

# **NIKE DESIGN APPRENTICESHIP PROGRAM**

**ANNA BELLA CARBONE**

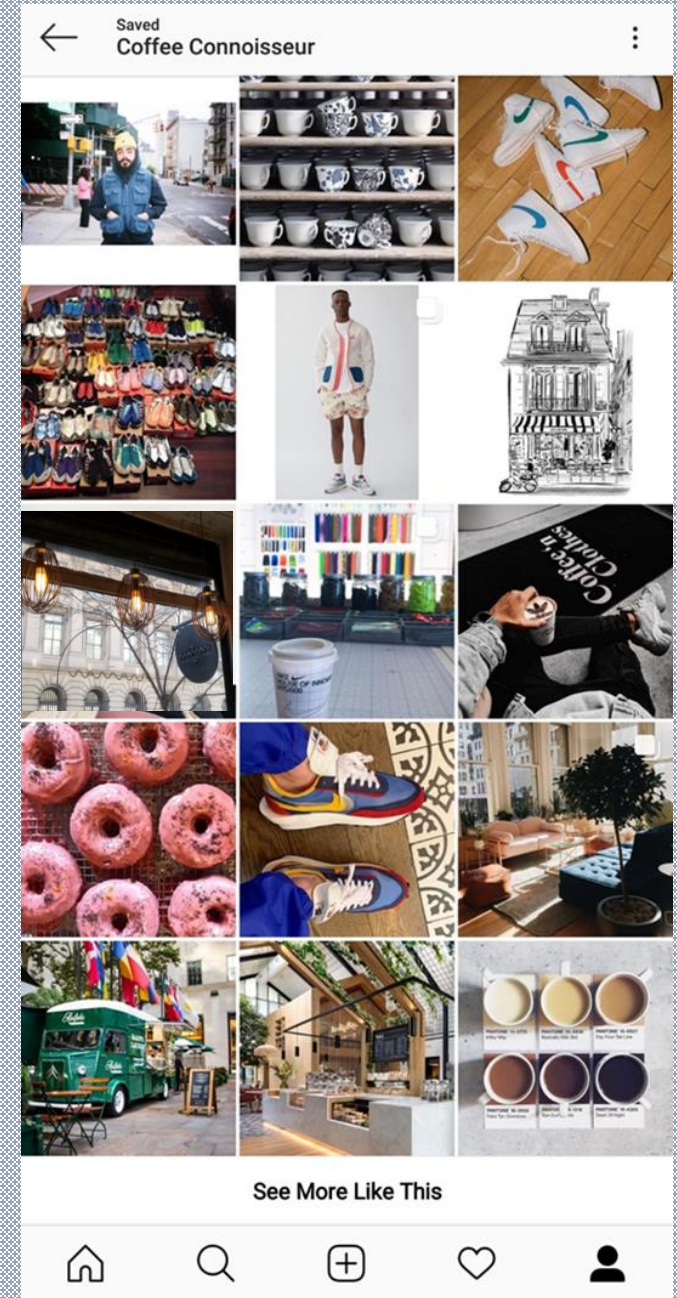
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# **COFFEE CONNOISSEUR**



# Coffee Connoisseur

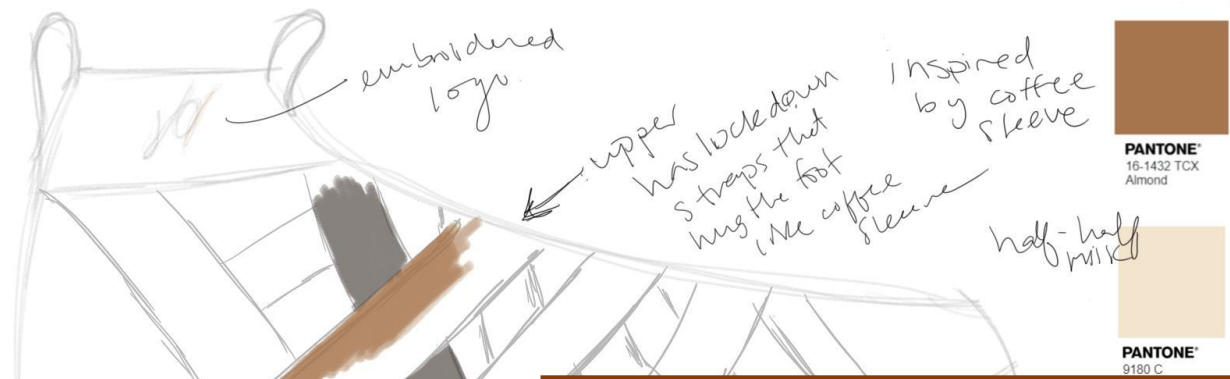
- Age 18-60 (who doesn't enjoy a good cup of coffee...am I right?)
- Designer
- Marches to the beat of their own drum
- Enjoys traveling
- Old soul
- "Dad vibes"



