



NIKE WORK

**“IF YOU HAVE A BODY, YOU
ARE AN ATHLETE.”**

x BILL BOWERMAN





America's working man has
shed blood and sweat
constructing this great
nation and its roadways.
It's time we make their
efforts known: this is
Nike WORK.



SAFETY EVOLUTION

The Golden Gate Bridge constructed in the 1930's, is one of the most internationally recognized symbols of San Francisco, California, and the United States. It has been declared one of the modern Wonders of the World by the American Society of Civil Engineers.

EQUIPMENT CHECK

The difference between safety regulations for a road construction worker now, compared to the workers on the Golden Gate Bridge.

THEN, 1930's



NOW, 2012



CAUTION

Transportation incidents accounted for more than 2 out of every 5 fatal work injuries in 2011.



X FATALITIES IN WORK ZONES



in 2011

FATAL
OCCUPATIONAL
INJURIES

41%

TRANSPORTATION
INCIDENTS

ROADWAY
INCIDENTS

23%



FACING THE ELEMENTS



Rain or shine, hot or cold, our nations construction workers face all the elements and take them head on.



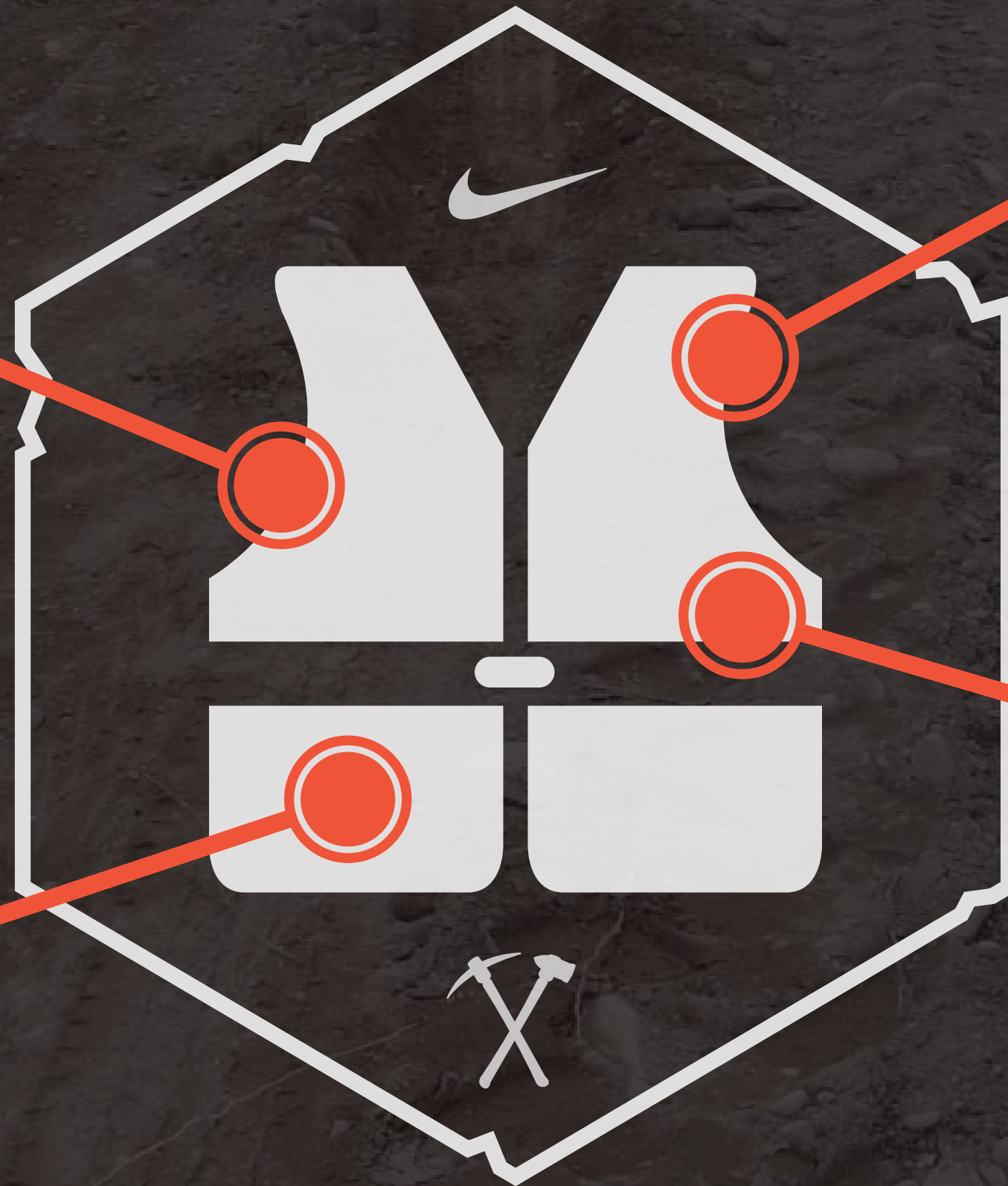
WHAT NEEDS REPAIR?

