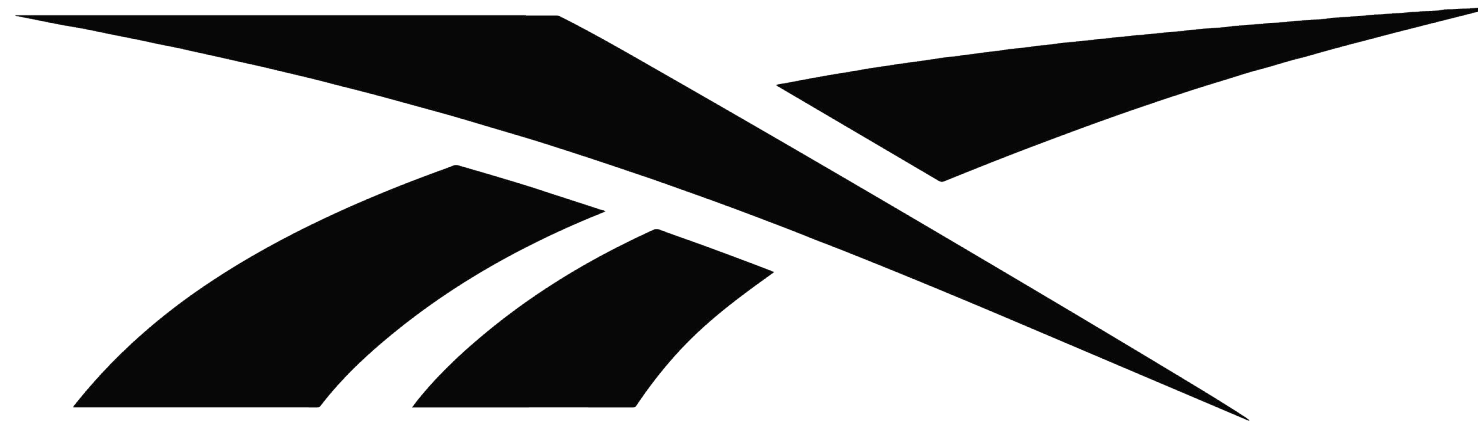
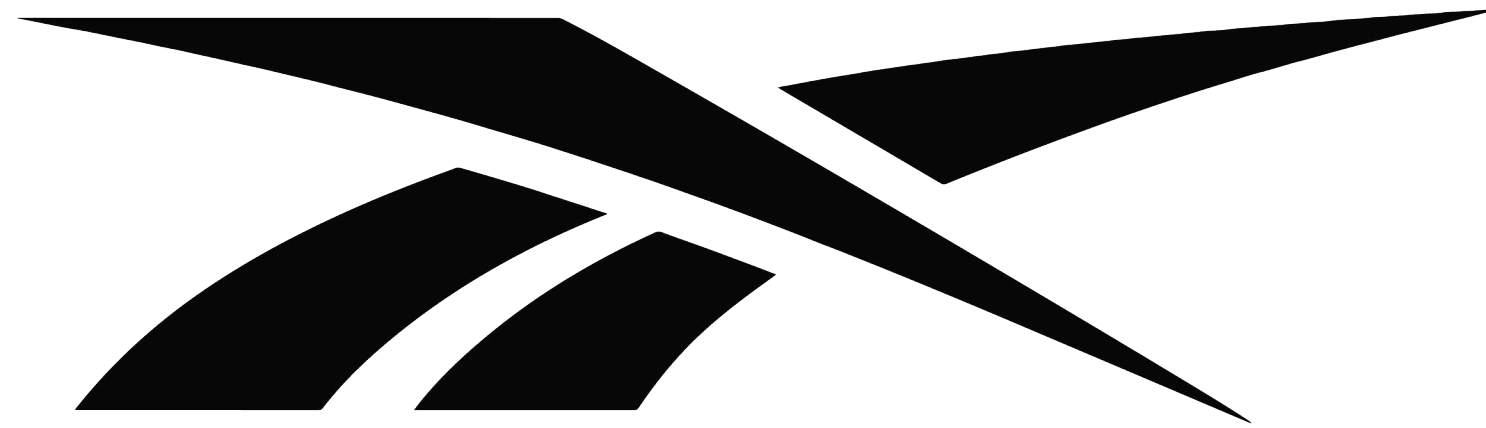


Reebok



Reebok



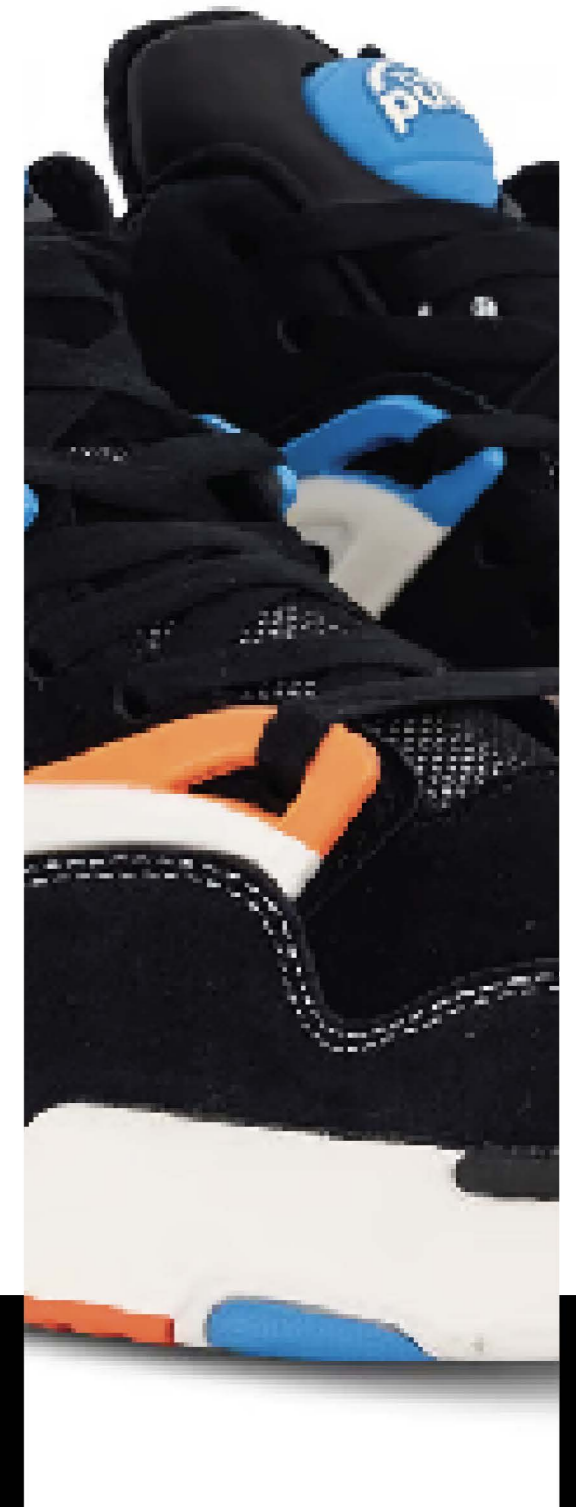
Lorem ipsum

Irreverant Sports Culture Brand

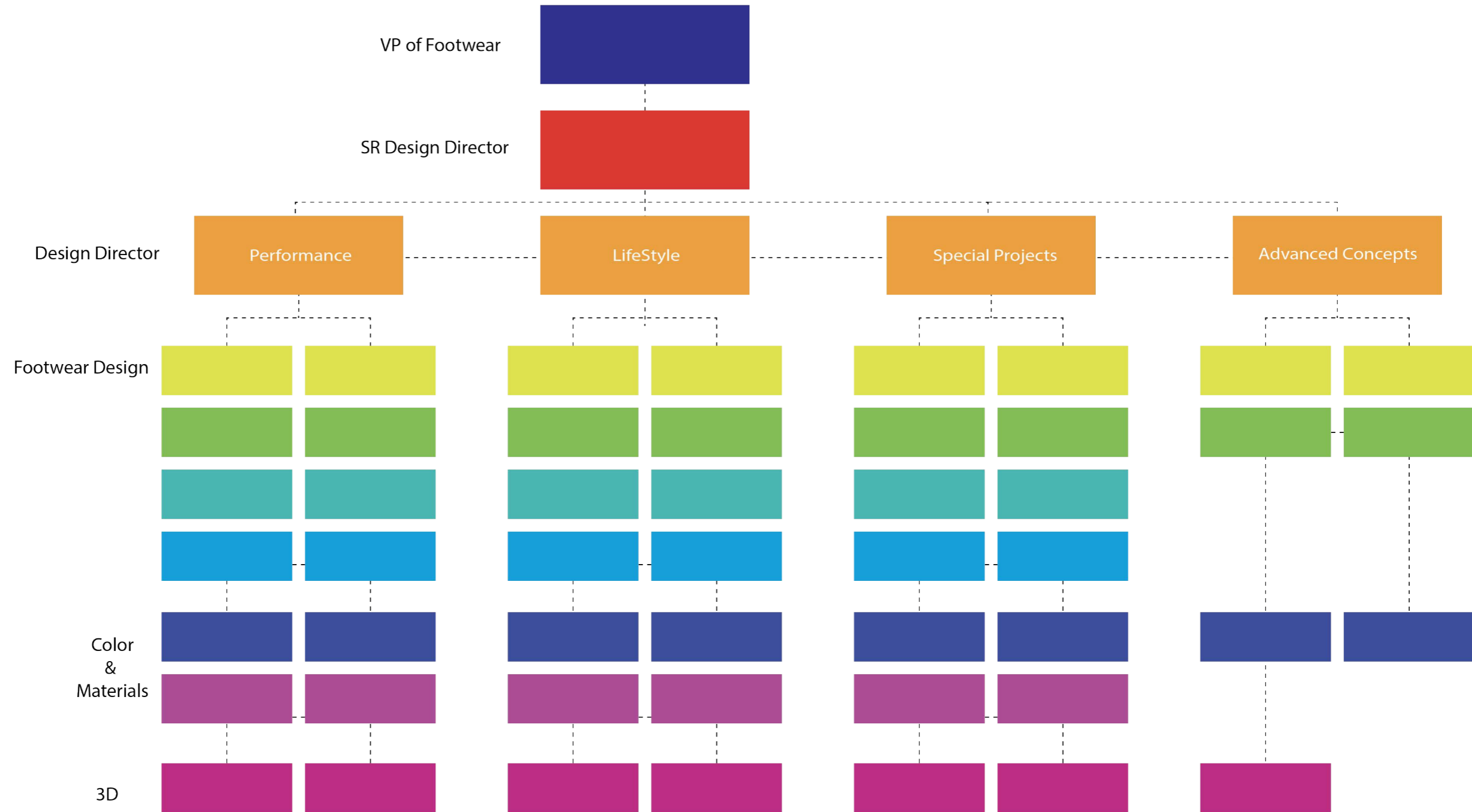
Our purpose it to get people to express themselves through movement.

