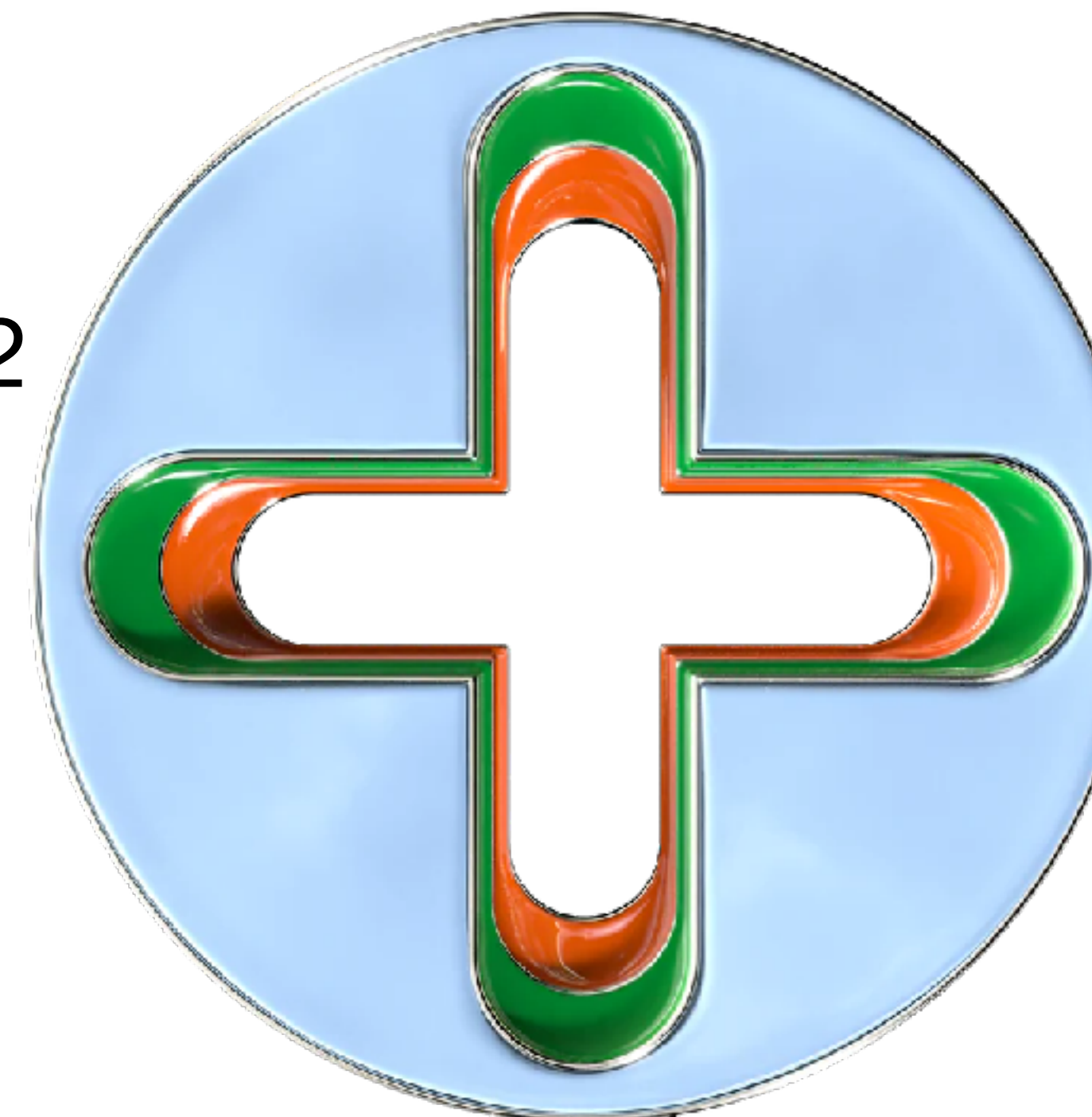




nike x homer

Spring Summer 2022



topics

i

ii

iii

iv

v

vi

vii

viii

ix

x

about nike

about homer

market

trends

customer

mood board

inspiration

color & materials

ideation

lineup

®

nike x homer



nike

our **purpose** is to
move the world
forward. we take
action by **building**
community,
protecting our
planet and
increasing access to
sport.



