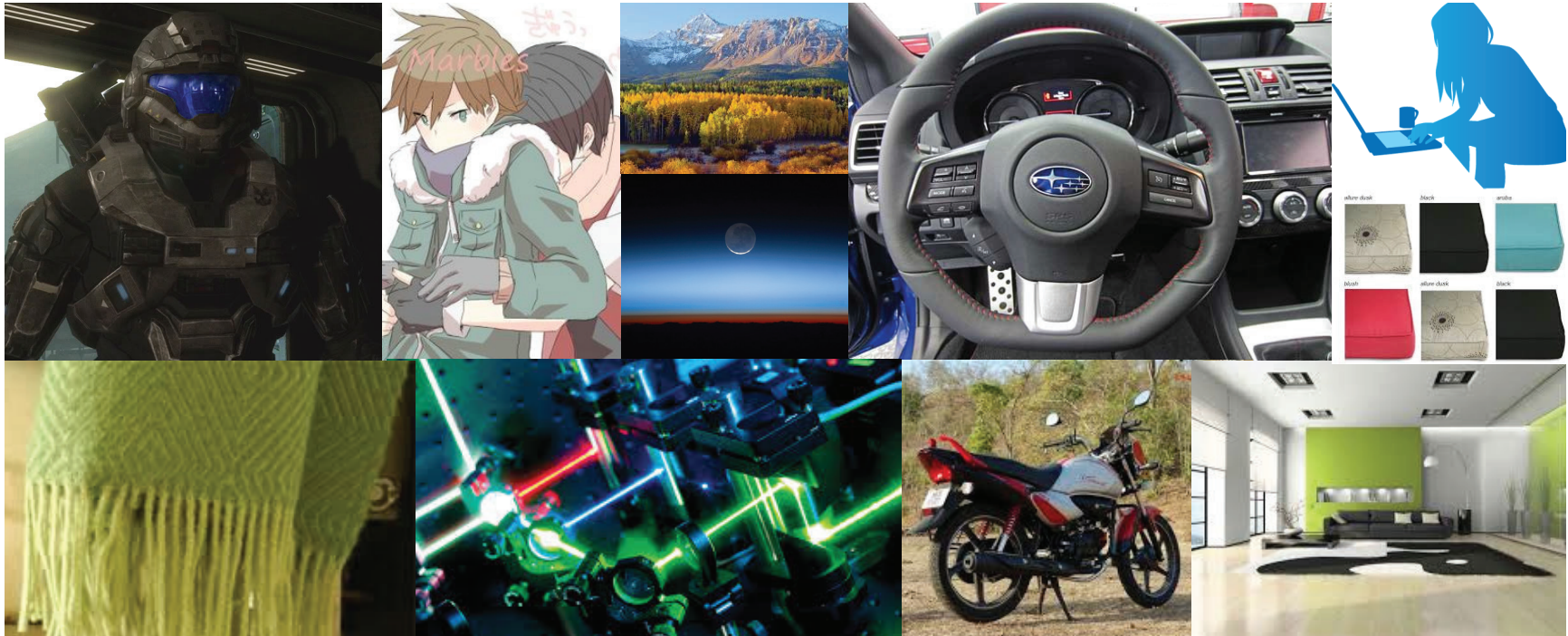


CONSUMER TRAITS

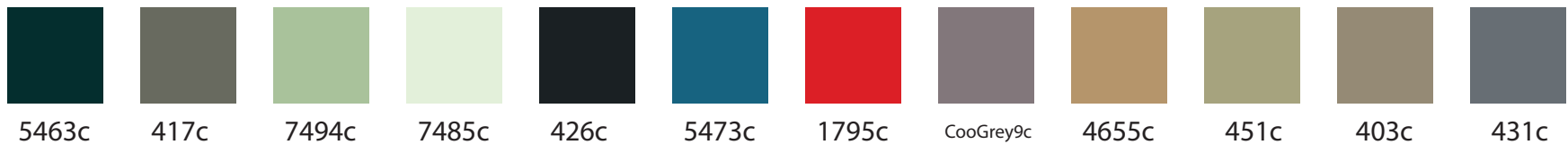
Consumer is typically into extreme sports. Upper to middle class, suburban, but could expand to well off rural demographics.

Outdoor activities are typical, most likely a biker and or a motorcross fan. Athletic and spends time training and takes their sport of choice relatively seriously. Speed enthusiasts with moderate expendable income will also be a prime consumer.