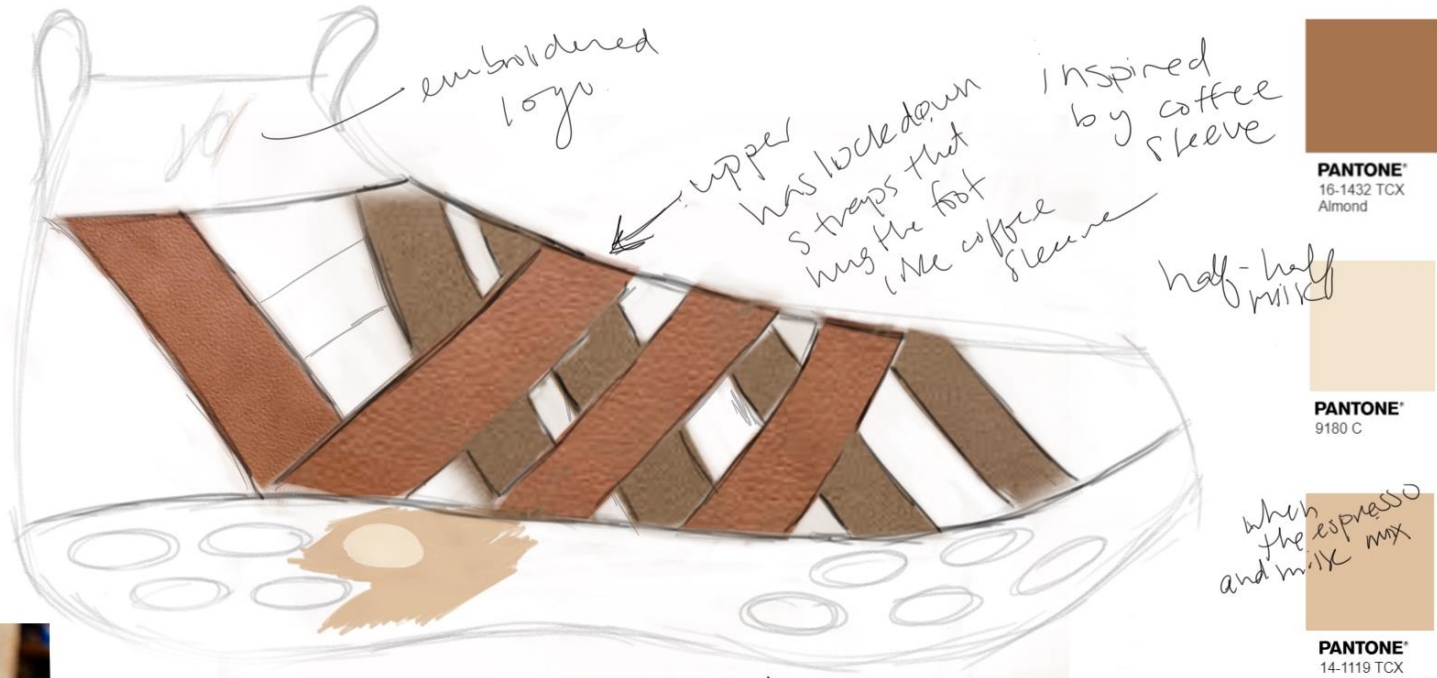
# **MOOD BOARD**



# **BEHIND THE DESIGN**



"Brevé"  
Basketball Sneaker



"Brevé"  
Basketball Sneaker

sole is "airy" like breve foam  
light and soft

espresso

PANTONE® 2479 C

espuma de leite

leite vaporizado e creme

espresso



caffè breve

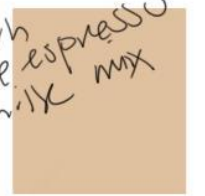




PANTONE®  
16-1432 TCX  
Almond



PANTONE®  
9180 C



PANTONE®  
14-1119 TCX  
Winter Wheat



PANTONE®  
2479 C

half-half milk

which the espresso and milk mix

espresso



"Brew"  
Basketball Sneaker

sole is "airy"  
like brewe foam  
light and soft



Goretex  
suede  
upper  
(espresso)