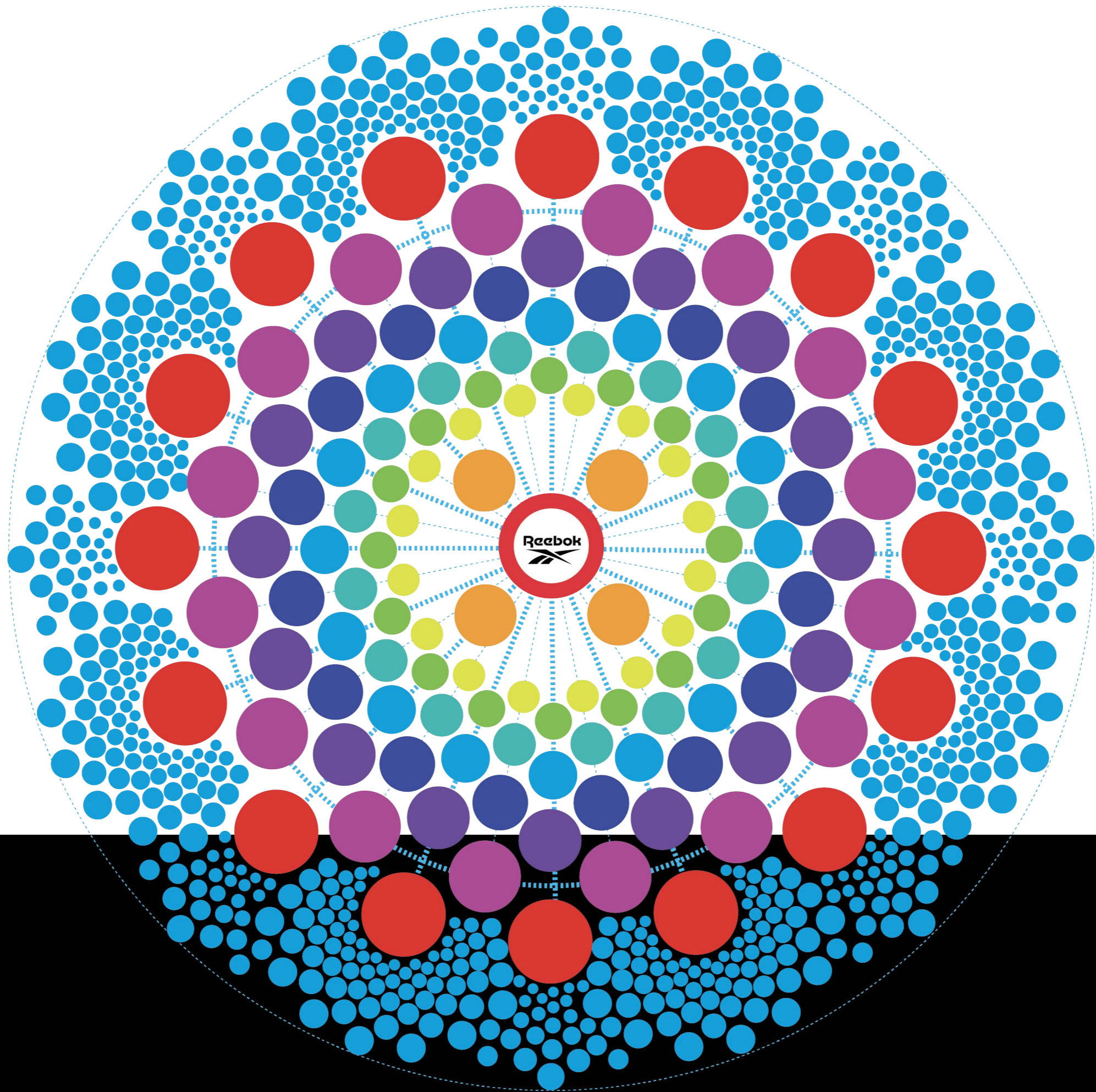
We believe life is not a spectator sport.

AUTHENTIC
INTEGRITY
RELEVANT
IRREVERENT



Footwear Matrix





RUNNING

INTERVIEW WITH Jonathan Spiros

Jonathan S. (He/Him) · 3rd

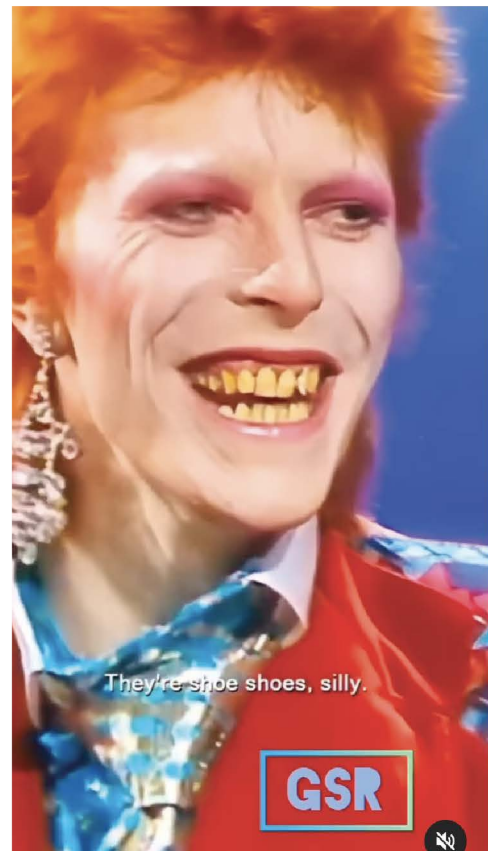
Director of Buying at Running Warehouse

San Luis Obispo, California, United States · [Contact info](#)

**“ REEBOK HAS SOME VERY GOOD RUNNING SHOES.
CURRENTLY WE DON'T CARRY ANY BECAUSE
THEY LACK CONSISTENCY OF PLATFORMS FOR US.”**



GENDER GENUINE AND EQUAL



rockhystation · Follow
Original audio

rockhystation "They're shoe-shoes, silly." David Bowie to Russell Harty, 50 years ago, 1973.

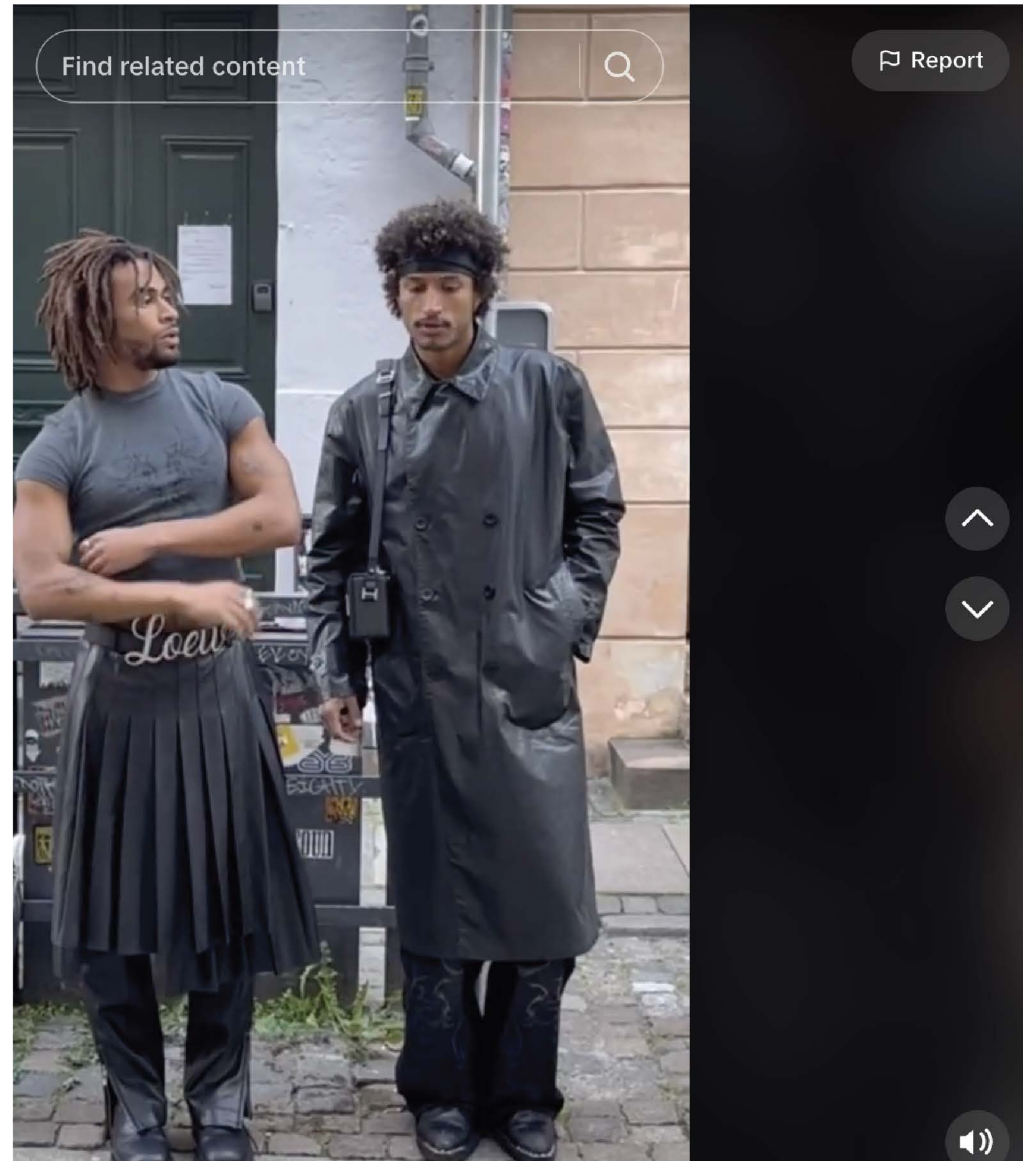
#davidbowie #bobdylan #60s #music #rock #rockmusic #rocknroll #rockandroll #guitar #folk #acoustic #thebeatles #rollingstones #southernrock #country #fender #guitaporn #classic #classicrock #southern #hippie #70s #deltablues #blues #bluesrock #jazz #metal #heavymetal #retro #rockhystation

via: @ucoofficial @rockhystation
7w

fourex_guitars Those teeth could use a brushing.
7w · 7715 likes · Reply

74,886 likes
JULY 22

Add a comment... Post



jxrndanhames ✓
Jordan · 8-13

Follow

👉👉👉👉
🎵 Eyes Without A Face - Billy Idol

2115 55 51

https://www.tiktok.com/@jxrndanhames/video/72669... Copy link

Comments (55) Creator videos

Tara Alyxx
Fashion boys are my faaaavveeee!!! Beautiful beings!
8-13 Reply 28

leonixx
Oh god really cool
8-18 Reply 1

DenWills
So cool 🔥🔥🔥
8-15 Reply 1

Don Juan
Yes.
1

Add comment... @ 😊 Post

Club C 85 Vintage Shoes
\$90
Chalk / Paperwhite / Glen Green

This item is excluded from all promotions. This item is excluded from the Hero and Student discount.

