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# Sneaker Lab: A Love Letter to Sneakers



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# Welcome!

The Sneakerheads & Storytellers



Najah Dhoruba  
Marketing



Haley Gullett  
Graphic Design



Cianni Carter  
Criminology



Dean Bailey  
Architecture



Jayden Cartwright  
International  
Bussiness

Team 4

Mentored by Karl Lunan

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# OVERVIEW

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# Representation is inspiration.

Hair can tell so much about you, your personality, your story and more... just like sneakers. To pay homage to not only Women's history month but also the passing of "The Crown Act,". We wanted to highlight the importance of representation in all spaces. Representation can inspire phenomenal change such as the passing of an important and inclusive law, The Crown Act. It can also provide a different perspective to reinvent what society sets as the standard. Representation matters and it paves the way for all those who follow behind. If it weren't for individuals challenging the standard, there would be no growth in our community.



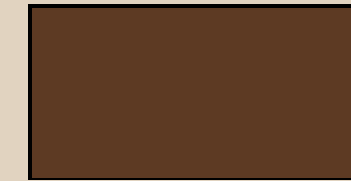
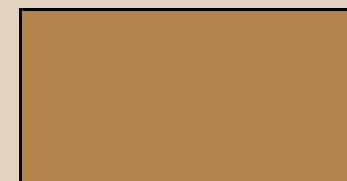
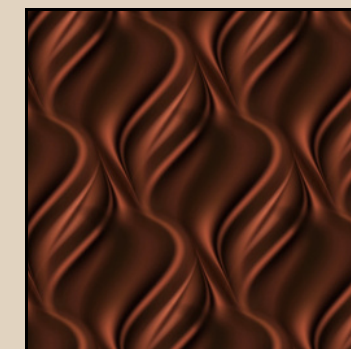
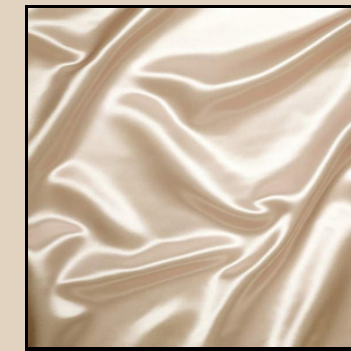
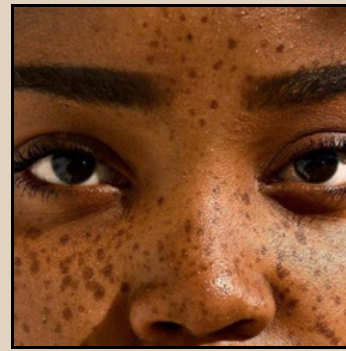
Women's  
History  
Month

The Crown  
Act

Representation  
in all  
Spaces

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# MOODBOARD

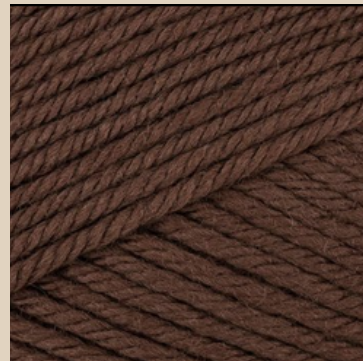


# THE PACK

LACES



LACES



LACES



TULLE



SPIRAL LACES



SATIN



angle 1



angle 3

"[Nemes]" DAYBREAK

# THE PACK

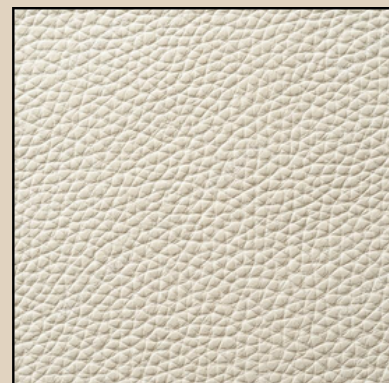
LACES



LACES



LACES



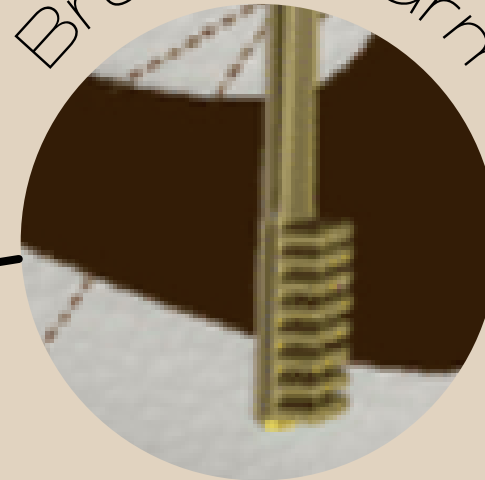
Embroidered Crown



SPIRAL LACES



Brush Charm



angle 1

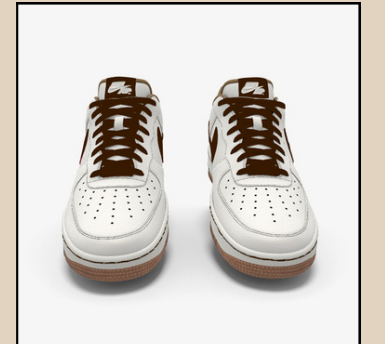


angle 3

"[Crown]" Air Force One'S

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# THE "ROOTS" PACK



The purpose of the "Roots" pack is to inspire others through representation. With these shoes, we would like to highlight the importance of being your authentic self; teaching the world not to "Just do it" but to also "Just do you"



# Sustainably Stylish



The Crown Air Force Ones, and the Mahogany Daybreaks, would be constructed with Nike's own sustainable technology at the forefront of their design. Similarly to Nike's "Space Hippie" sneaker, these shoes would be made of recyclable materials—a design element that would even be highlighted in the packaging. These Black Excellence inspired shoes, could be the next step in Nike's exploration into the future of sustainable footwear.

