

FW / 17

ICON JACKET RETAIL JOURNEY

ROUNDHOUSE / 9.14.2016



Reebok

Be more human.

FW/17 ICON JACKET

CONCEPT OVERVIEW

THE RUNNING JACKET IS CORE TO THE RUNNER'S WARDROBE AND ONE OF THE MOST VISIBLE PIECES OF A RUNNER'S UNIFORM. THE DELTA HERO RUNNING JACKET MAKES YOU FEEL INVINCIBLE: YOU FEEL SAFE (REFLECTIVITY), PROTECTED FROM THE ELEMENTS (WATER RESISTANT) AND HAS A PERFECT FIT AND FEEL FOR ANY RUN (BREATHABLE).

CONCEPT 01 - NIGHT RUN

THE CONCEPT 01 NIGHT RUN

NIGHT RUN brings drama and invincibility to the Delta Hero Running Jacket story. Our hero forges his run through a dark industrial urban landscape, oblivious to the rain and the dark. Truly invincible and safe from the elements.

In the rich dark environment, with directional flood lighting from the buildings, the rain and reflective surfaces of the jacket are illuminated.

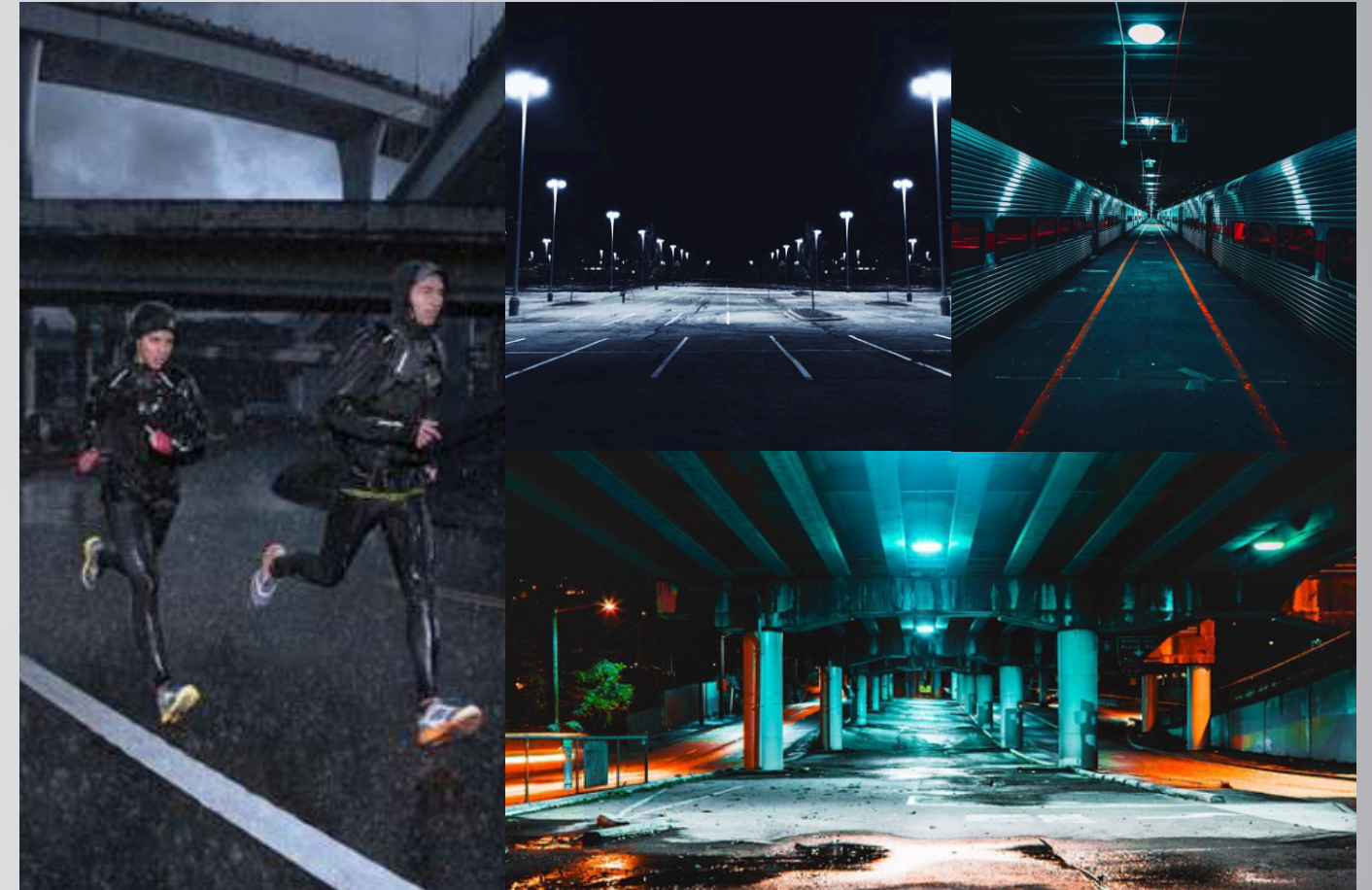


NIGHT RUN - INGREDIENTS



LIGHTING/TREATMENT - URBAN INDUSTRIAL LIGHTING, RAIN

- Dark city environment with industrial urban flood lighting, some colored lighting, slightly back lit.
- Flood and spot lighting highlight rain treatment while illuminating the reflective parts of the jacket, speaking to the two main tech benefits.