Sizes

M 3.5 / W 5	M 4 / W 5.5	M 4.5 / W 6	M 5 / W 6.5
M 5.5 / W 7	M 6 / W 7.5	M 6.5 / W 8	M 7 / W 8.5
M 7.5 / W 9	M 8 / W 9.5	M 8.5 / W 10	M 9 / W 10.5
M 9.5 / W 11	M 10 / W 11.5	M 10.5 / W 12	M 11 / W 12.5
M 11.5 / W 13	M 12 / W 13.5	M 13 / W 14.5	M 14 / W 15.5
M 15 / W 16.5			

EU to US Shoe Size Chart

Foot size (inches)	US (Men)	US (Women)	EU
3.5	5	35	35
4	5.5	35.5	35.5
4.5	6	36.5	36
5	6.5	37	37
5.5	7	37.5	37.5
6	7.5	38	38
6.5	8	39	39
7	8.5	39.5	39.5
7.5	9	40	40
8	9.5	40.5	40.5
8.5	10	41.5	41
9	10.5	41.5	41.5
9.5	11	42.5	42
10	11.5	43.5	43
10.5	12	44	44
11	12.5	44.5	44.5
11.5	13	45.5	45
12	13.5	46	46
12.5	14	46.5	46.5

www.shoesizeguru.com

Overview Personal Research

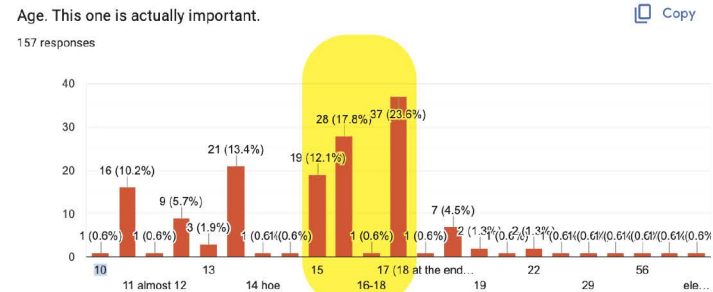


What Does it mean to you??

I am looking for candid, fun, explosive answers to some simple questions. All from your perspective. The more you can say the better. Just have fun with it though.

Make one up. Nickname, Nom de Plume, Initials, no name. You choose.

Short answer text



Age. This one is actually important. *

Short answer text

Use three words to describe yourself or things you like. *

Short answer text

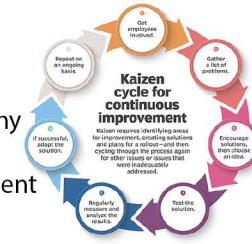
What do "sneakers" mean to you?

Short answer text

NAMES. Floof, Jack Attack, Reaper, :,], cat in a hat, Bdizzle, Chicken Nugget

adventurous, earthy, ambitious
Down to earth, outdoorsy, goofy
slug, nuh uh, john deere
tired, bored and boring
there, here, then
gritty hard working cars.
KAISEN, dessectologist, chesslover.

Kaizen is a Japanese term meaning change for the better or continuous improvement. It is a Japanese business philosophy that concerns the processes that continuously improve operations and involve all employees. Kaizen sees improvement in productivity as a gradual and methodical process.



A dissectologist is a person who has a passion for solving jigsaw puzzles, and derives great pleasure from the process.

DESCRIBE YOURSELF

lazy, intelligent, funny
Art, Editing, Men
1: i like sneakers 2: i love cheer 3: i love the color pink

"The things I put on my feet that Make squeak noises with fast movement"
"like to wear them for Stille"

"Nothing, I don't care about sneakers"
"Sneakers are a way I can express myself through fashion"
"They drip"
how you step in the room, your shoes mean the most bout your fit

Music
Video Games
Sports
Friends
Alone time

They really like Nike
They kind of like Adidas
They aren't super fond of Reebok "I don't even know what Reebok is"
Yeezee was polarizing (see what I did there)

Crocs was a surprise " most liked"
I missed UGGS and it was called out.

They don't like Skecher

Music, Sports

Five Finger Death Punch. I don't like the music that much but I do like what they do for veterans.
Kanye Kendrick, Drake, Lil wayne, Baby keem, Arctic Monkeys, Brent Faiyaz, Summer Walker, Daniel Caesar, Baby Keem, Gunna, Frank Ocean, The Weeknd, Joji, A Boogie wit Da Hoodie, Travis, Kanye, Lil Baby, Jdot Breezy, Rylo Rodriguez.

Influencers

Mark Rober creates cool things to help the environment and make life easier, and I watch him on Youtube.

Mr beast is doing a positive thing because he helps unfortunate people all over the world, you can watch him on youtube.

Youtubers like **Mr. Beast**, he got money and a very big global audience

Danny Gonzalez

Marsai Martin or **Keith Lee.**

mai pham youtube
molly mae youtuber

One influencer that comes to mind is **Kai Cenat**. Kai Cenat is one of the top twitch streamers on the platform and tons of people watches his live streams everyday. I think if Kai was to get a shoe made for him and show it off to his stream It could give positive feedbacks or it might give negative feedback depending on how the shoe looks.

I think that **David Goggins** would be a great pick since he shows positivity, inspiration, and integrity. He's also an athlete and runs a lot so I think you could sponsor him with running shoes.

Kyle Krueger on Youtube Shorts
MR. beast .I watch him on YouTube.

Vu Le ("voo lay") describes himself as a "writer, speaker, vegan". He is the writer of NonprofitAF and the former Executive Director of Rainier Valley Corps, a nonprofit in Seattle that promotes social justice by developing leaders of color, strengthening organizations led by communities of color, and fostering collaboration between diverse communities. Vu is fresh, honest, unapologetic, and uses humor to bring new perspectives to nonprofit topics. I personally do not follow this person online or on social media but reading on his beliefs and the cause he supports I believe he would make a great candidate to reach out to many communities and minorities. Nick eh 30. I watch him on Youtube.

The influenced I pick is **David Goggins** he has a lot of integrity and inspiration in our generation, he is known for his mindset, working hard, holding several world records, former navy seal. If Reebok got David Goggins to represent their brand it would definitely bring a lot of attention back into the brand, Reebok.,

Andy Dang
ryan renolds on youtube because everyone likes him and everyone uses youtube. I think Mr.Beast has done some pretty positive things on youtube, I dont watch him personally anymore, but he has a younger audience, which might be goo for trying to start a trend.
Mark Rober, he is an engineer who worked for Nasa that makes things for the environment and to make life easier. I watch him on Youtube.
I watch **Beyline Levine** on Youtube.
MR.Beast would be a huge collab, **Donut Media** would also be nice, **Bradly Martin**, hot rod hippie
Daddy Noel is a famous bodybuilder that is widely respected by a large part of the gym community. For what I know, he was come out to say that he is on steroids, but

**YOU CAN KNOW THE TREND
BUT DON'T CHASE THE TREND
BE THE TREND**

“Instead of following a trend of design and improving on it, why not take ideas that have been liked a lot and placing it all together into and original idea. Copying a trend, it comes down to which design is cheaper or better but. with your own signature you could create a new trend itself where others are forced to follow. control the trend. not follow it.

The world is
dying. what
are you doing
about it

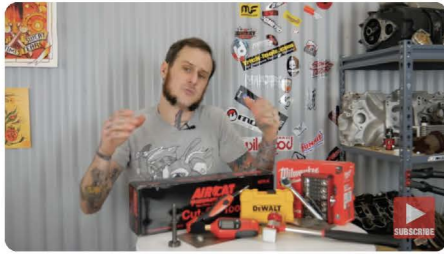
**IF THE OCEANS DIE,
WE DIE.**

GROUNDING IN CAPTAIN PAUL WATSON'S WORDS, NICCOLO CASAS
DESIGNED A RADICAL VISION FOR A NEW, ECO-INNOVATIVE
ARCHITECTURE IN COLLABORATION WITH PARLEY FOR THE OCEANS.