purpose
purpose
purpose



®

nike x homer

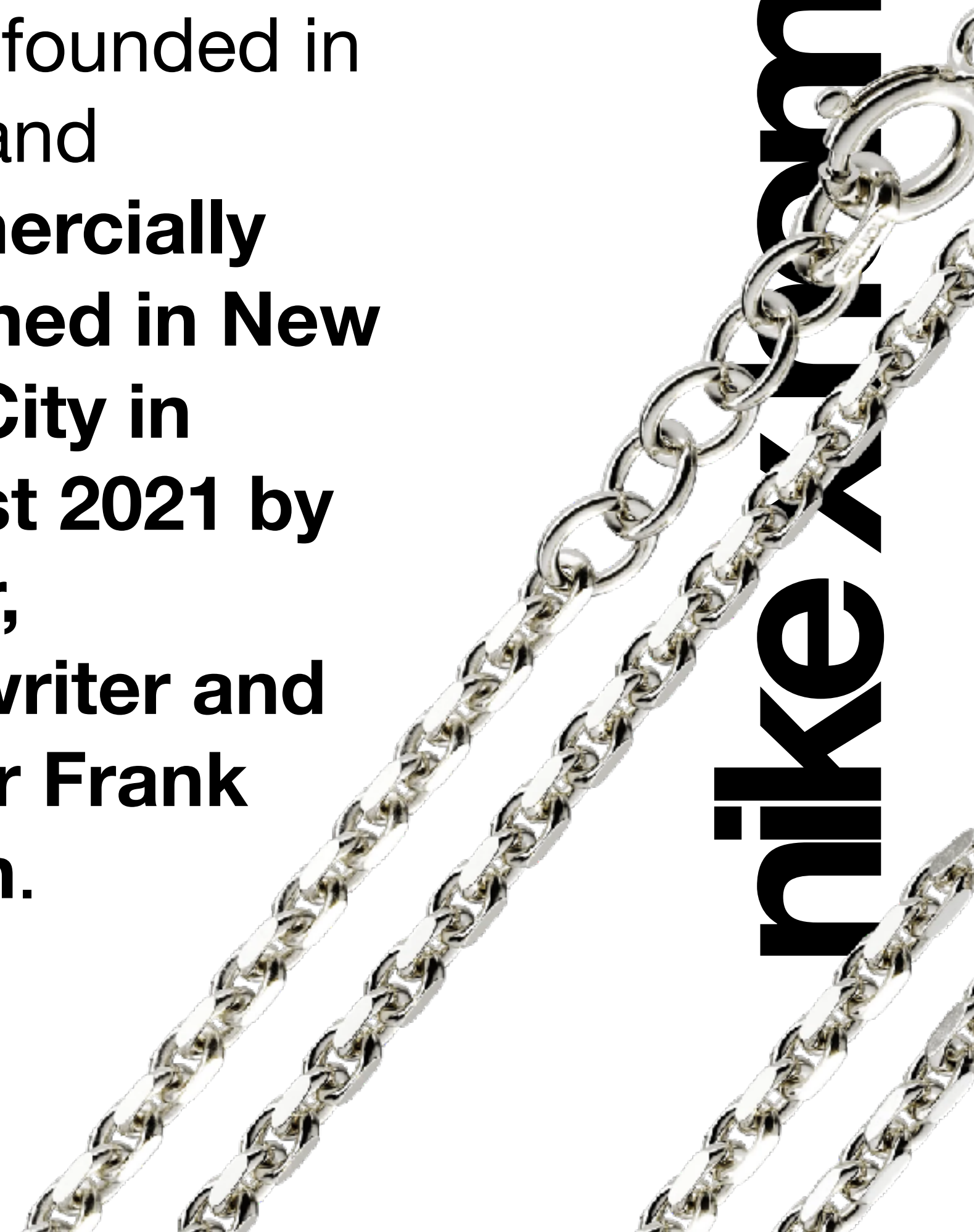
homer[®]



homer is an independent american luxury brand founded in 2018 and **commercially launched in New York City in August 2021** by singer, songwriter and rapper Frank Ocean.

[®]

homer
nike x homer



why homer



homer is a pioneer in the space of sustainable jewelry utilizing **lab-grown diamonds**. not only are homer's diamonds more **eco-friendly**, so is its sterling silver, which is **recycled**.

market gen z



a Bloomberg report from last year shows that **gen Z** commands **\$360 billion** in disposable income.

- Forbes July 2022

gen Z prefers **sustainable** brands and are willing to **spend more** for **eco-friendly** products. 3 out of 4 Gen Z consumers **prioritize sustainability** over brand name when it comes to making a purchase.