tumbled  
leather  
tongue

water resistant  
midsole  
toebox



"Cappuccino  
Chukka"

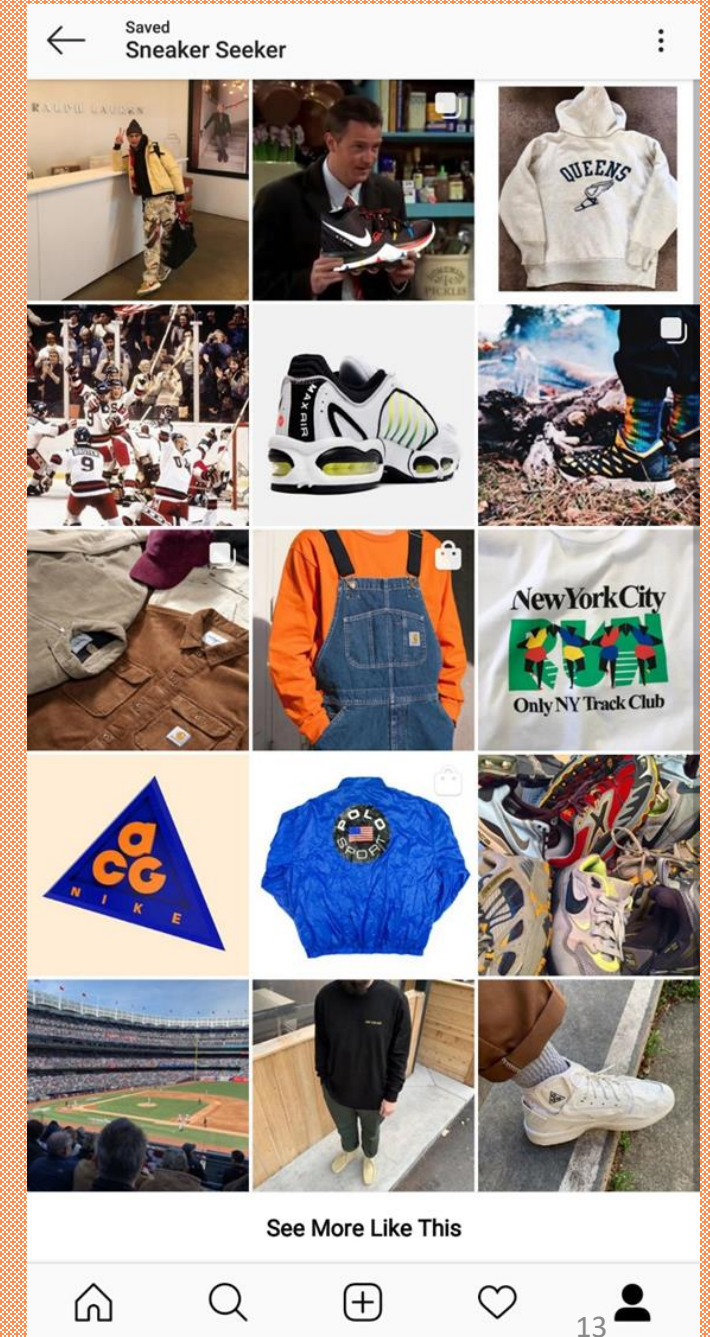
ridges for grip on different terrain  
- cream and espresso brown  
(cinnamon on top of cappuccino)

# **THE COMPETITOR**



# The Competitor

- Age 20-45
- Works for marketing company; 9-5 job
- Leaves work at work
- Enjoys sports (watching and playing), spending time with family
- More reserved; prioritizes which events to go to rather than going to everything
- “Silent killer”