"Stop green-washing. make truly low-impact
products, and make *real* improvements
in working conditions & wages globally"

-Leela Korde, Northern Lights School, Oakland 8th grade

INFLUENCERS



HotRodHippie - CHANNEL TRAILER!
9,731 views · 5 years ago
WELCOME TO MY CHANNEL!
Check out this channel trailer and the other videos here. I post Automotive, Motorcycle, Metal shaping, and general Fabrication videos. From Tips to Tool Reviews, Demonstrations to Shop Tours, if you are into cars or DIY work there is probably something here of interest to you!
READ MORE



Prankster vs Male Karen!
2.4M views · 3 months ago
Baylen Levine
When two forces collide... Merch: <https://baylenlevine.com/> Instagram: <https://www.instagram.com/baylenlevine/>



MY ADDICTION. THOUGHTS WHILE EATING.
54M views · 6 years ago
Liza Koshy
Screw this video... Don't think about it, just eat all of it. Thanks for watching babes! Check out m



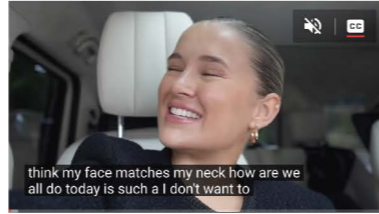
Amelie Zilber Spends \$\$\$ on WHAT?! | Hot Girl Travel Tips | Cosi
9.3K views · 6 months ago
Cosmopolitan
The gorgeous Amelie Zilber stopped by to show us what's in her travel bag- and she is FULL of ti



Mr. Beast



Mai Pham



LET'S CATCHUP & SPEND T
738K views · 4 weeks ago
MollyMae
Head to your local Homesense now to pic



i hosted the blackest Juneteenth party
416K views · 2 months ago
Marsai Martin
My first annual cookout, Juneteenth '23 (Los Angeles, CA)
Videographer/Editor: Raymone "R.J." Jennings All my socials:...



Kai Cenat Rates Viewers Back To School Outfits..
1.4M views · 11 days ago
Kai Cenat Live
Kai Cenat Rates Viewers Back To School Outfits.. FOLLOW ME ON TWITCH:



How to Escape a Police Sniffing Dog
14,334,258 views · 2 months ago
Scent trailing dogs are indistinguishable from magic. your LEAST BORING SUMMER EVER? Come join me @CrunchLabs all summer long- <http://campcrunchlabs>
Special thanks to Shay. If you want to learn more abo you can visit her website at <https://www.k9shay.com> @WorkingK9Cook ...
READ MORE



Mai Pham



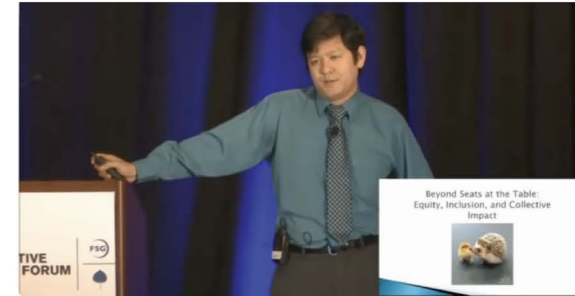
Prankster vs Male Karen!
2.4M views · 3 months ago
Baylen Levine
When two forces collide... Merch: <https://baylenlevine.com/>



Five Finger Death Punch
<https://www.instagram.com/p/CvV1A46xIjm/>



David Goggins



Vu Le

"You forgot YouTube! I only watch Youtube."

TREND

SUPER CUSH

WGSN • THEFUTURELABRATORY • TRENDHUNTER



TREND

FULL CIRCLE

WGSN • PLURIVERSE. CLARK CONSULTING



\$64.00
HOLO MAVERICK



The Feeting Room

Introducing the Stan Smith Mylo by adidas



TREND **DIGITOPIA** THE INFLUENCE OF AI AND VIRTUAL REALMS IN DESIGN
WGSN

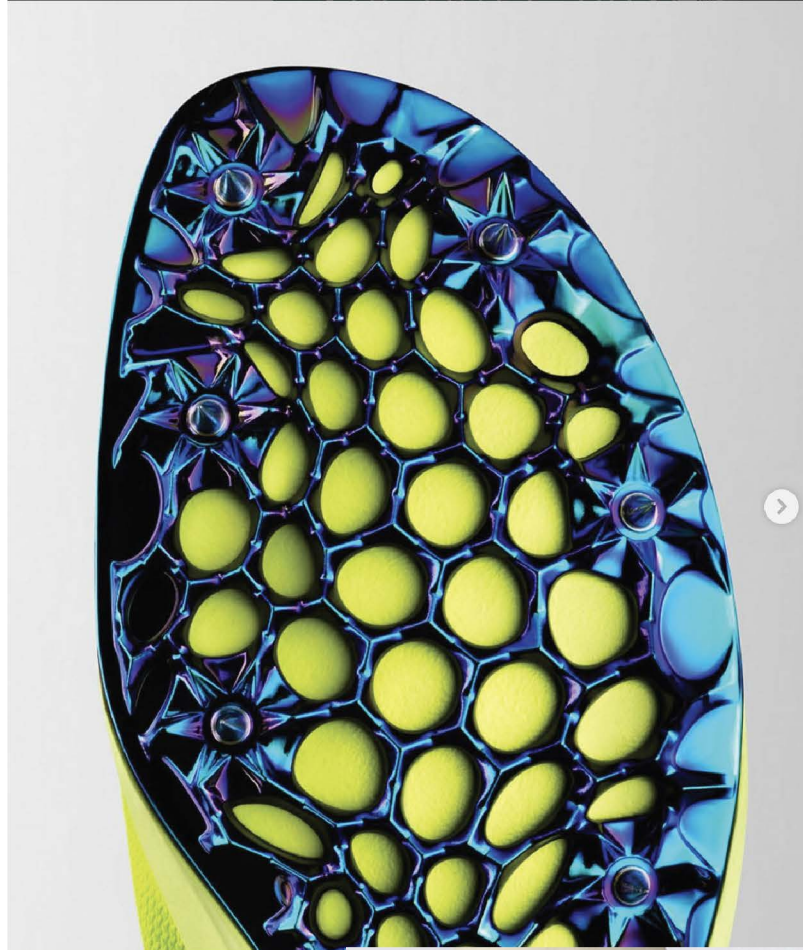


OTHERWORLDLY AI
inspiration from AI, fantasy and e-textiles shapes this theme.

TREND

ORGANIC

WGSN • PLURIVERSE. CLARK CONSULTING



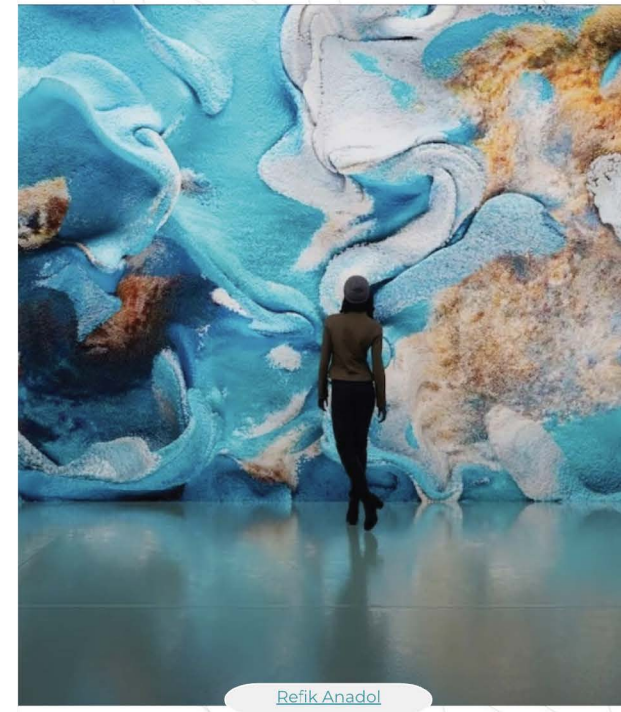
TREND **FUTURE WAVE**
 JENNY CLARK DESIGN TREND CONSULTANT



Macro View

Industry Drivers

- Minimising environmental impact is driving demand for circular products.
- Dealing with waste is a priority when consumers are striving to live a zero waste lifestyle.
- Consumers are hyper aware of greenwashing and greenhushing, so brands need to build impactful sustainable strategies.
- AI technology is being developed by startups to speed up efficiency and circularity in the supply chain.
- 3D printing is allowing brands to produce personalised products on demand.
- Digital passports are enhancing traceability, transparency and authentication.
- AR technology provides personalised virtual 'try on' customer experiences.

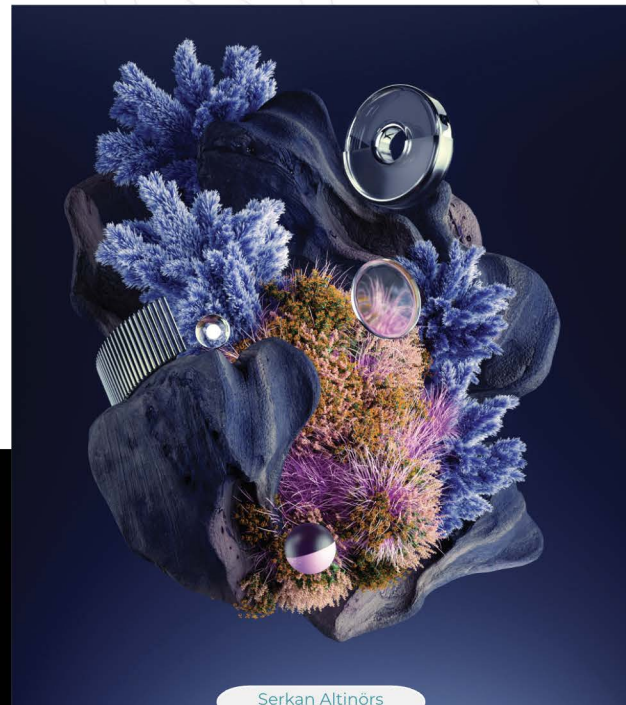


Refik Anadol

Future Wave

Concept

- Water and ocean inspired aesthetics
- Human-machine collaboration
- Intelligent science driven technologies
- Innovative structural forms
- Next generation marine materials



Serkan Altinörs

Future Wave

Concept

- Digital artists experiment with weather data to create unique artworks (Refik Anadol)
- Design studios utilise intelligent, bio based, color changing materials (Crafting Plastic Studio's)
- Automotive and fashion brand partnerships deliver innovative water inspired design aesthetics (Rolls Royce x Iris van Herpen)
- 3D printing enables new architectural structures to be achieved inspired by the ocean (Ecoalf and Parley x Niccolo Casas).
- Utilizing marine waste for new materials (TBWA/Hakuhodo)



Crafting Plastics Studio



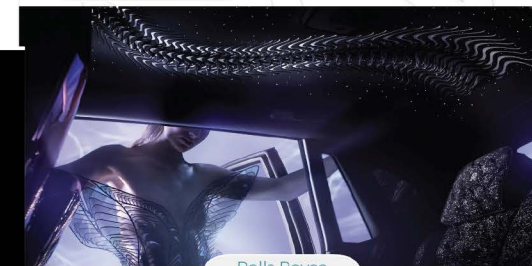
Parley x Niccolo Casas



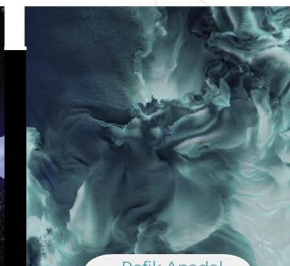
Ecoalf



Cèlina Camboni



Rolls Royce



Refik Anadol



TBWA/Hakuhodo

TREND **RETROFUTURE**
WGSN • PLURIVERSE. CLARK CONSULTING



Classic looks gets a modern tech update

FASHION NETWORK

5

DESIGN CAMPAIGNS INDUSTRY INNOVATIONS COLLECTION PEOPLE EVENTS APPOINTMENTS

This will be a reset year for the footwear industry, said Beth Goldstein, footwear and accessories analyst at NPD. “After three years of ups and downs, we can expect sales and price trends will level out as consumers settle into their now-familiar lifestyles and make strategic choices about their must-haves versus their nice-to-haves, as they continue to grapple with macroeconomic pressures.”