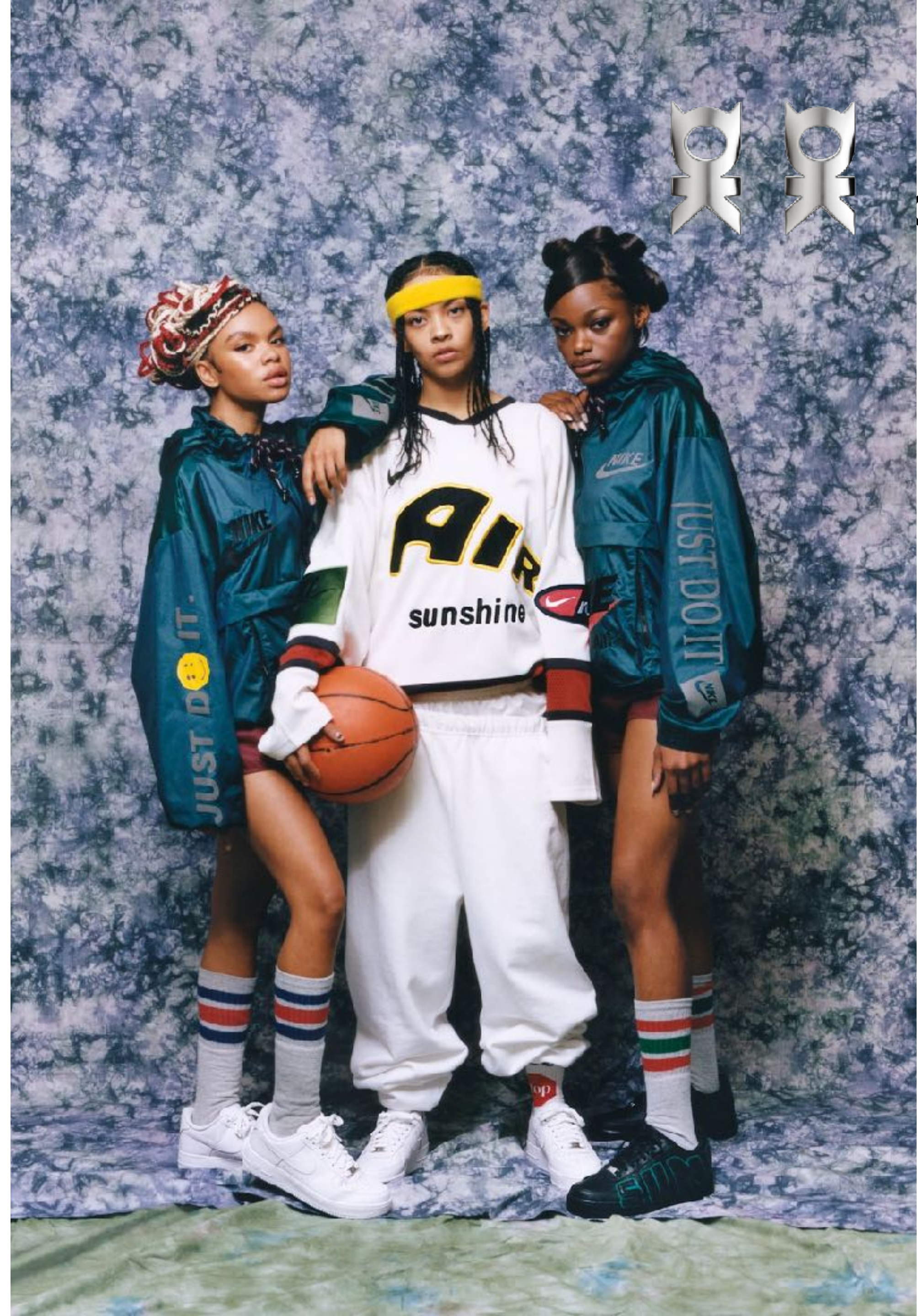
- First Insight April 2022



trends

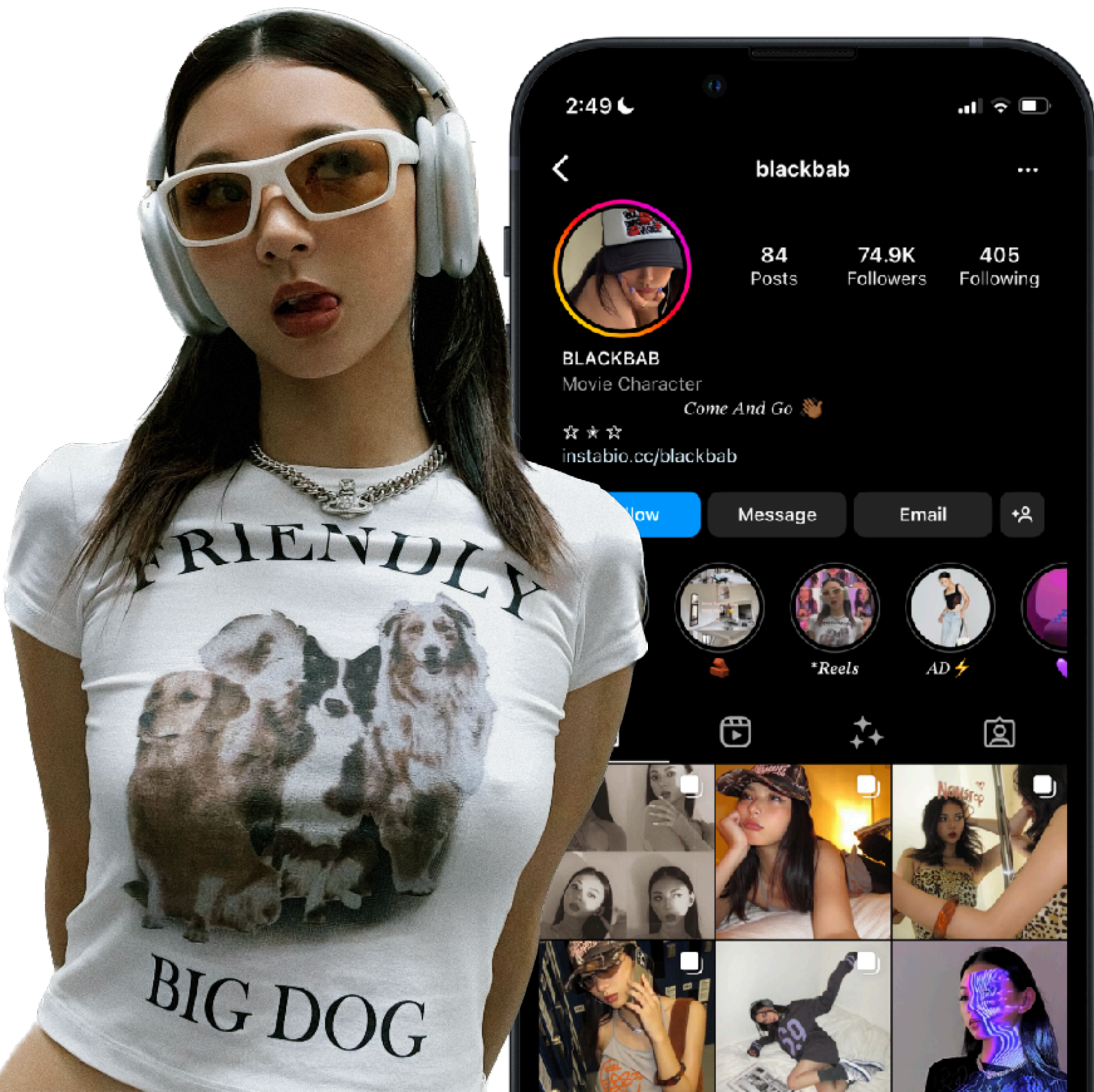


sustainability is in (and here to stay), popularizing thrifting, specifically, **vintage 90's** clothing. consumers are investing more in quality **timeless** pieces, and building more of an **eclectic** wardrobe



nike x homer

customer



meet mei[®]

i love sharing my outfits and style **online**. i'm not into fast fashion because its not **sustainable**, so i **invest** in pieces i can wear forever. right now i'm really into thrifting **vintage**, old **Nike**, **Chrome Hearts**, and **Vivienne Westwood**. Some people that inspire my style are **Sarah Snyder**, **Chaeyoung**, **Hailey Beiber**.