RE-STYLING

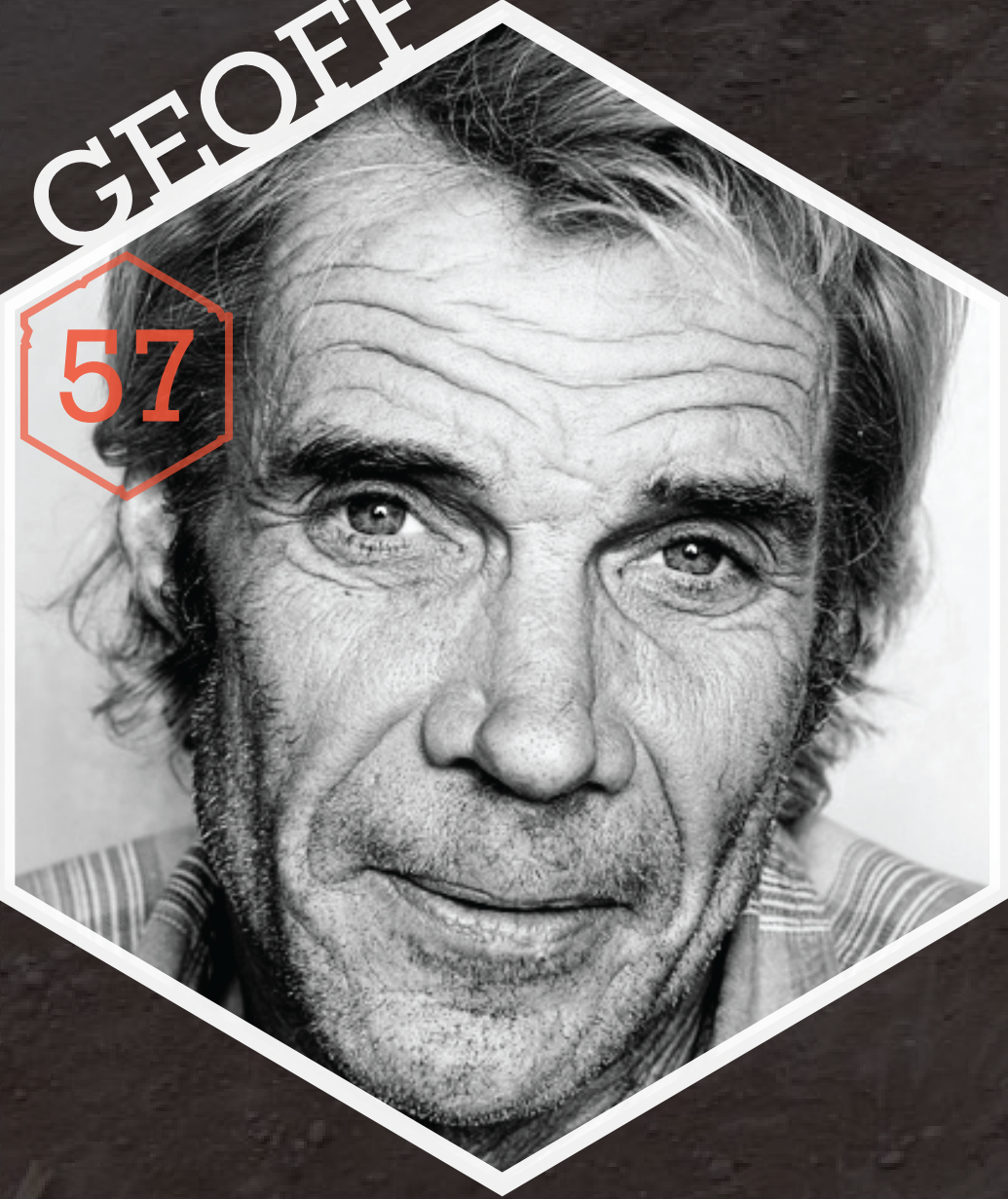
PADDING

SUPPORT

DEVELOP
BETTER
IDENTITY



GEOFF



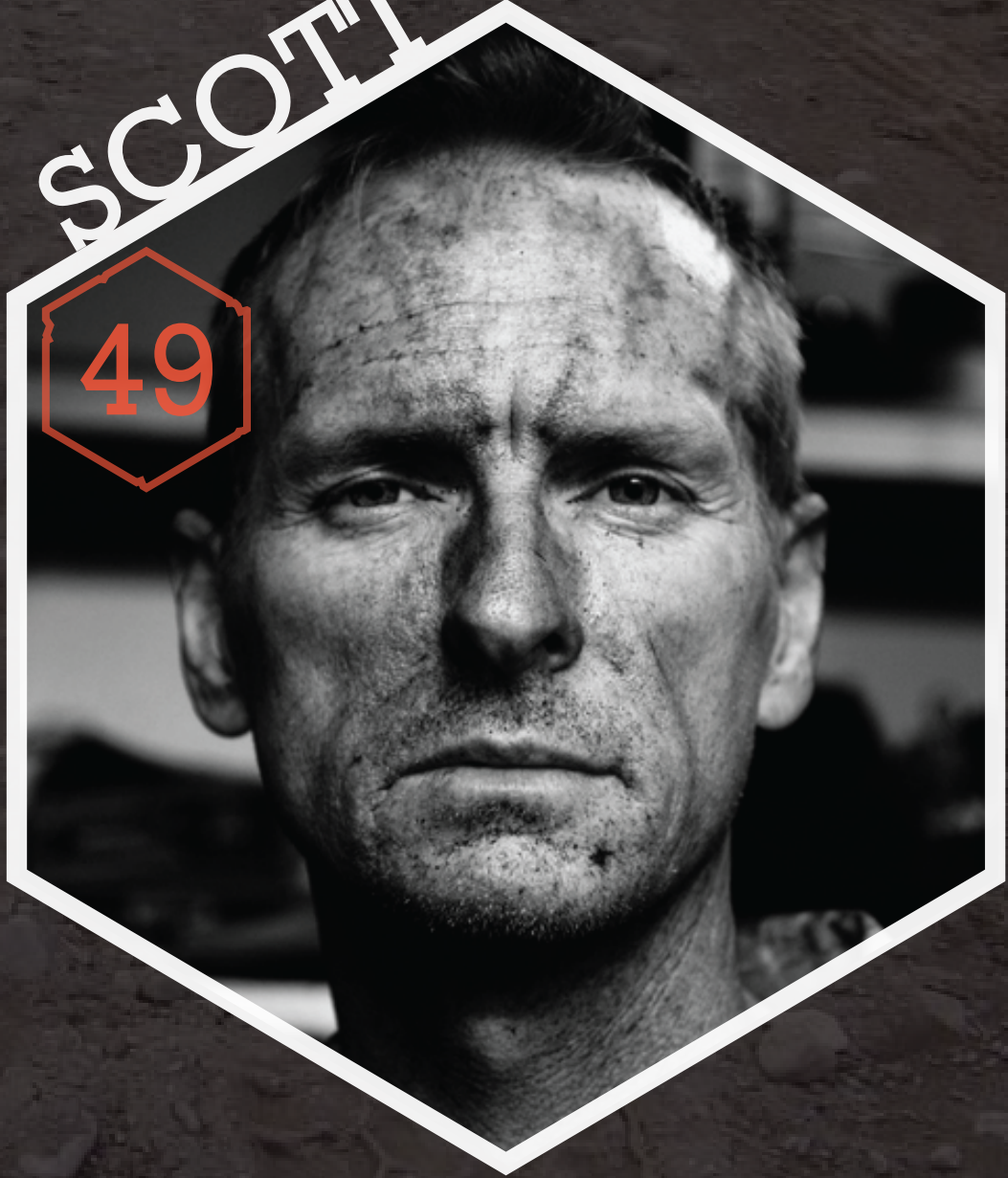
57



So what do our
construction
workers want?



SCOTT



49



GEOFF

“visibility is everything; creating a new design that not only keeps me safe, but provides a new look.”

So what do our
construction
workers want?