ENVIRONMENT - RAINY URBAN INDUSTRIAL DISTRICT, NIGHT

- Rainy dark urban industrial district describes the water-resistant and reflective benefits of the jacket
- Wet street surfaces, some fog and rain
- Cold industrial lighting

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TOOLKIT ASSETS

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KEY VISUAL
MENS HORIZONTAL
APPROVED/DELIVERED



TOOLKIT ASSETS

KEY VISUAL
MENS VERTICAL
APPROVED/DELIVERED



TOOLKIT ASSETS

KEY VISUAL
WOMENS HORIZONTAL
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TECH VISUAL MENS



TECH VISUAL WOMENS



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RETAIL JOURNEY

WINDOW WOMENS

1. 3M reflective front of plinth base and asphalt wrap on top
2. Environmental plate graphic at back of window
3. Second surface vinyl type with 3M reflective delta tab
4. Athlete image cutout and posted for dimensional effect
5. Delta form as perforated vinyl on clear acrylic posted off from back graphic with white glow LED backlighting

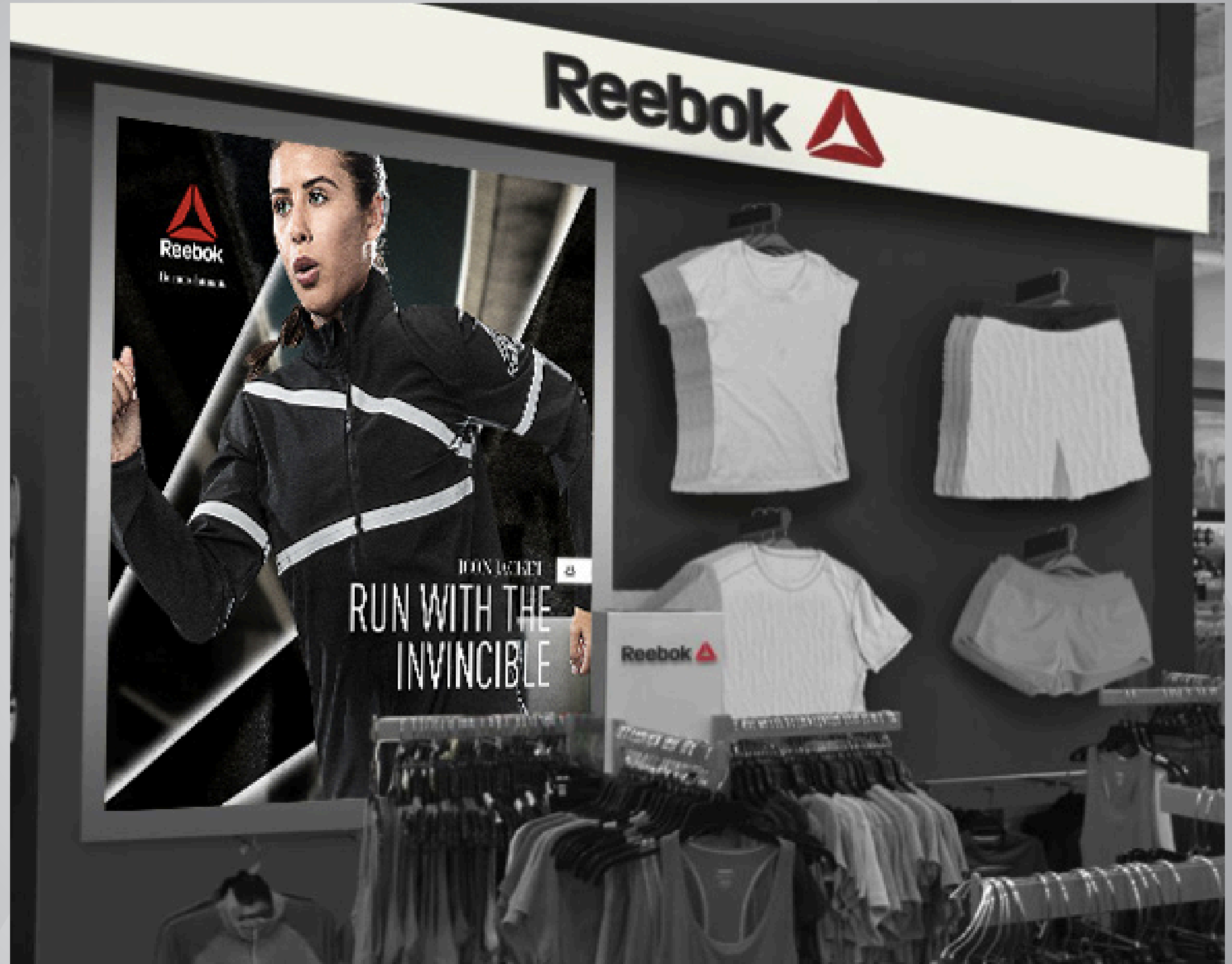


LAUNCH ZONE MENS

1. Black wrapped plinth and pedestal with asphalt texture on top
2. 3M reflective dimensional delta on plinth bases
3. 3M reflective dimensional text
4. LED-lit tubes to light product and
5. Bust merched with actual jacket
6. Printed graphic banner



APPAREL TALKER APPAREL AREA



CATEGORY GRAPHIC APPAREL AREA



THANK YOU