- hehe that's all

nike x homer

mood



the xtrane

inspiration

the late **Princess Diana** was known for her extraordinary **humanitarian** efforts as well as her innate ability to dress both appropriately and **elegantly** for whichever setting she found herself in, marrying high and low elements with **understated ease**.

diana
diana
diana



homer
nike

how it all ties

nike , homer, and princess Diana not only **share** their **timeless style**, but also their core belief in **humanitarian** efforts. many celebrities that Mei draws her style from get **inspiration** from Princess Diana. lastly, each aspect of this project is **interconnected**, Frank Ocean (Homer) has a song named nikes which is on Mei's playlists, Homer and Diana share their love in jewelry (she had a crown), and the list goes on.

daily



®

homer



nike

colors



PANTONE®
11-4201 TPG
Cloud Dancer



PANTONE®
18-6032 TSX
Putting Green



PANTONE®
Period

PANTONE®
18-4004 TCX
Bright White



PANTONE®
11-1408 TCX
Rosewater

PANTONE®
11-4201 TPG
Cloud Dancer



PANTONE®
Pinkoi Navy

nike x homer

materials

homer 100%recycled
silver hardware



Nike 100%
sustainable
cotton ,
Spandex

Wool
Fabric ,
Metal-free
leather



Nike 100%
sustainable
cotton



Nike 100%
sustainable
cotton



Nike 100%
sustainable
cotton ,
Spandex

®

nike x homer

ideation

2

3

4

5

recycled silver

turn into graphic tee

shorten

oversized sweatshirt

NIKE HARVARD

NIKE HOMER

NIKE

NIKE x homer

[illegible]

ideation





nike x homer

#1

100% recycled
silver enamel zip

harvard turtle
neck inspired

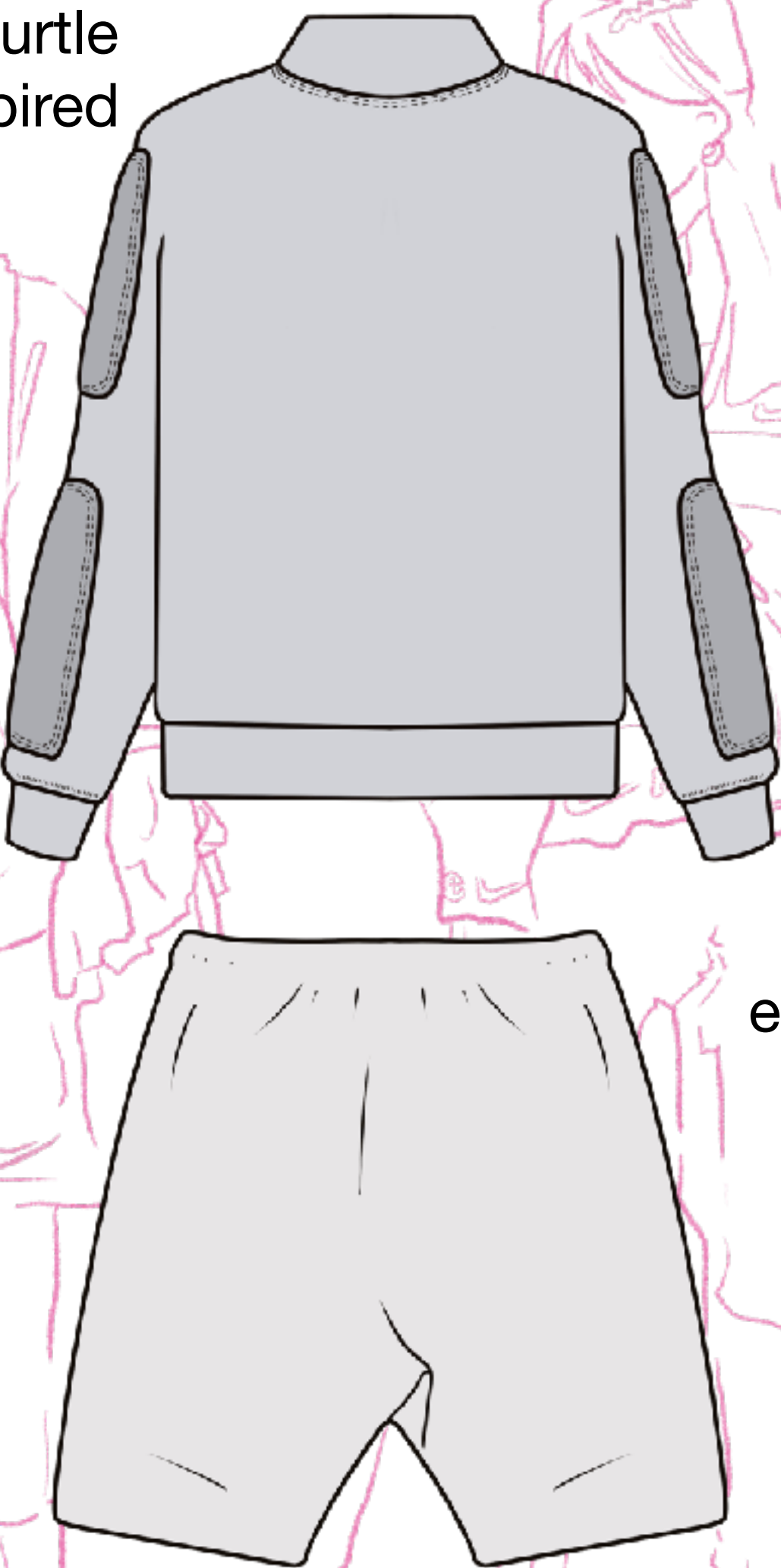
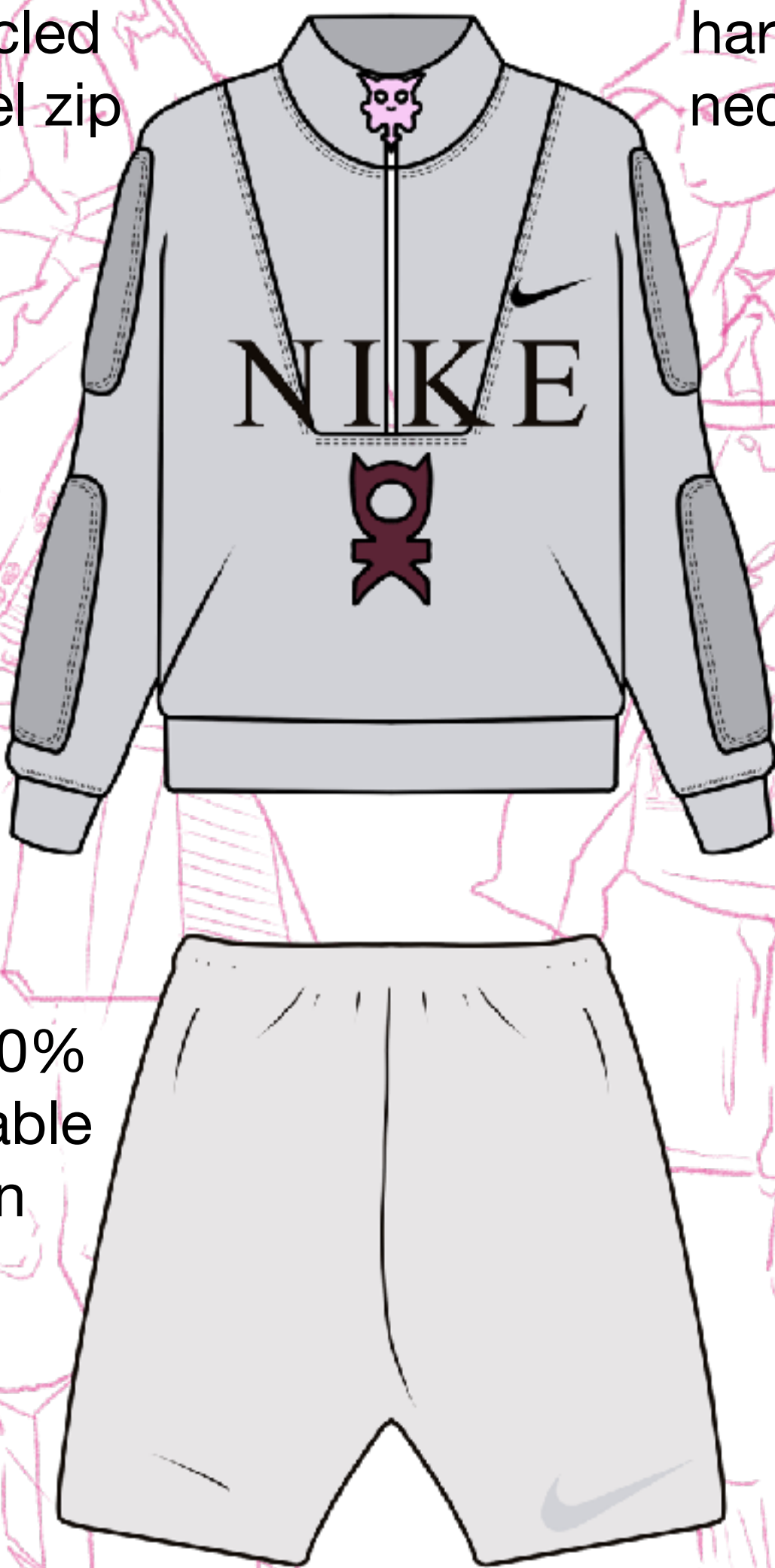
Nike 100%
sustainable
cotton