SCOTT

“padding, hard and soft, in the vest would help protect and provide comfort.”





It's time to
DO WORK.



WATER REPELLENT FABRIC
W/ REFLECTIVE PATTERN ON
SHOULDER AREA +

PADDED
TAIL +
ADDED
VIS/COMFORT/
CUSHION

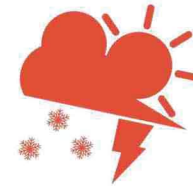
ZONE PADDING
for protection & comfort



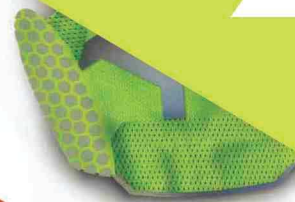
conceptn' WORK



WEATHER WARRIOR
own the weather



POCKET PRO
storage hog



Water proof pockets
lend a hand in storage
so all hands can be
free.



Weatherized mesh
and water-repelling
fabrics keep you
dry & detachable
arms & hood for
optimum warmth.





**SCREEN
PRINTING**

A white hexagonal shape with a green outline. Inside, there is a green icon of a screen printing squeegee. Below the icon, the words "SCREEN" and "PRINTING" are written in a bold, green, sans-serif font, stacked vertically.

**doin'
WORK**

A solid green hexagonal shape. In the center, the words "doin'" and "WORK" are written in a white, sans-serif font, stacked vertically. Below the text is a white icon of a pickaxe and a shovel crossed at their handles.

**SEWING
MADNESS**

A white hexagonal shape with a green outline. Inside, there is a green icon of a sewing machine. Below the icon, the words "SEWING" and "MADNESS" are written in a bold, green, sans-serif font, stacked vertically.

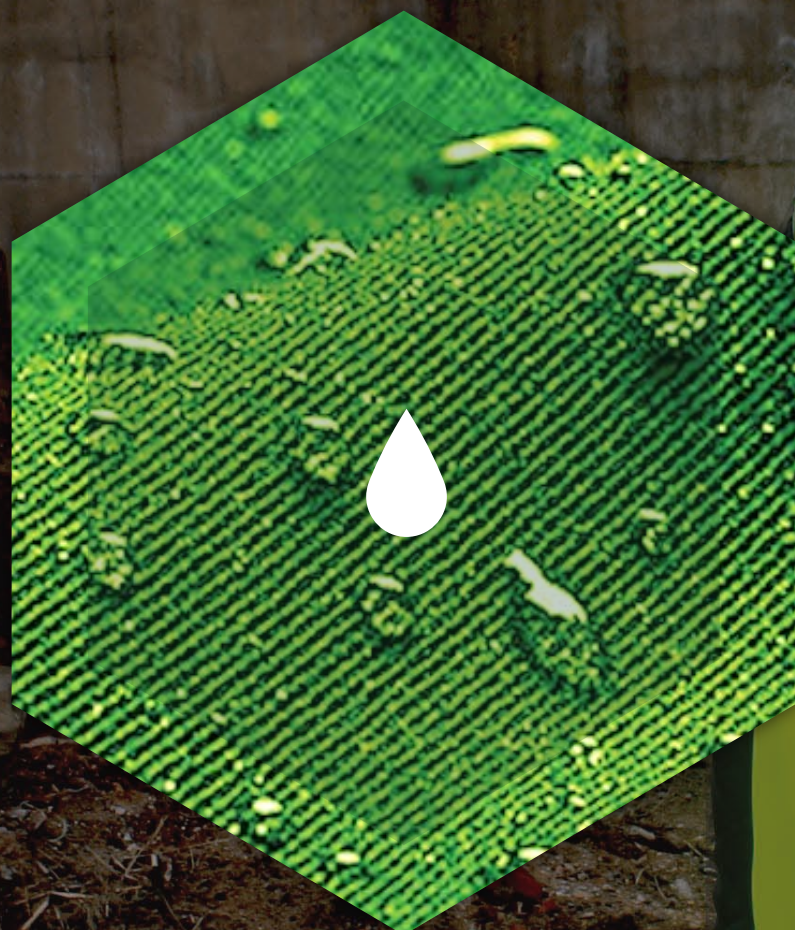
this is,



NIKE WORK



PRO FIT



STAY DRY



JUST BREATHE



ZONED STRETCH

compression fit fabric keep you mobile and locked-in, ready for whatever the road may throw you.



WATER-REPELLANT

fabrication helps keep you dry and light all day when mother nature is on your back.