In 2022, the sport leisure category generated the highest sales. However, fashion footwear was the biggest driver of growth as the return to workplaces, events, and other activities brought attention back to more formal footwear categories.

“While the fashion footwear market will continue to benefit from these social behaviors in 2023, their impact will begin to level off, as the replenishment needs that propelled the category in 2022 will slow,” said Goldstein.

Meanwhile, the blurring of fashion and athletic footwear will continue feature in the footwear segment, as consumers weigh their priorities, added the NPD report. Casual footwear, sneakers, and athletic footwear are most likely to be considered necessities, compared to dress footwear, outdoor shoes, and slippers, which are more likely to be viewed as non-essential.

Feng Chen Wang x Nike



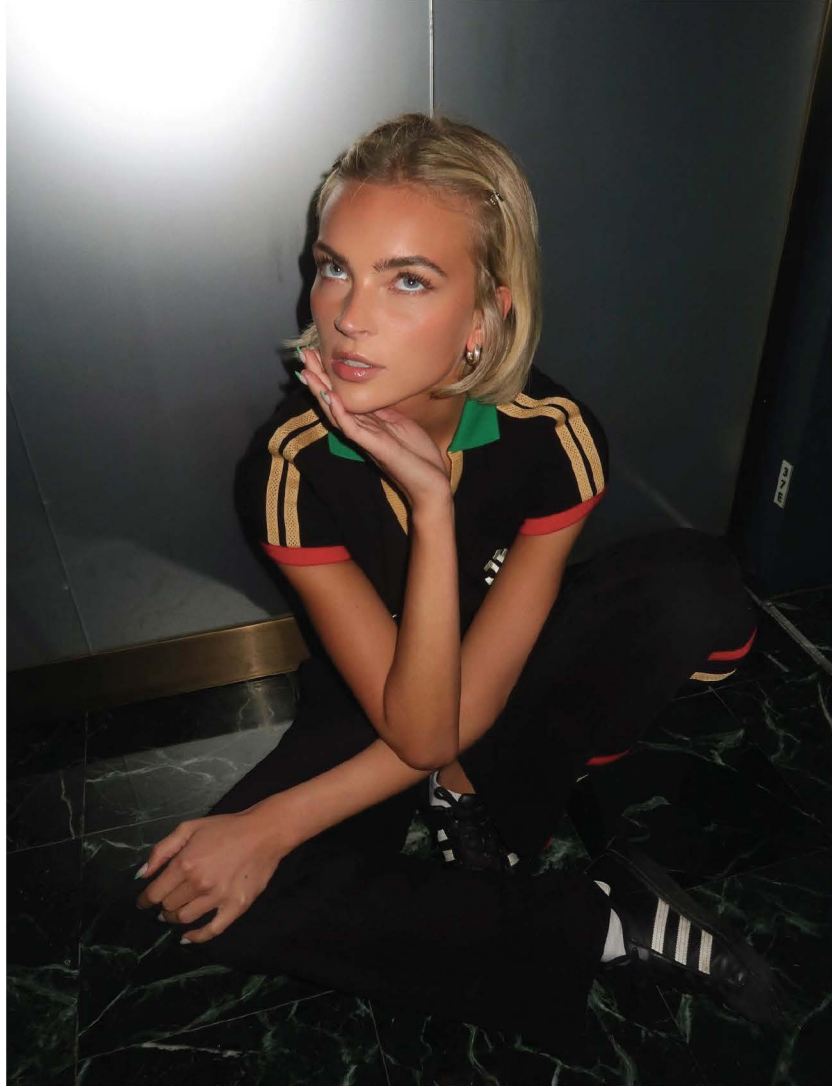


Serene futurism

The concept: as we continue to move seamlessly between digital and physical worlds, digital design will remain influential, pushing sensorial surfaces to the fore in the metaverse and real life.

Surface and materials: phygital textures in this direction have an otherworldly quality, appearing to be fluid, glossy, iridescent, semi-transparent or glowing.

Dawn Bendick's glass artworks inspire smooth and tactile semi-opaque surfaces in electric brights. Create a bioluminescent glow inspired by nature. For forward-thinking concepts, use the sneaker to capture or even generate electricity through embedding piezoelectric materials into the sole.





Larssyn Staley (PhD) · 1st

Passionate about leveraging research to drive sports performance

Wohlen bei Bern, Berne, Switzerland · [Contact info](#)

500+ connections

14 time US National Cycling Champion
Junior Points Race World Champion
2 time Doubles Swiss National Rowing Champion

**Bundesamt für Sport
BASPO**

UZH University of Zurich

On the womens side of sports, they are using social media deferently, social, corporate responsibility, throughout. Footwear players, mental health discussions.

Larssyn's main goal sports communication with national governing bodies Those bodies are not very active commercially or media, they rely on public funding. (Europe not USA) They need more interaction with the commercial industry to generating public value. National governing bodies. There is a better pathway for athletes and beyond soccer. Women need to and do approach this differently. womens sports, key topic, biomechanics, digitaliation. There is a lot of talk about womens sports, training, menstrual cycle related, but there isn't much shared research. Hot topic, politics. Funding, are girls and boys given the same funding. There is not a lot of reserch on womens sports for marketability, womens business model. There is a project paper 10 years ago, looking at the ncaa, and title 9. It looked at media presence on college websites. If there is equal money invested and equal media attention are we doing it justice? The study looked at funding, participation and every square inch of media coverage. Literally, the square inches. Football gets more publicity than the revenue they they generate.

Larssyn is studying Participation rates, money going into those sports, Instagram accounts, and thier communication. Fast and female (swiss movement) getting women in sport, is it affecting a sports and become a best process model, reality vs advertising, models behind that. Presence on social media, two phycologist are also doing a study that involved Marlene Rosseur, brief interview, engagment both positive and negative phycology point of view, all of other post, Swiss top hitter, big numbers, competing agains football, only a couple had that type of engagment, Athletes that showed emotion, positive REAL, "what is your favorite training route.

Swiss and sponsorship of the womens Covid Zwift tour, women had the following equal to mens. The ASO governing body asked Zwift to get involved. ZWIFT said yes but only if they get real professional media coverage, prerace stories. No professional media coverage, No sponsorship.

In Israel there is a move in the works to help create a program for retiring professional athletes sponsorship to create a career beyond there sport. 2 years of Coverage and cash assistance to start up what have become Successful unicorns on the stockmarket. Offers athletes a 2 year time period to develop their idea and put it on the market. Wingate Sponsored Javelin thrower from india.



Kelsey Plum

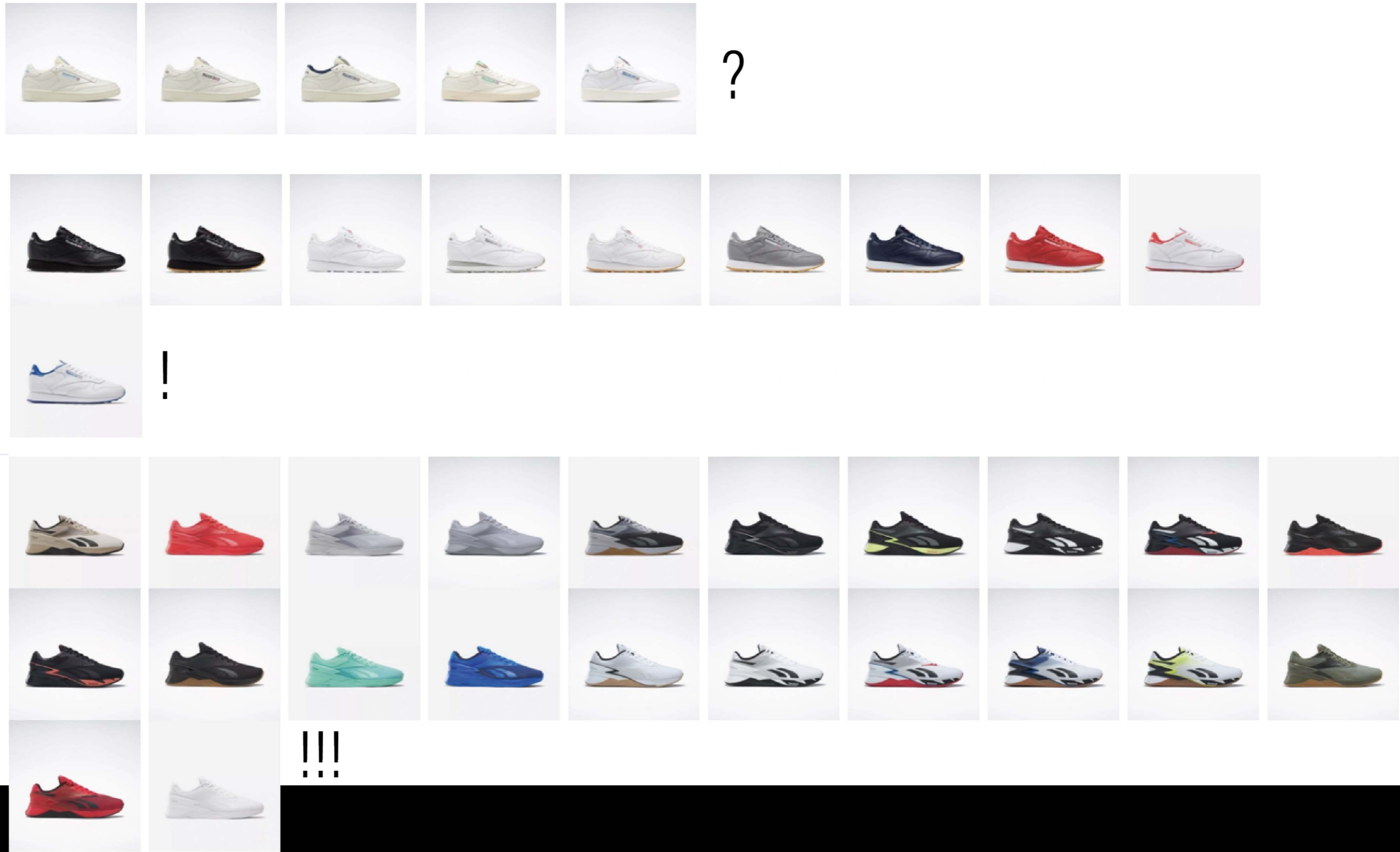


The Zwift Virtual Racing Platform showed that there was interest in Women's Professional Cylcling. Zwift agreed to sponsor the event if there was equal media coverage for the womens race



Marlen Reusser's public meltdown

Go
DEEP
Not
WIDE



Customization



mergecult... · In stock
Terrible TKID 170 - ...