enamel charm
enlarged for detail

PANTONE®
11-4201 TPG
Cloud Dancer

half-zip & biker shorts

nike x harvard



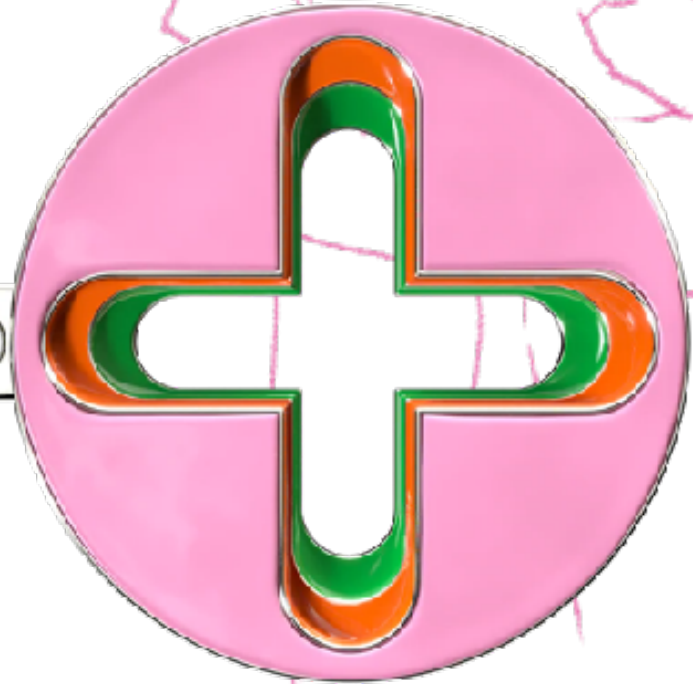
#2

Philadelphia
Eagles varsity
jacket inspired

100% recycled
silver enamel
buttons

50% recycled
Nike Flyleather

enamel button
enlarged for detail



PANTONE
18-6032 TSX
Putting Green



Nike 100%
sustainable
cotton