WEATHERIZED MESH

strategically placed, provides superior protection to help keep you dry and cool, rain or shine.





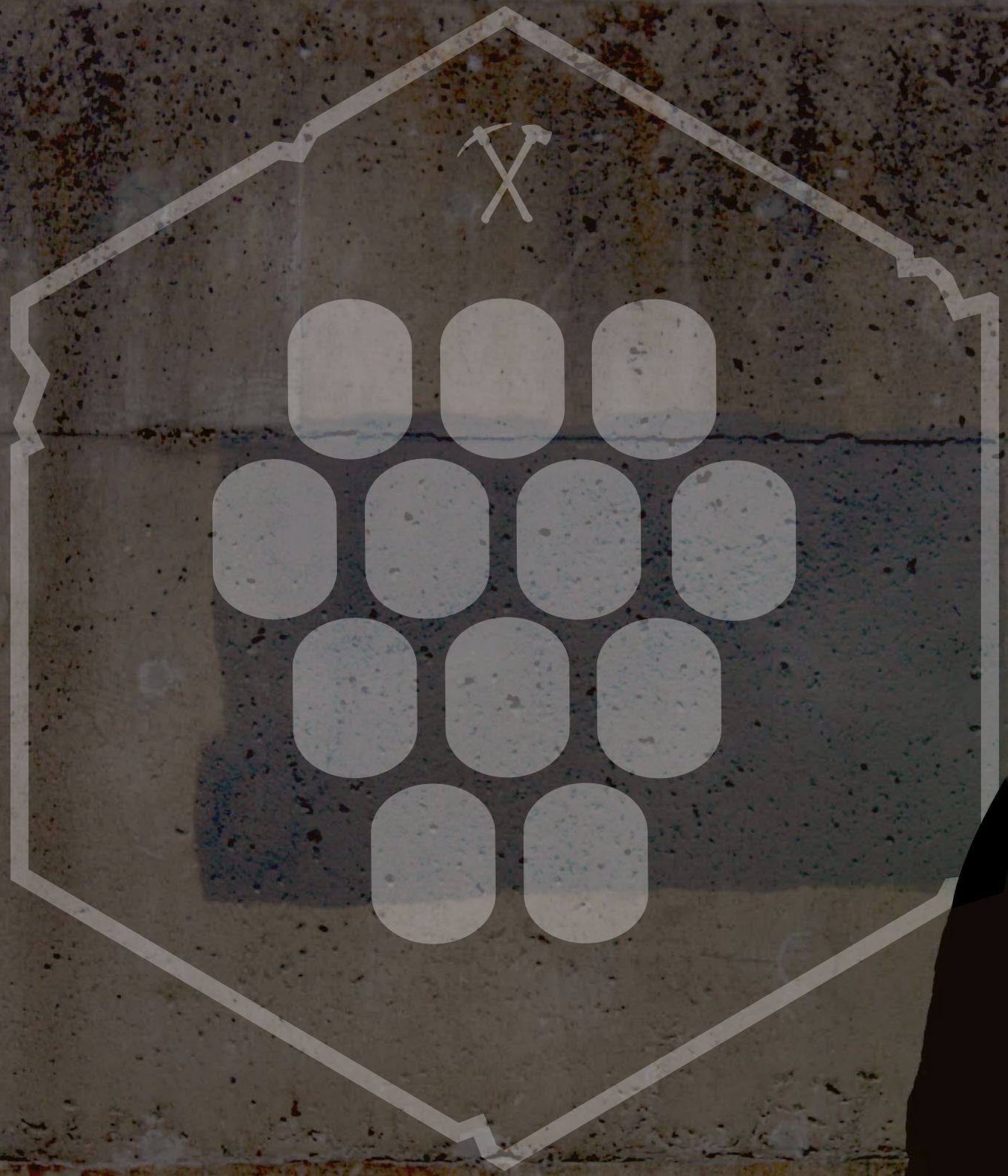
DRI-FIT

keeping you dry, cool, and comfortable, Dri-FIT fabric wicks sweat and moisture away from the body to the fabric surface, where it evaporates.



PROTECTION

Dual-density Deflex foam strategically placed in high-impact zones on the shoulders and at the sides, provides flexible, ultra-light protection for the tough that never stops going.



FORCE

magnetic attachment allows for a quick and easy connect when desired; no clips, snaps or zippers will get in the way, making attachment easy even with gloves on.




