

**REEBOK INTERNATIONAL, LTD.**

## Case Study


**PARTNERS**

Industrial designers from Reebok International, Ltd. and students enrolled in the Industrial Design Product Development Lab at Massachusetts College of Art and Design

**OPPORTUNITY**

To create innovative design solutions for closures for Reebok footwear.


**SOLUTION**

MassArt Industrial Design students presented sketches and models of their proposed designs for innovative new closures. To complete the project, students researched the market, toured Reebok's model shop and sample room, and viewed Reebok designers' tools and rendering styles. Students were exposed to Reebok's internal workflow and shown how the company's designers collaborate on new designs. The students then created idea books depicting their design process from ideation to finished product, which they formally presented to Reebok's senior management. Reebok's design team provided a final critique of the designs.

**OUTCOME**

Reebok and MassArt have developed a robust and ongoing partnership, one that provides mutual benefit to both organizations. In the presentations and critiques, Reebok gets a first look at emerging talent at MassArt. Going forward, Reebok will continue to rely on MassArt as a pipeline for as-yet-untapped local talent – a partnership that has resulted in an ongoing internship program and is a source of potential employees. (Currently, 12 MassArt alumni work at Reebok.) The recruitment process is an active one; Reebok staff will be conducting portfolio reviews for students and helping develop interview skills.

MassArt faculty and Reebok senior management also work to bring the Reebok designers' expertise into the classroom. Currently, two Reebok designers are serving as adjunct professors in the Industrial Design program; the college is also able to tap Reebok employees as guest lecturers, panel members, and active participants at the school.

*"It was great for everyone at Reebok to see what MassArt students can do. We got a good picture of the level of student talent at MassArt. They tapped our expertise, and we got the benefit of their design thinking. We helped them with a real life dose of criticism; in the process they significantly enhanced their portfolios."*

— Ricardo Vestuti, Creative Senior Designer, Reebok