WearTesters
Custom Reebok Club C ...



B Street Shoes · In stock
Custom Camouflage Re...



Poshmark
Custom Reebok Shoes | ...



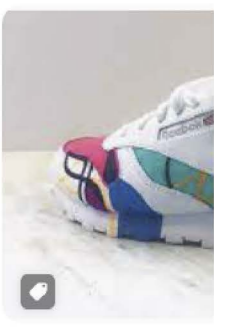
WearTesters
Custom Reebok Club C ...



Megan Ann Wilson
StepForward Custom Marble Sneakers...



mergeculture · In stock
Michael Mauldin Atlanta based artist ...



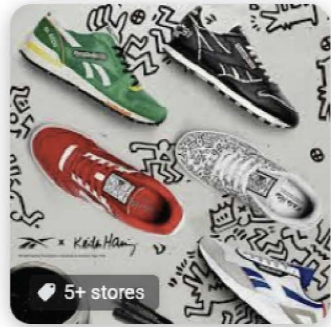
Caroline Geys · Ou
reebok, sneakers,



Etsy · In stock
Bling Reebok Classics, Bli...



Eames Office · In stock
Reebok x Eames Office Classic Leathe...



5+ stores
Designers Closet · In stock
Reebok x Keith Haring Cl...



Shoe Effect
Can You Customize Reebok's? - Shoe Ef...



Etsy
Custom Reebok - Make Your O...



eBay · In stock
Reebok Classic 059503 Athletic Casual ...



hydrocustomkickz
Graffiti" Custom Reebok Classic Cl...



B Street Shoes
Custom Pastel Prism Reeb...



eBay · In stock
Jurassic Park x Reebok Sh...



Bridge Partners
Reebok Custom Hot ...



Blingt4You
Swarovski Crystal Reebok ...



Pinterest
Pin on Custom Shoes






Houstonia Magazine
Design Your Own Reebok ...



Poshmark
Reebok | Shoes | Custom ...

Related searches

-  custom painted reebok shoes
-  custom painted reeboks
-  painted reebok classics

"I think it would be cool, if you had a model that you could personalize."

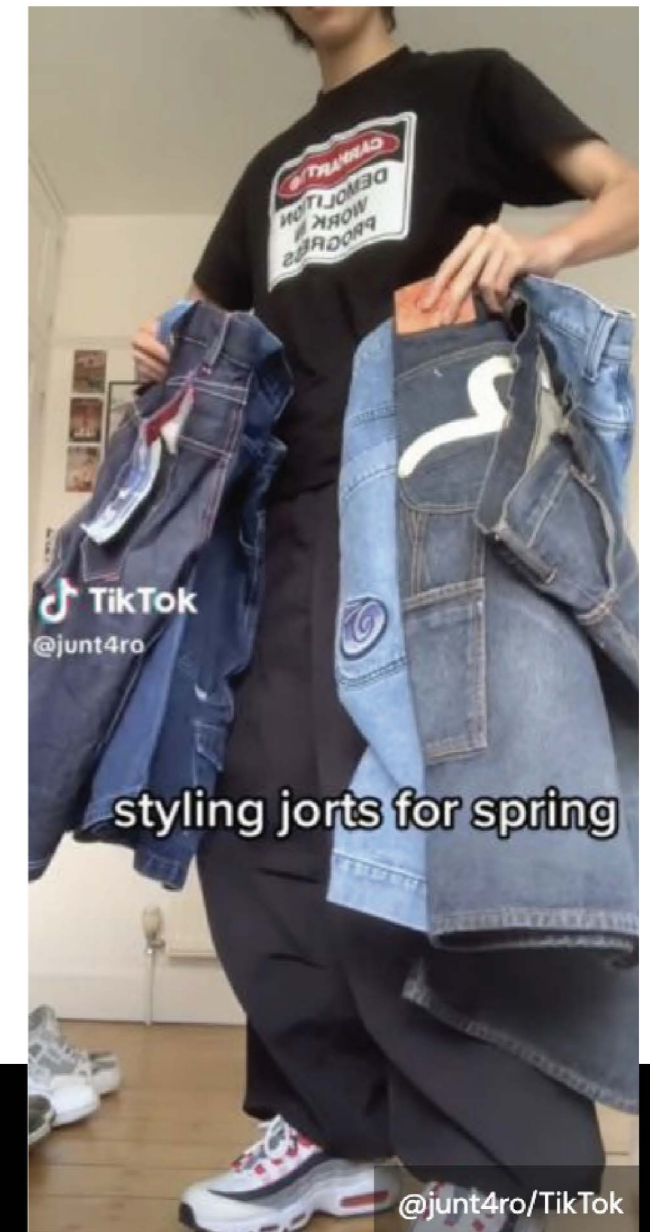
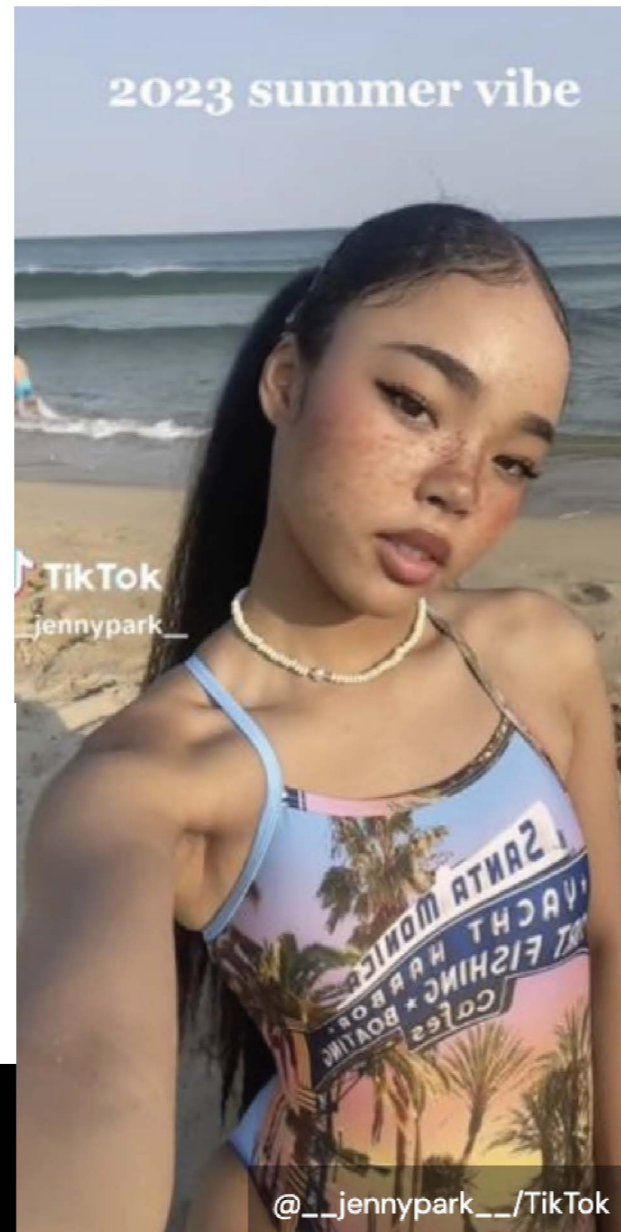
ERROR 404

Oops, looks like the page you're looking for no longer exists.

Looks like you're lost. But wait, let's keep shopping and find your perfect Chucks.

#TrendingTikTok

Take note of the creators and influencers driving aesthetic trends on TikTok.



GENZ INAUTHENTICITY

MATT HORNE, NEWCASTLE UNIVERSITY

1. Polished content doesn't resonate with Gen Z

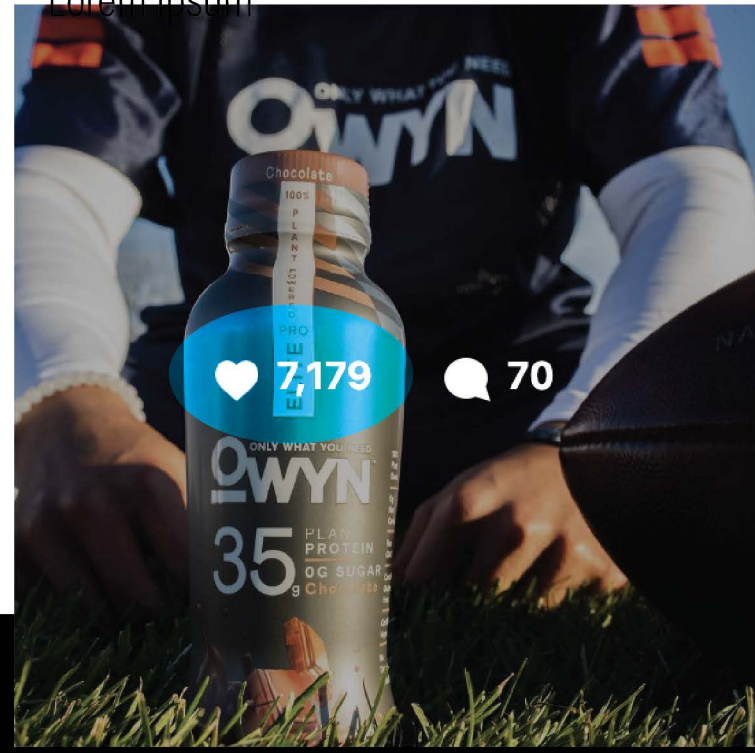
Gen Z is allergic to inauthenticity. They can spot disingenuity from a mile away. So, when you're crafting your social media content, keep it real – and don't be afraid to take risks. Young consumers don't want to see overly polished content. They come online to have fun; often to escape from the doom and gloom that is reality!