"PROTECT THE CROWN"

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# STORYBOARD



1. Zoe admires her naturally big hair



2. Zoe's mother calls for her to get her hair styled



3. The styling process up close



4. Zoe squirms as her mom cornrows her hair



5. Zoe unhappily looks at her reflection because she loves her big hair

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# STORYBOARD



6. Zoe's school lets out & We meet Laila on Howard's campus



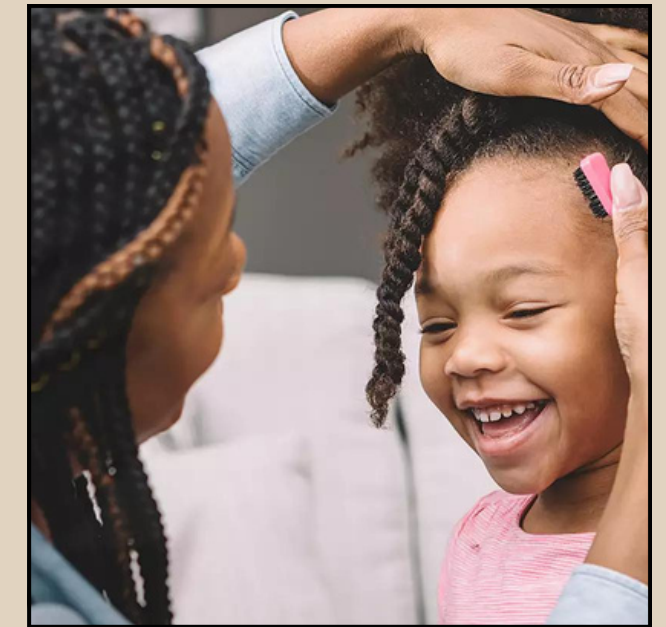
7. Laila see's Zoe, notices they have the same shoes and hair



8. Laila compliments Zoe's hair before rushing to class



9. Zoe runs to her mom exclaiming how much she loves her hair



10. Zoe's mom happily agrees and tells her she is beautiful

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# STORYBOARD



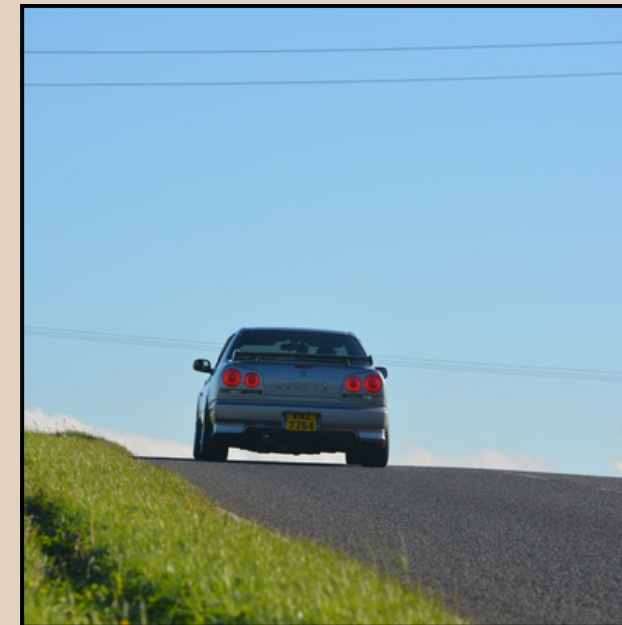
11. Zoe is noticeably in better spirits about her hair



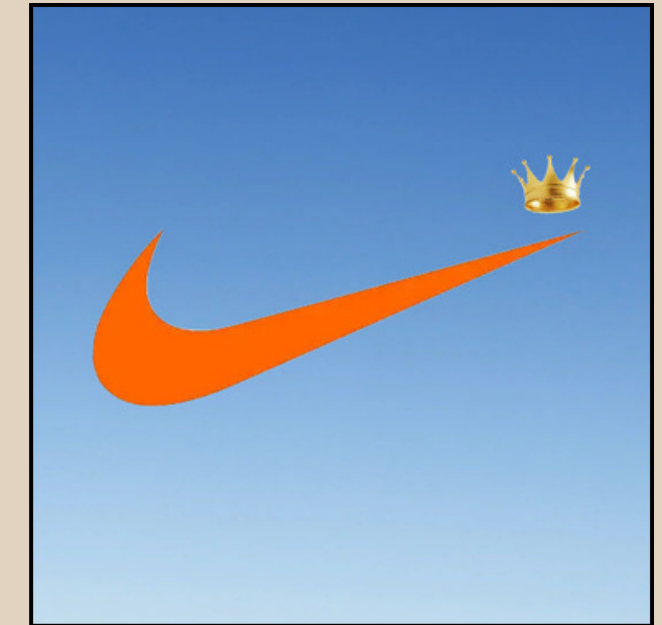
12. Zoe looks peacefully out the window on the ride home reflecting about her new confidence



13. The radio host announces that The Crown Act has passed



14. Zoe's car drives off



15. Camera pans up to sky in which the Nike logo and Crown fades in to represent the collection

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# Thank You!

The Sneakerheads & Storytellers