varsity jacket & tennis skirt

nike x monmer

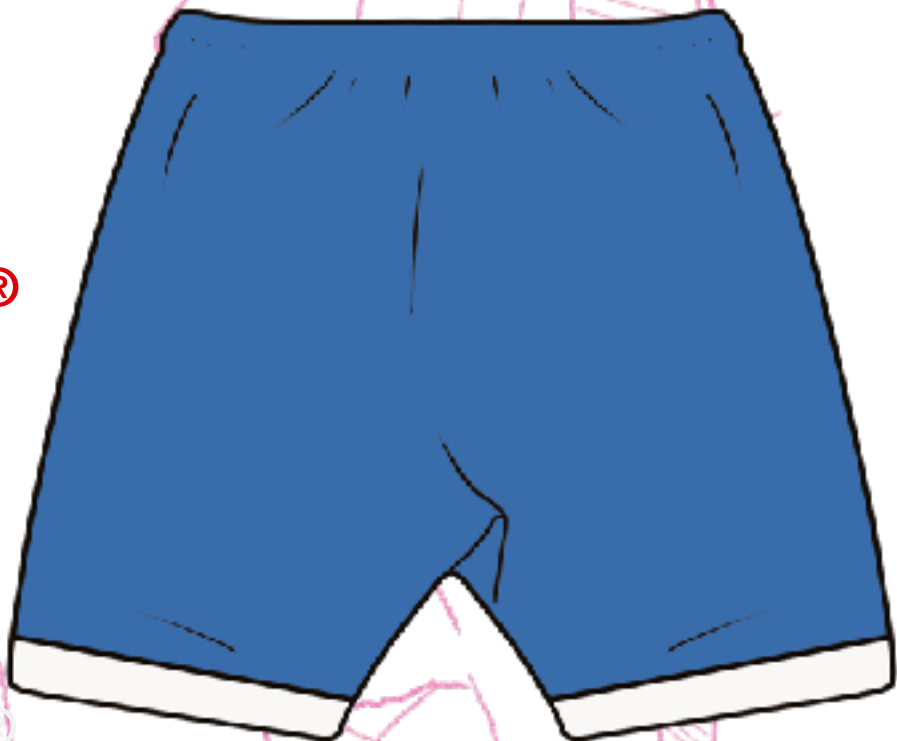


#3

British lung
foundation tee
inspired

PANTONE
Period[®]

PANTONE[®]
18-4004 TCX
Bright White



Nike 100%
sustainable
cotton

recycled
shoelace
drawstring

graphic tee &
sweatshorts

nike x homer[®]



#4

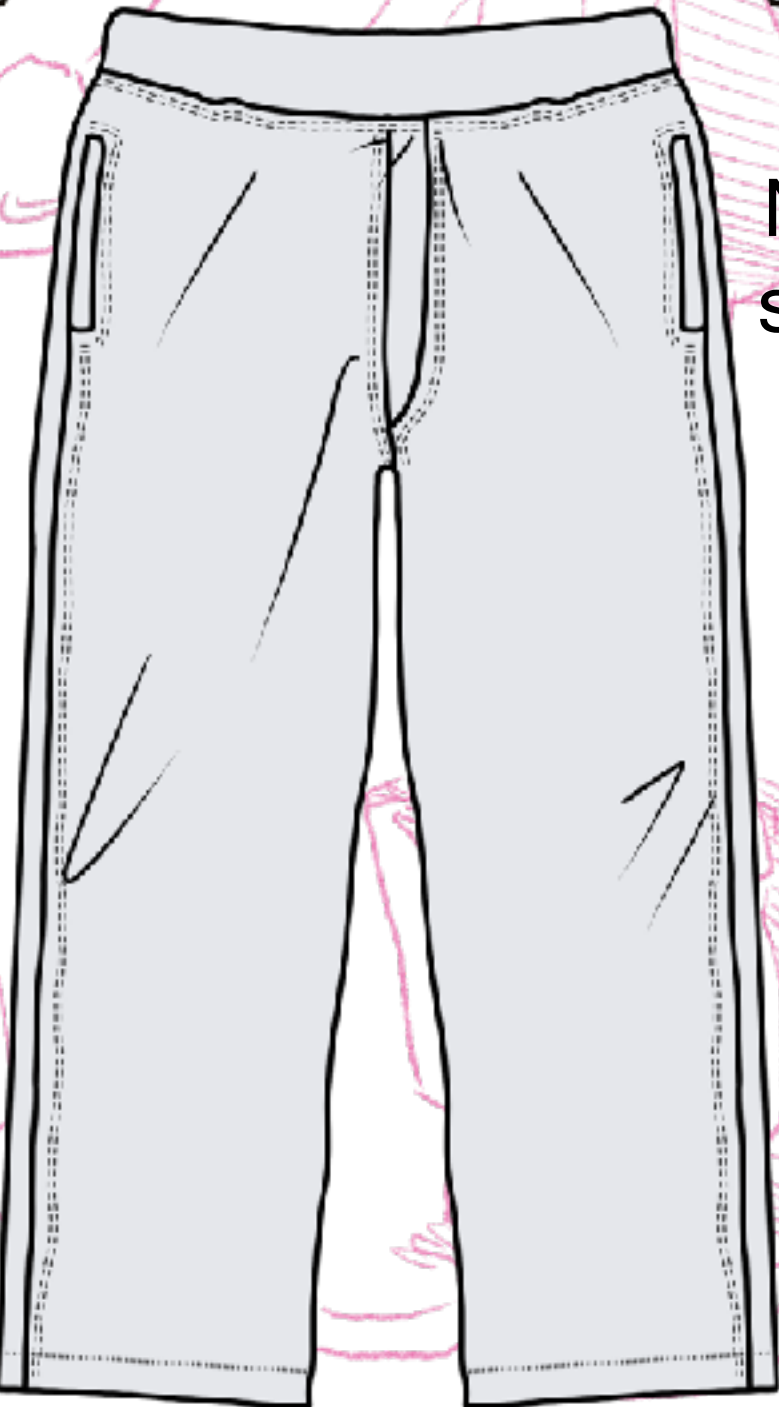
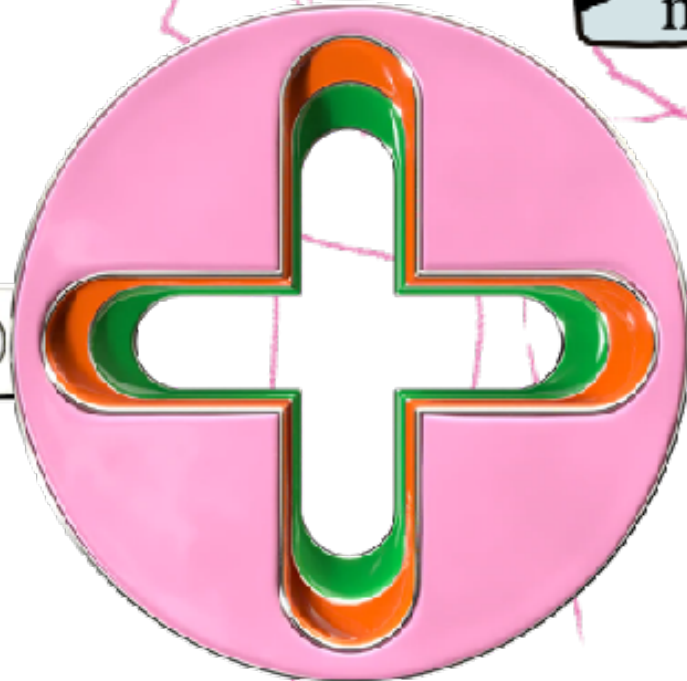