MOOD BOARD AND KEY COLORS



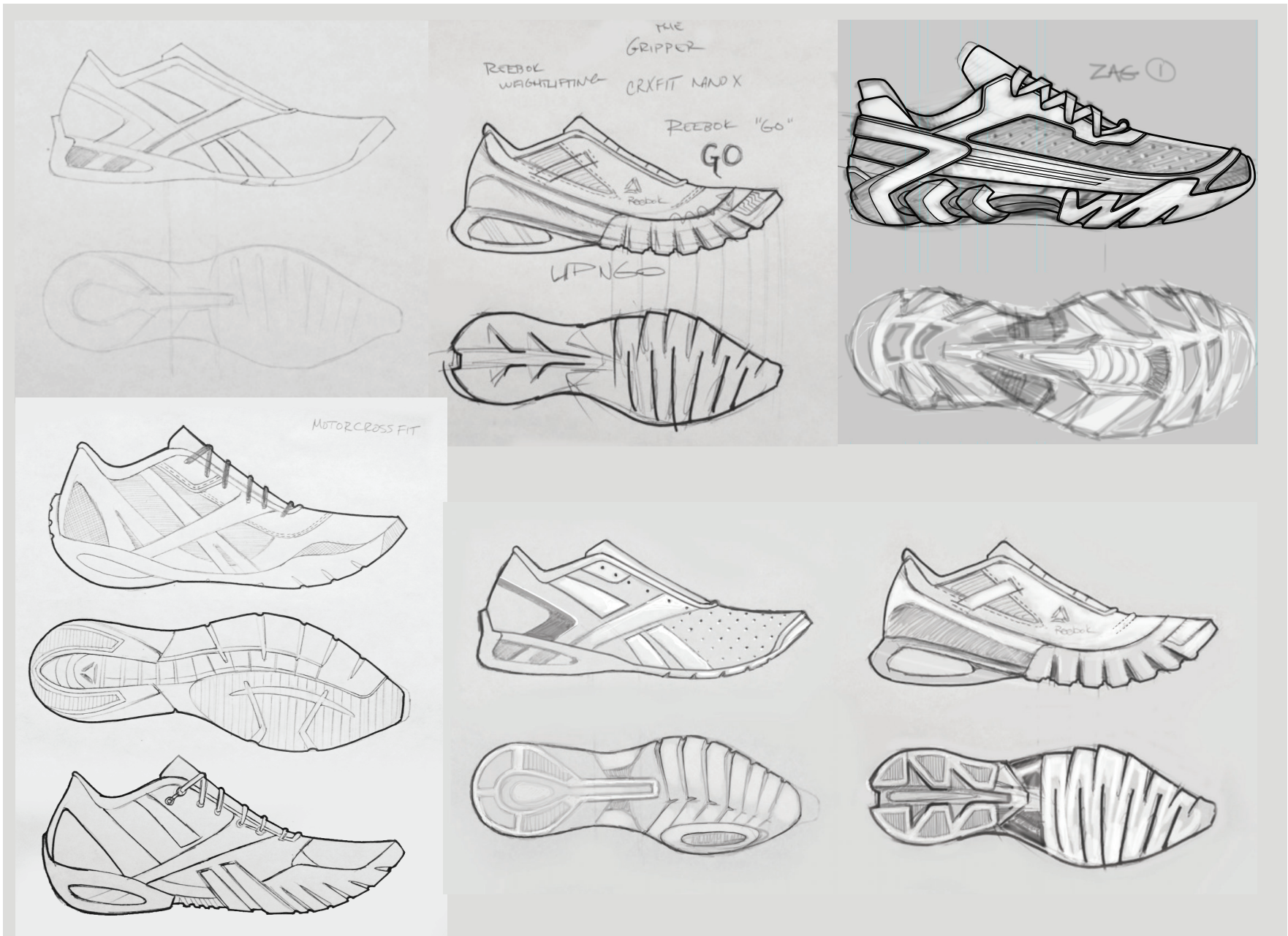
THE CONSUMER NEEDS A SOLID, RUGGED, TECHNOLOGICALLY CONCIOUS PRODUCT THAT REFLECTS THEIR OWN SOPHISTICATION.