HIGH-VIS

the reflective hex-shaped pattern located on each shoulder and hip panel, allow for optimal visibility and strengthen your identity.

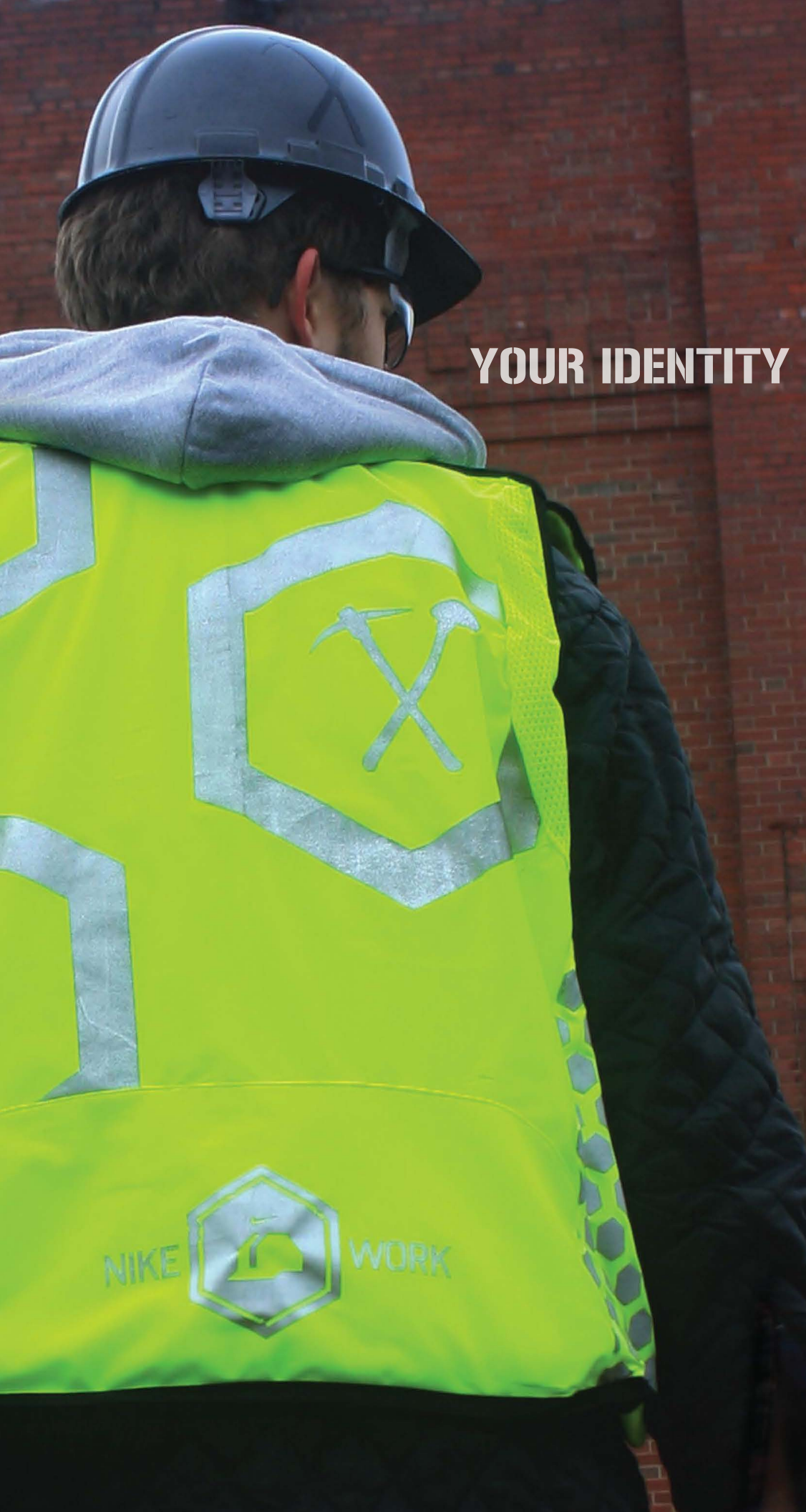


ZONE PADS

zoned dual-density Deflex foam padding is located on each shoulder, hip, and lower back to give you protection and comfort.







YOUR IDENTITY



IS KNOWN.



NIKE WORK



THANK YOU

to Ambient Inks of Eau Claire
for their help in screen printing
and support.