# **MOOD BOARD**

New York

NEW YORK

*NEW YORK*

NEW YORK

NEW YORK

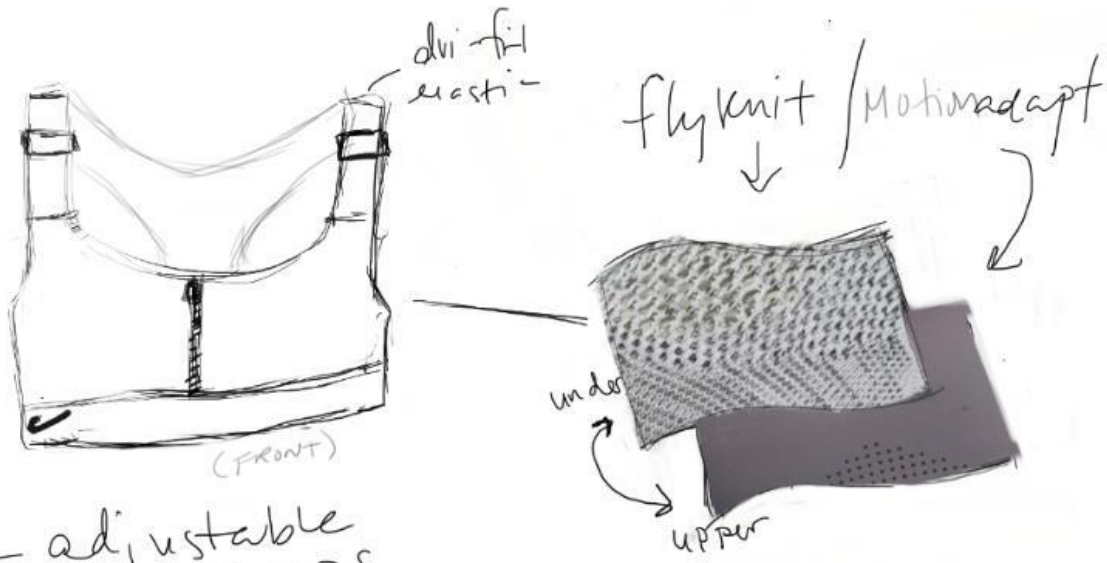
**NEW YORK**

*New York*



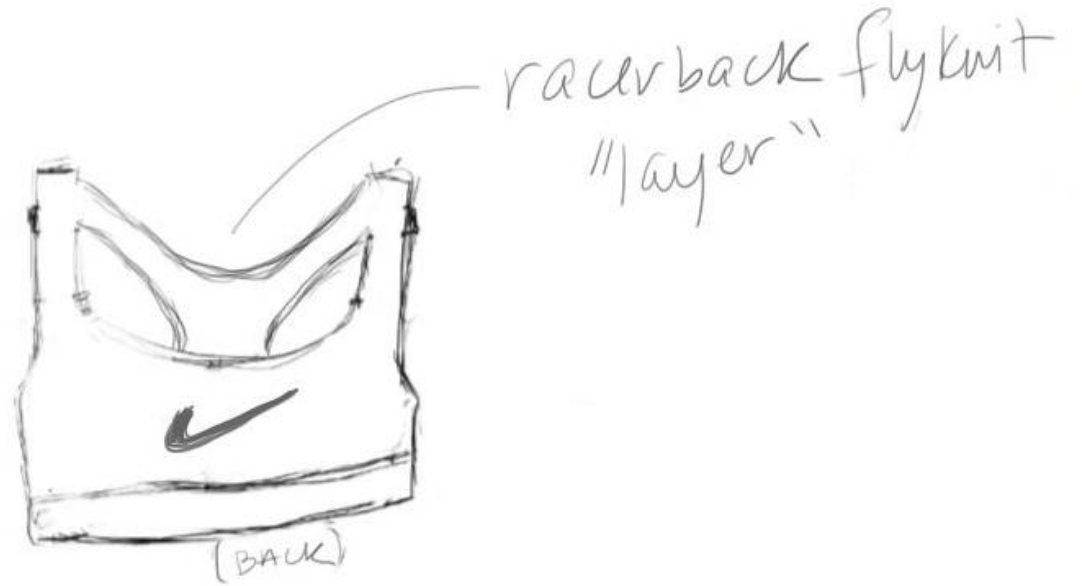
# **BEHIND THE DESIGN**





- adjustable straps
- zipper (not all the way)
  - easy on and off
- band gives that extra "support"

