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Mobile Media
Final Project Proposal
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HIGH-END FASHION SNEAKER APP-

Customize Your Own Sneakers

- Create a proposal for Valentino OR Dolce & Gabbana, where customers can either send their own designs, or mix/match pre-existing designs/patterns from original designer:

1) CAMO LINE by VALENTINO



2) DOLCE & GABBANA



GOALS/MILESTONES:

- Design a unique, most-engaging human interaction with mobile device, creating intrigue, prolonged interest on brand and encourage sales.
- Elevate high fashion brands to compete with established brands that originally dominated the

sneakers market from the likes of Nike, Addidas, Puma, etc despite price difference.

INSPIRATIONS & PRECEDENCE:

- NIKE ROSHE RUN iD

http://www.nike.com/us/en_us/c/nikeid?sitesrc=id_redir#

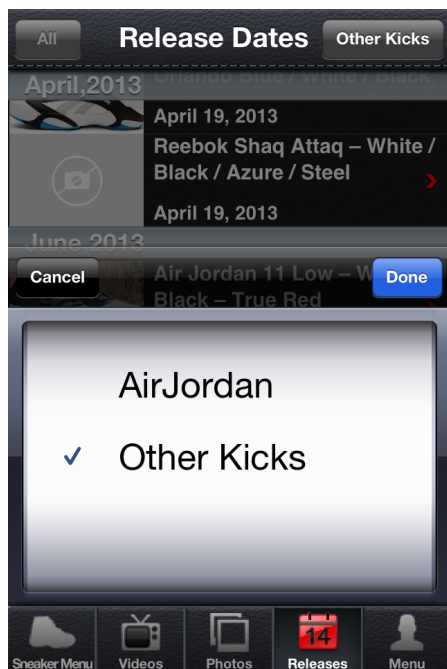
- Vans

http://shop.vans.com/catalog/Vans/en_US/category/custom-shoes.html#/configureShoe

http://www.nike.com/us/en_us/c/nikeid?sitesrc=id_redir

- SNEAKEROLGY APP

"Never have to ask "when did those come out" ever again. Sneakerology lets you stay on top of the sneaker game by giving you the latest news and reviews on all the best Kicks to hit the streets.



TARGET AUDIENCE:

- Sneaker aficionados + connoisseurs
- Hip-hop moguls
- Lifestyle conscious
- High-brow
- High-end shoe lovers

“Why is this color not available?”

Manufacturing processes these days allow for customization
Name & Number engraving for personalized shoes.

“If I am going to pay for expensive shoes, might as well pay a bit more to get it customized.”

DIY culture is steadily increasing.

SNEAKERS PRICE RANGE:

- Dolce & Gabbana: \$125-\$425
- Valentino: \$500 (average)