MATERIALS



CONCEPT SKETCHES

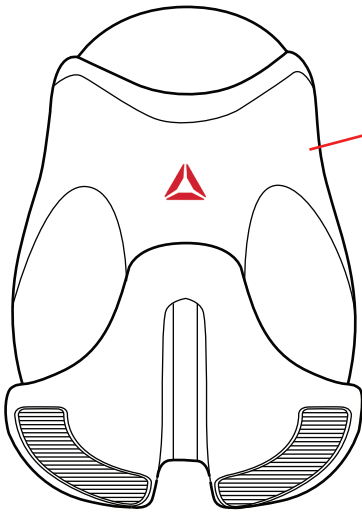


FOCUS RENDERING



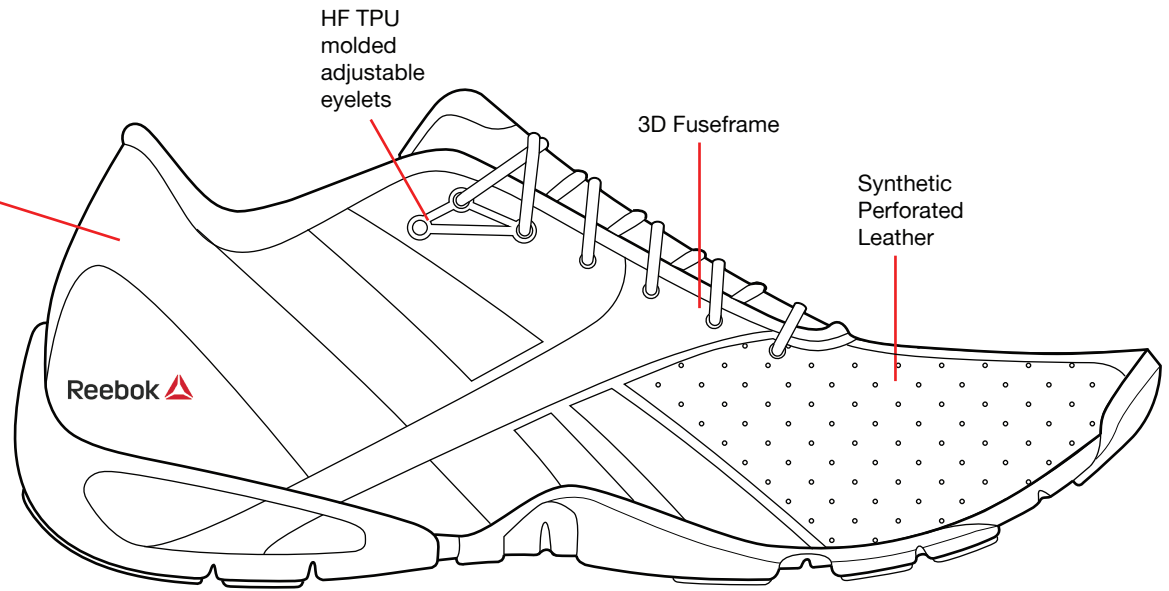
TECH PACK

MOTOCROSFIT



HEEL

Reflective
HF TPU
molded
heel

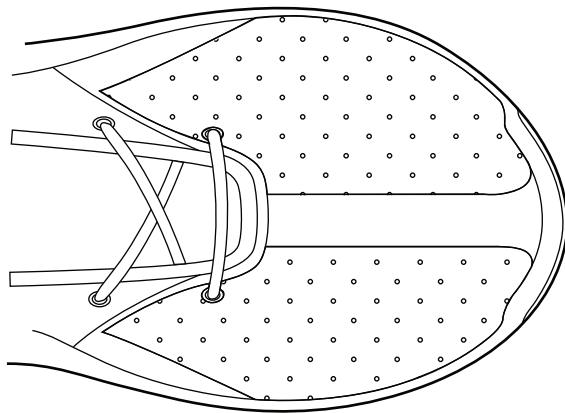


HF TPU
molded
adjustable
eyelets

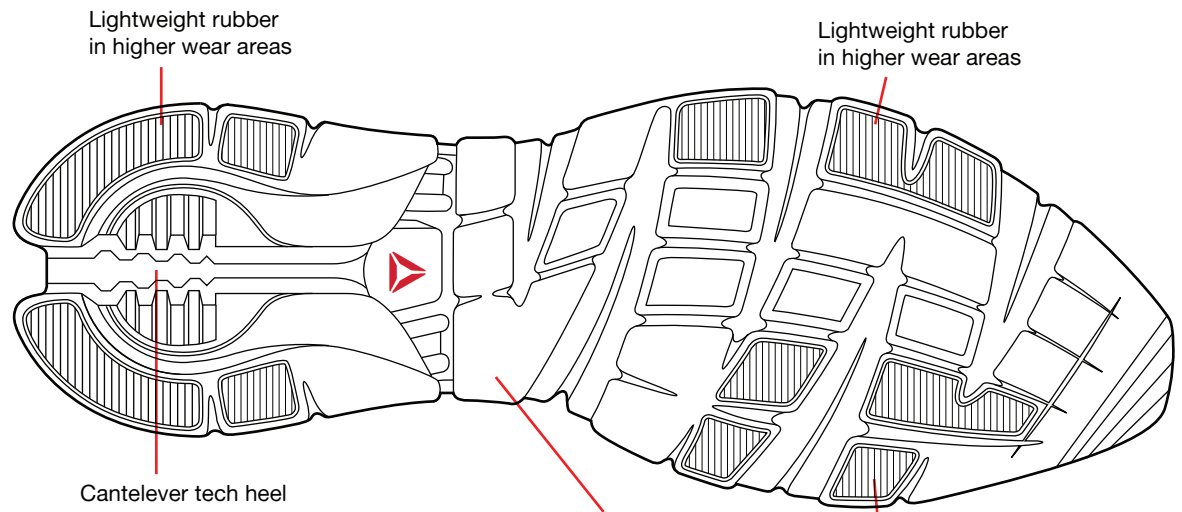
3D Fuseframe

Synthetic
Perforated
Leather

LATERAL



TOE



Lightweight rubber
in higher wear areas

Lightweight rubber
in higher wear areas

Cantilever tech heel

BOTTOM

Outsole grade
performance EVA

Lightweight rubber
in higher wear areas

COLOR STUDY



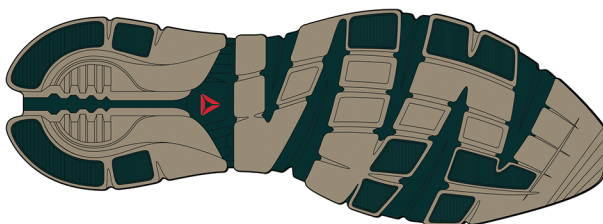