As shared by Matt Horne, [Head of Digital Media at Newcastle University](#)

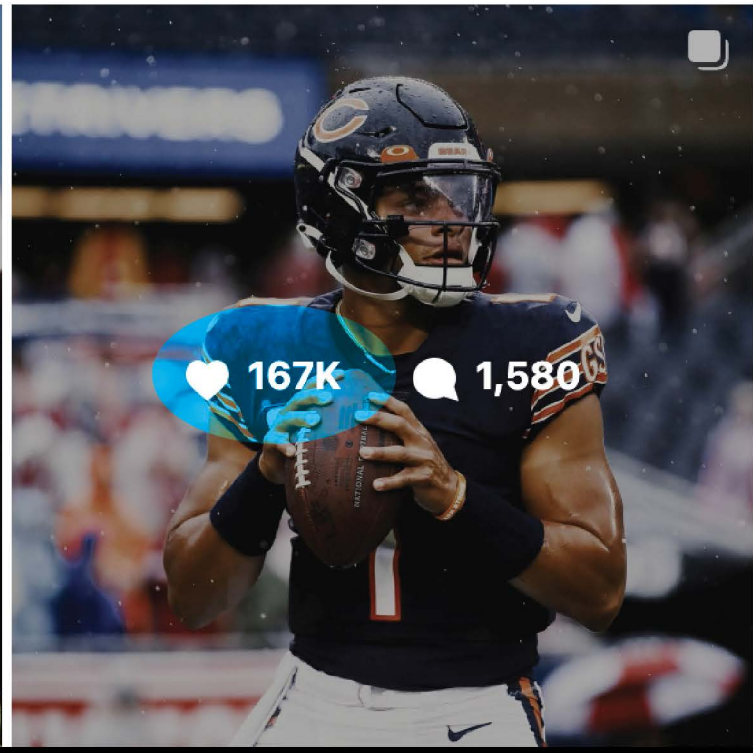


Lorem ipsum

FAKE



REAL



TREND

DIGITAL PRESENCE

OPERATION OVERWATCH

Online Presence is important and should be monitored and reacted to.

“Try to adjust things to the modern era better, such as more Gen Z designs instead of older designs. As well as listening to customers and their reviews on products, using it as constructive criticism to improve their quality of products and etc.”

Current example



Beetar

“Would love to buy the blue versions that in the picture, but sadly I can only find the red and green versions on the website. Or am I missing something here lol.”

Future example

Beetar-“Bring back the BB5600 or GTFO”

REEBOK- “GLAD TO HEAR YOU LOVE THAT SHOE, SCHEDULED FOR RERELEASE SEPTEMBER 2024



It is a tool. Can it be used for good



Quintin Williams · 2nd Co Founder/Chief Global Design... [+ Follow](#) ✕
2mo · 🌐

// My first attempt at AI generated images via [NewArc.ai](#). I have to admit - I've been very hesitant to enter the AI design world because I viewed it as a replacement for pure human talent.

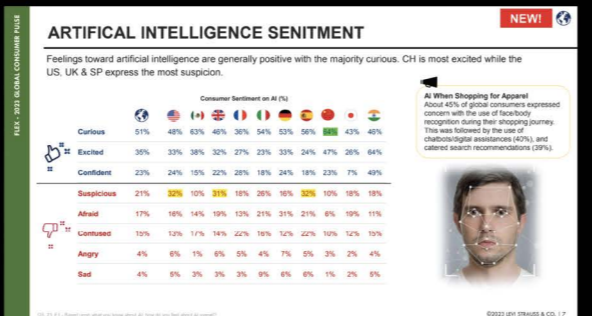
As the months passed, as I viewed more AI generated renders via multiple platforms and designers, New Arc to me serves as the best option for my workflow.

Why? I love the premise being based around ORIGINAL SKETCHES - not just pure prompt writing and the ease of generating multiple aesthetics based on easy slider systems.

I believe AI should be used to enhance you ...see more

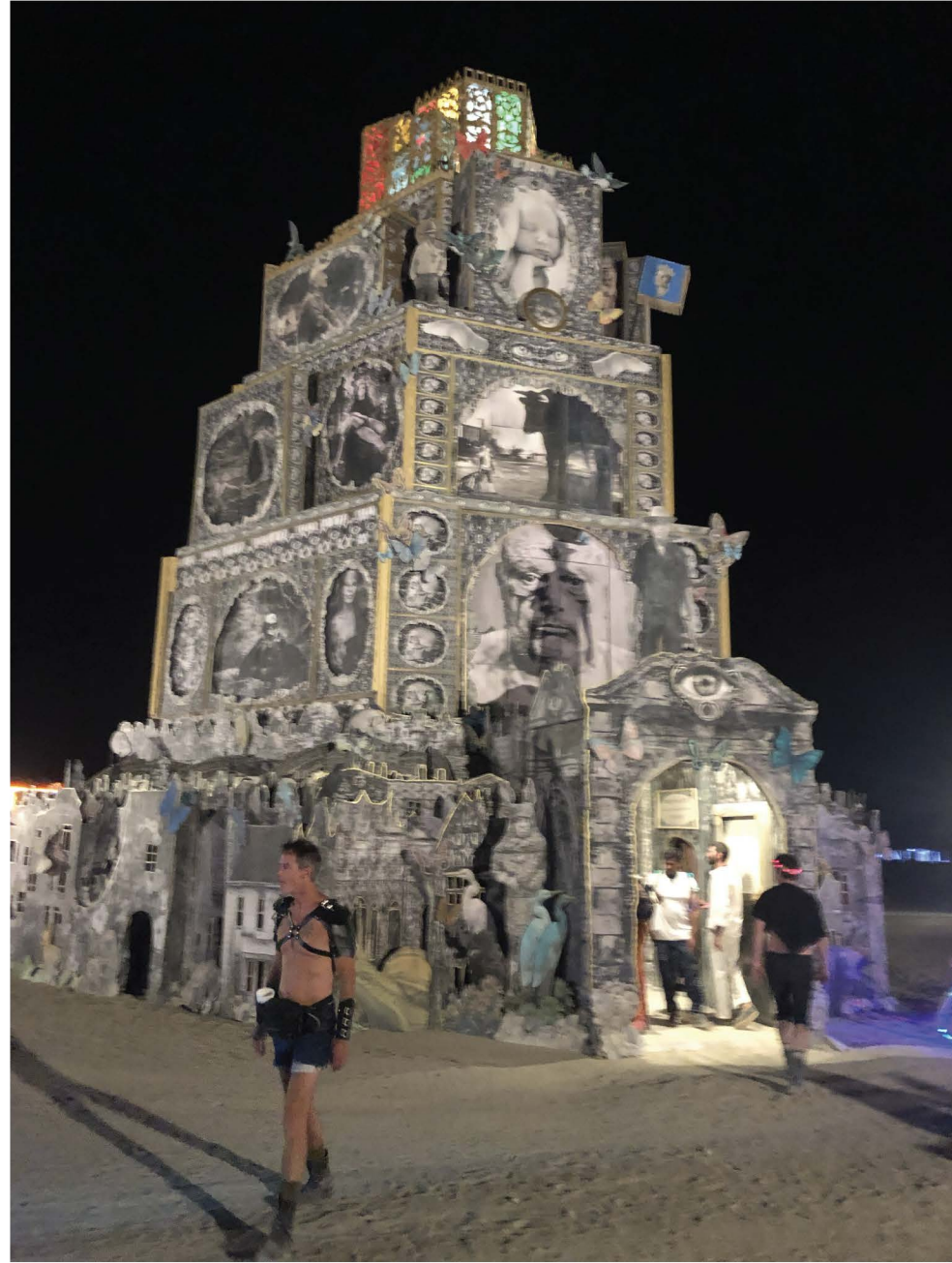
👍 🗨️ 🔄 ➡️

designers are livid about the idea of AI taking away their jobs. The consumer doesn't seem to care. Can it be used as a tool for both.

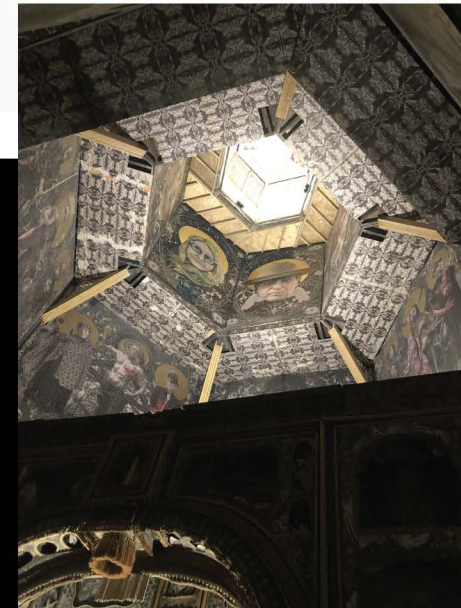
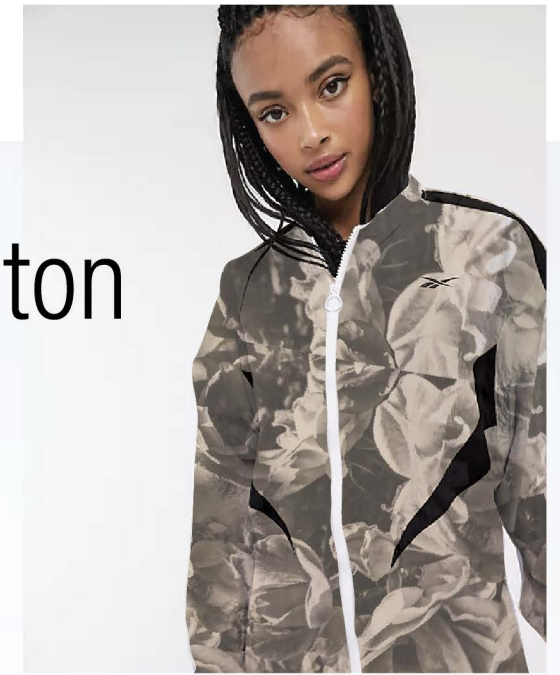


Artist Series

Limited release. San Francisco and Reno along with website.