- Breathable flyknit
- Supportive Motion adapt





Stitch Terry collegiate letter

detachable with snaps to make it crop style



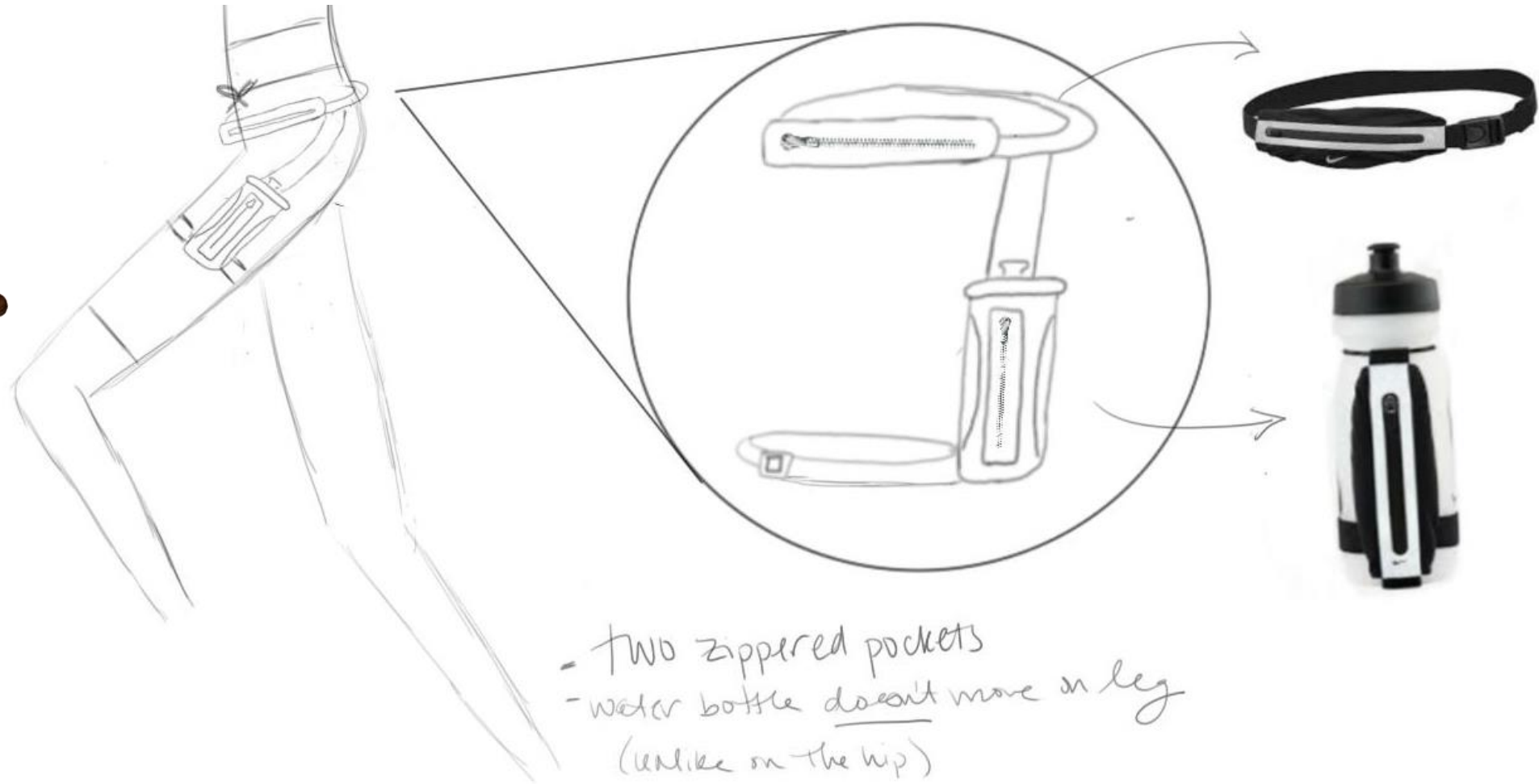
Carolyn Davidson

Variations:  
Knight 64 } Team  
Bowerman 64 } DKS

Swoosh origin 1977



"flight" strap can cinch bottom of jersey to create a run dress/ fitted look





BACK



FRONT





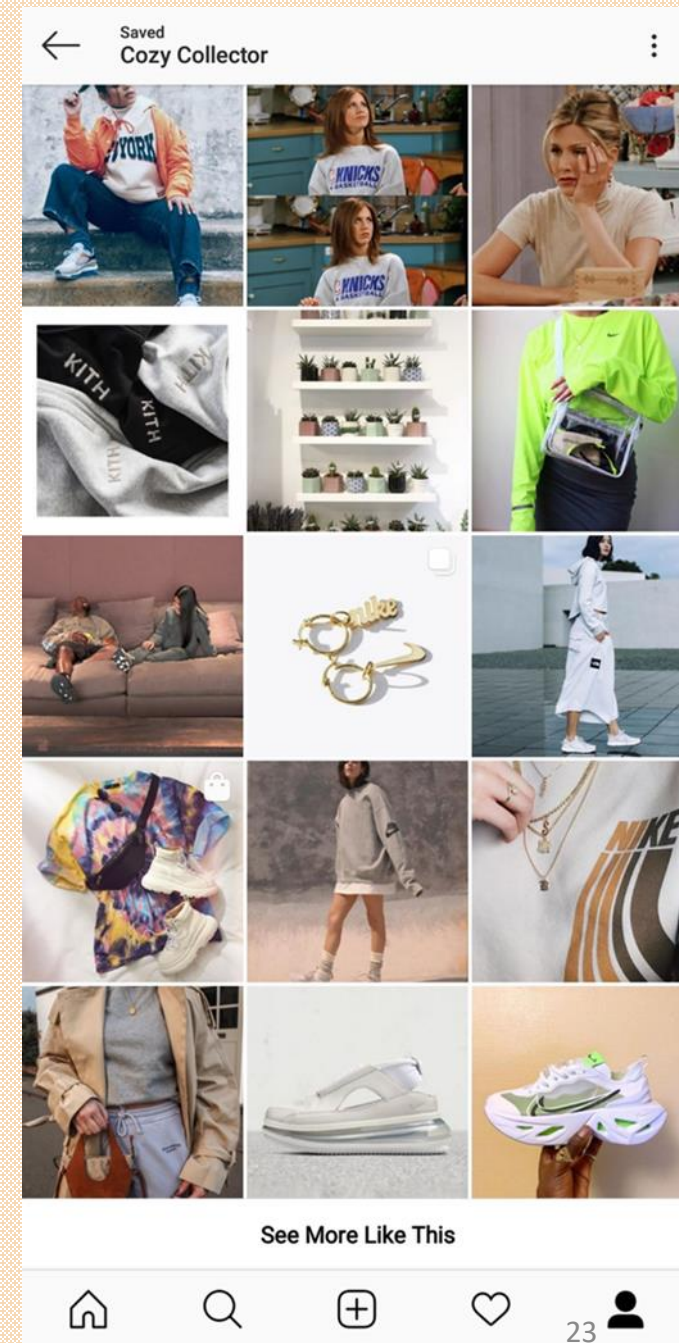
distraction  
free and  
cohesive to  
the body's  
anatomy

# **COZY COLLECTOR**



# Cozy Collector

- Age 20-35
- Freelancer; owns a business; creative
- Busy, constantly working
- enjoys art galleries, concerts, fashion shows
- loves networking and making connections
- “Hypebae”/”hypebeast”



# **MOOD BOARD**





# **BEHIND THE DESIGN**



dis-fit  
mesh

acronlyst

- flexible  
- breathable

- engineered  
wool



- embroidered swoosh
- adjustable straps



[pocket is fully detachable to turn into bag]

drawstring inside to tighten and hug waist

→ Turn into hat



use other strap to attach to pocket to create bag

#1



reversible straps

reversible pocket using zipper

#2



#3



# THANK YOU

<https://www.alphachronicle.com/resume>

**PASSWORD: designcrew**