LATERAL



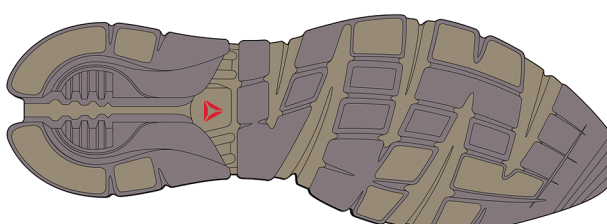
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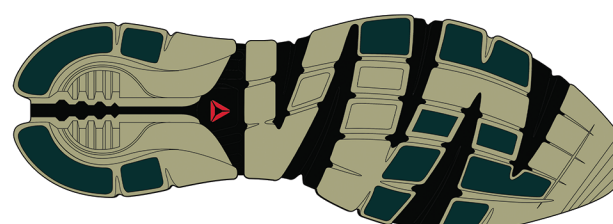
LATERAL



BOTTOM



BOTTOM



BOTTOM



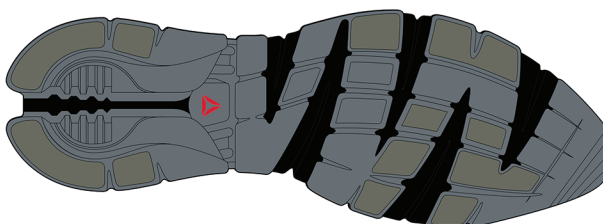
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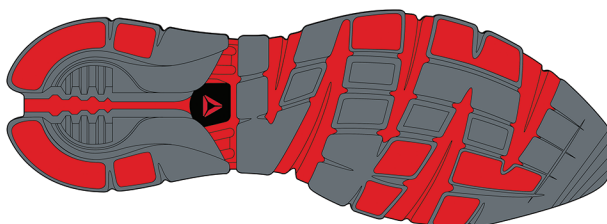
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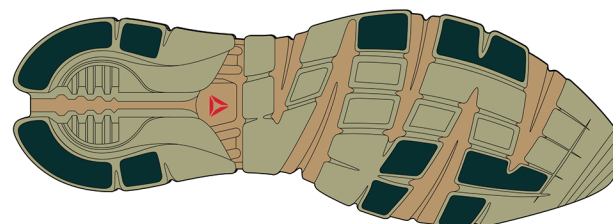
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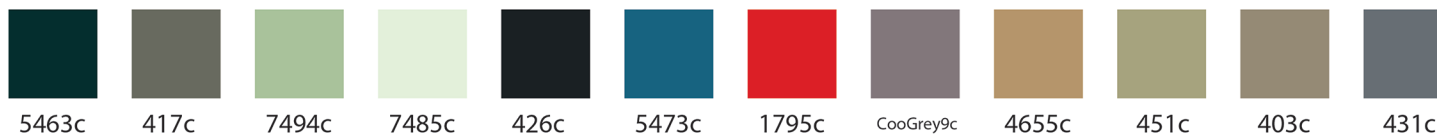
BOTTOM



BOTTOM



BOTTOM



FINAL RENDERING

Reebok 
MOTOCROSFIT



David Kauffman 1.8.2015