100% recycled
silver enamel
buttons

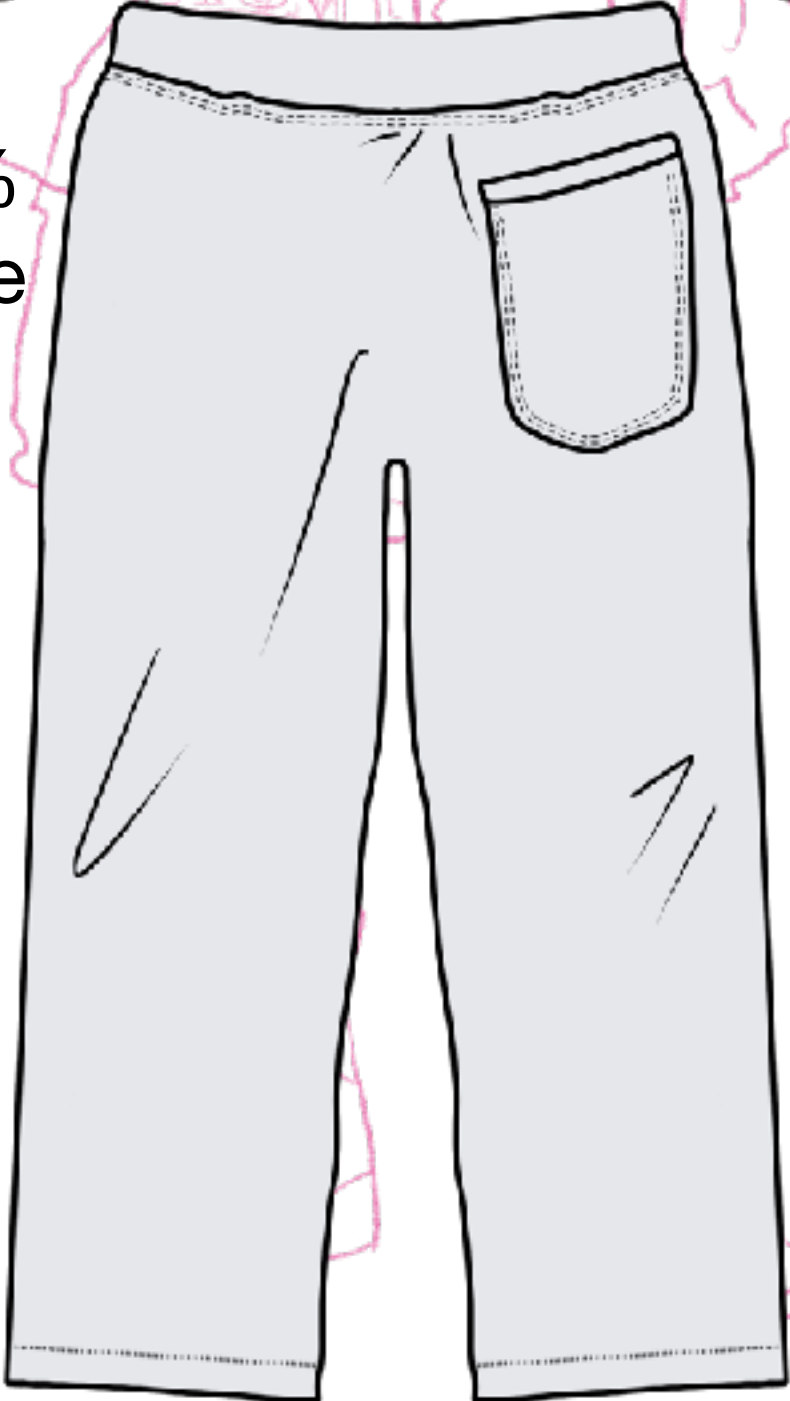


striped polo
inspired

enamel
button
enlarged
for detail



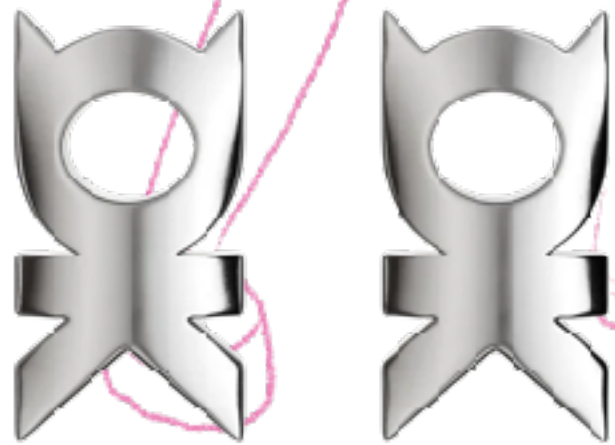
Nike 100%
sustainable
cotton



PANTONE
11-1408 TOX
Rosewater

PANTONE
11-4201 TPG
Cloud Dancer

earrings