FEATURED ARTIST Michael Garlington



10 PRINCIPLES

RADICAL INCLUSION

GIFTING

DECOMMODIFICATION

RADICAL SELF-RELIANCE

RADICAL SELF-EXPRESSION

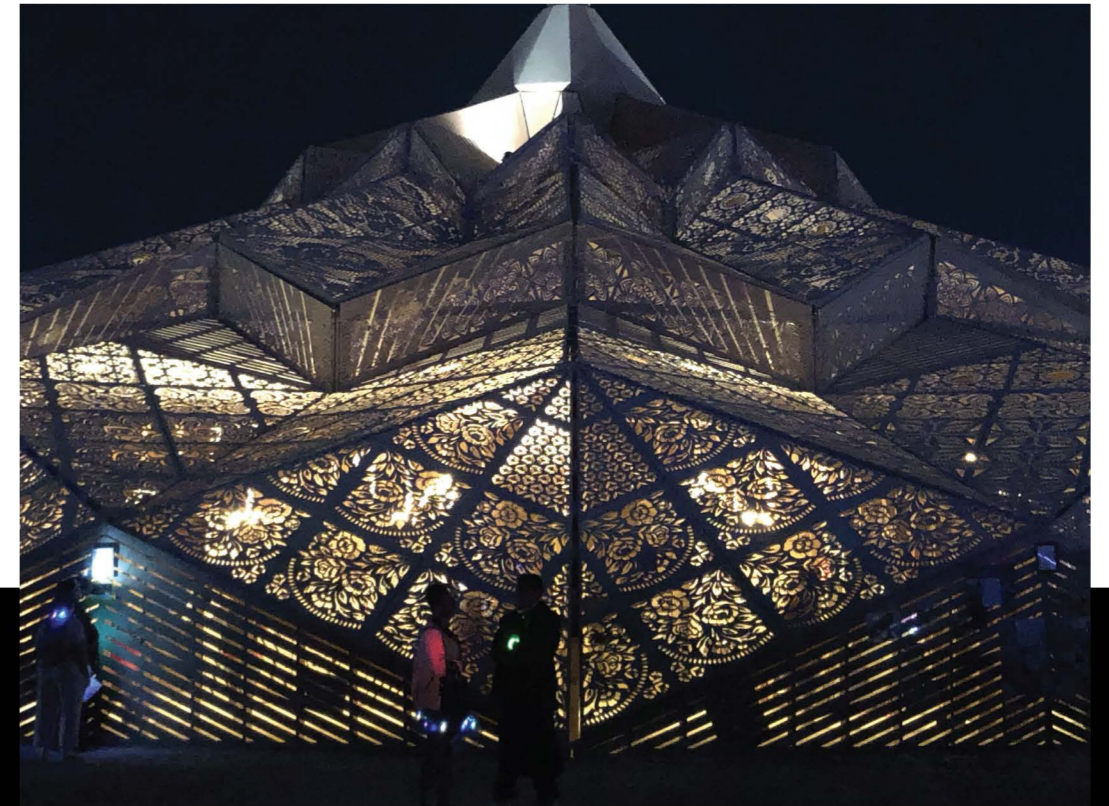
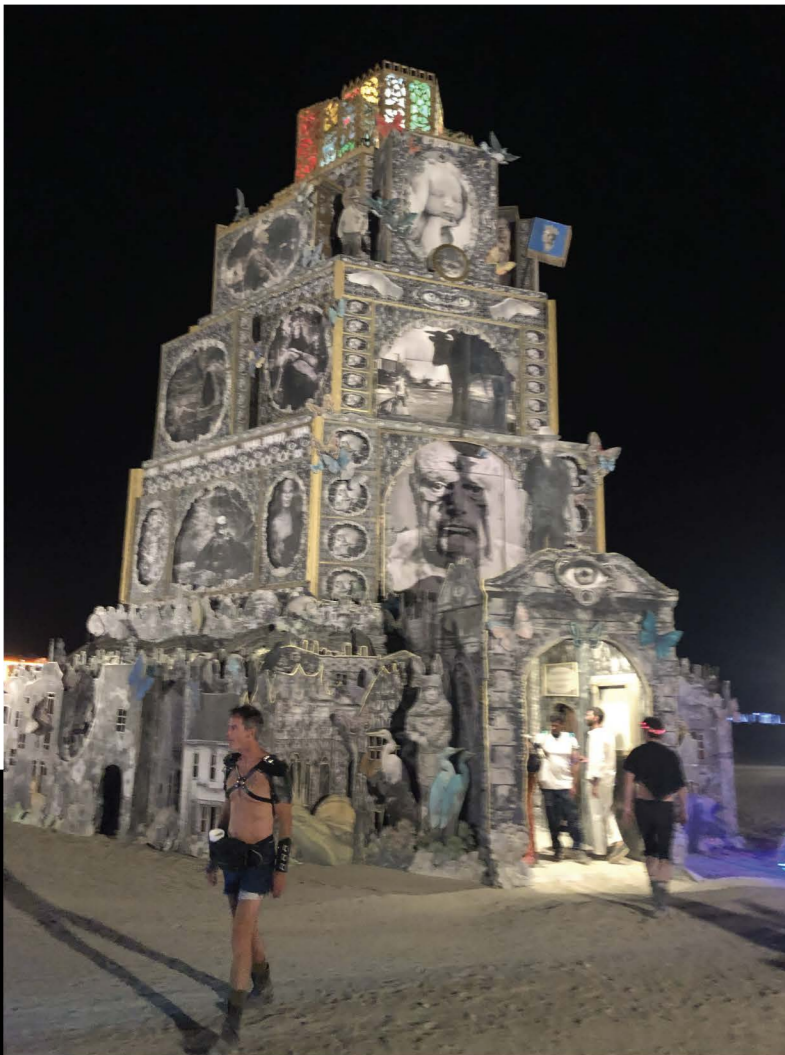
COMMUNAL EFFORT

CIVIC RESPONSIBILITY

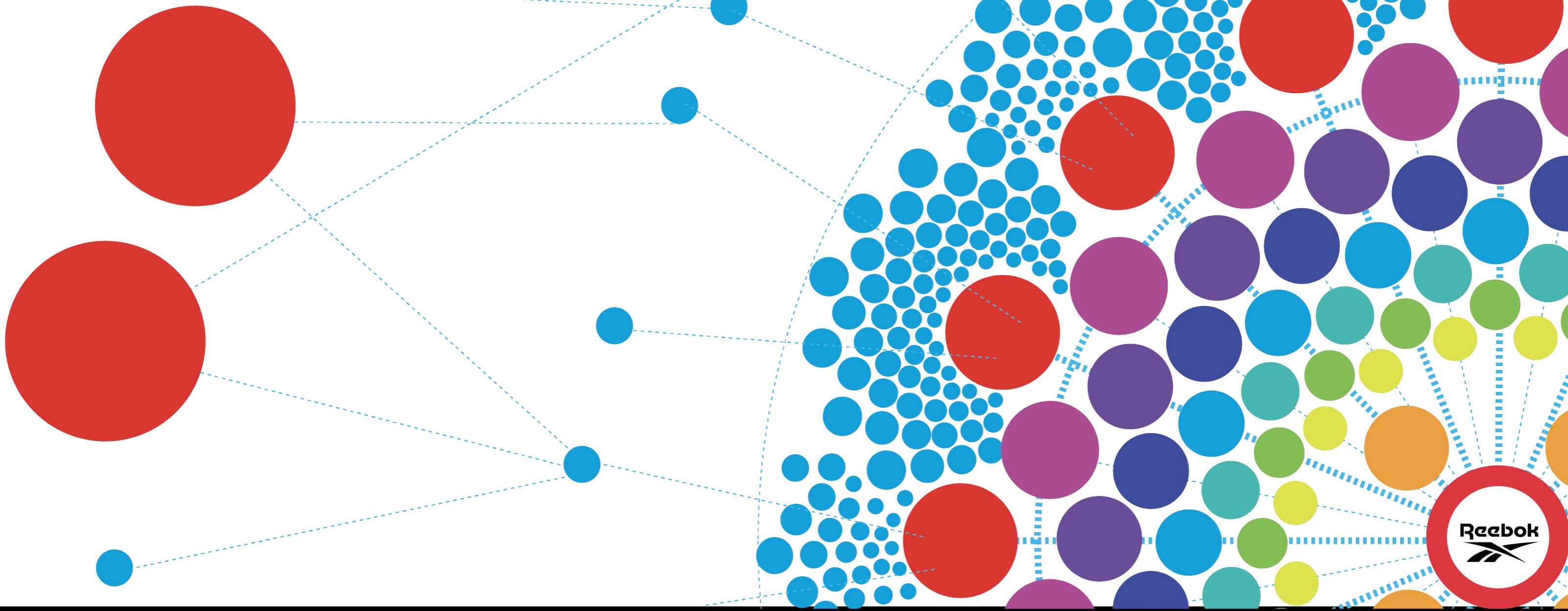
LEAVE NO TRACE

PARTICIPATION

IMMEDIACY



CONCEPT **AMBASSADOR**
CREATE CHANGE THRU PERSONAL PASSION



Team Engagement



**Create a custom pair of shoes for someone you admire who is doing good in the world.
Release it into the world and see what happens.**

It was almost a RECORD how much OVERGROWTH I REMOVED

638,651 views • 5 days ago

These are the most overgrown sidewalks and curbs I've seen in a while! I spent over 8 hours edging and shoveling the dirt off the surfaces to remove it. After I got finished, I weighed my truck before and after dropping it off to see how much I actually removed. It came in at about 2000 pounds!