enlarged
for detail



polo &
work
pants

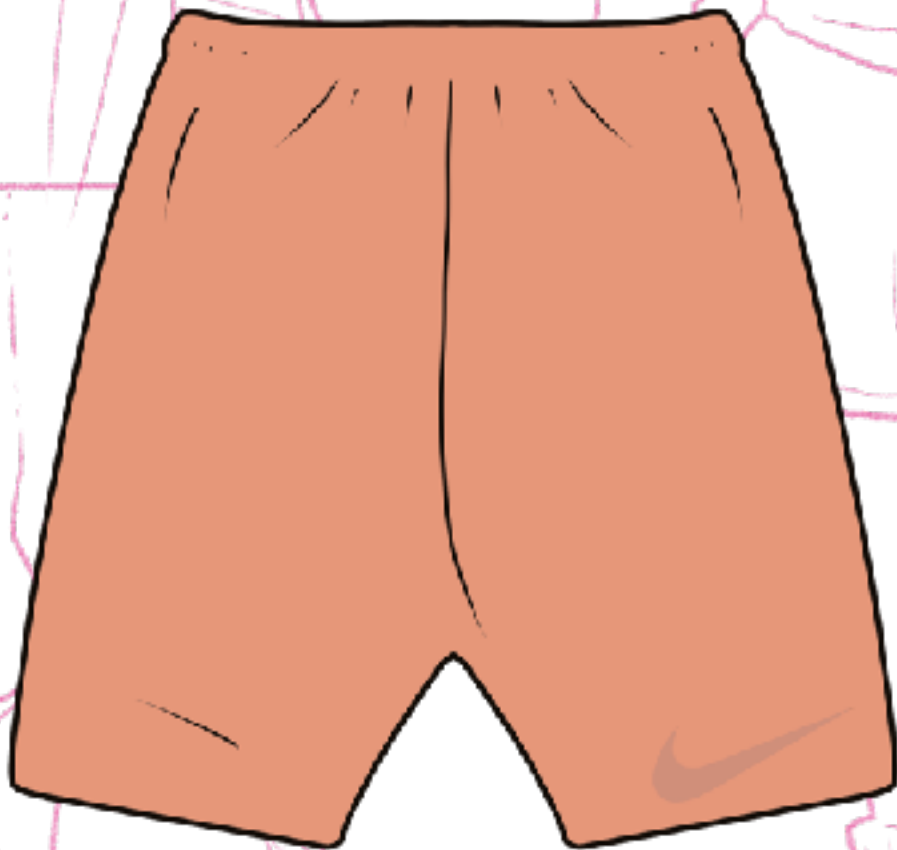
nike x homer

#5

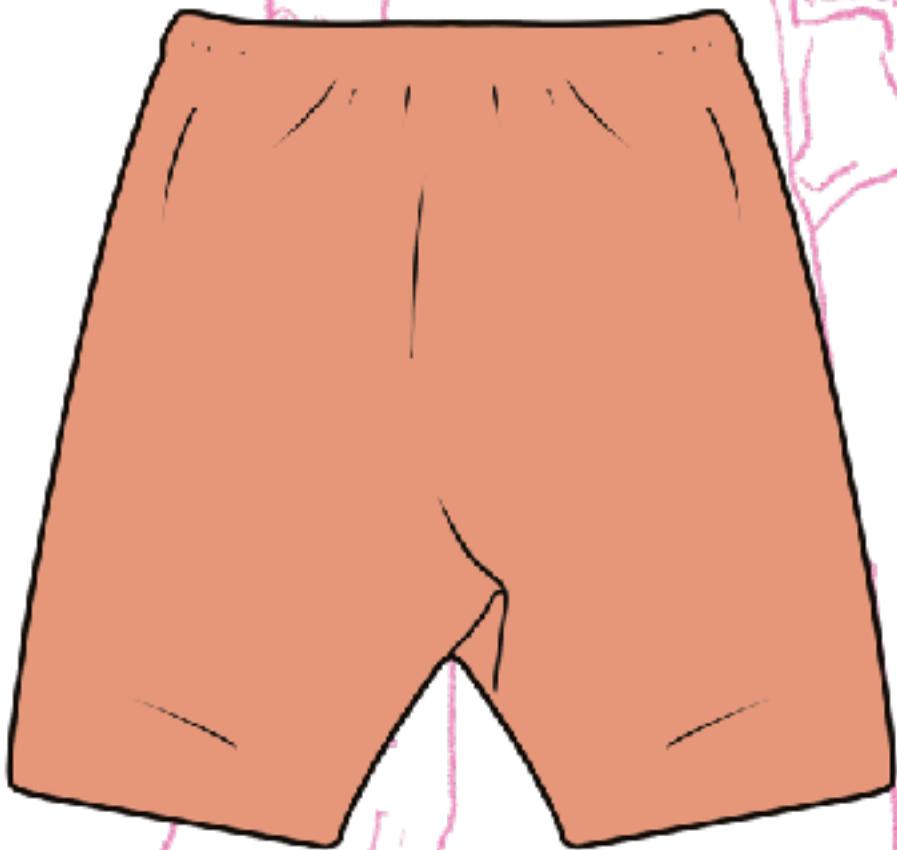
PANTONE®
Pinkoi Navy



fly virgin
sweatshirt
inspired



Nike 100%
sustainable
cotton



nike x homer

oversized sweatshirt & biker shorts

