

NC STATE Design

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Footwear and apparel brand to spark worldview curiosity in millennials

Abstract

The making of art has long prompted discussion on difficult topics between artists, the products of their work, and their art; it all gave the artist a voice and then sparked the curiosity of those who viewed (or consumed) their art. Using this basis this project explores the question, can "athleisure" products (and associated brand) be created to spark religious curiosity, foster community, and prompt dialogue between the product/brand consumers? The dialogue relevant to the creation of this product brand is rooted in the timeless, contemporary challenge that, 'Ignorance is known to give rise to conflict.' Tensions between people of varied faiths persist; interfaith dialogue is one method of mitigating ignorance. The term faith is emotionally charged in contemporary society; as a result, a more acceptable term of spiritual discussion will be used. Within this context, and to address this unmet need, to promote candid interfaith dialogue, this project will build a brand targeting millennials in order to engage in discussions revolving around common human experiences within a religious context.

Problem Statement

Can "athleisure" products (and associated brand) be created to spark religious curiosity, foster community, and prompt dialogue across faiths between the product/brand consumers?

Sub-Questions

1. How does the consumer visually show their own faith?
2. How can visual representations (pictures, photos, art or experiences) be used by a brand to convey spiritual themes (where spiritual themes include love, identify, flaws, searching for wisdom, peace, connection)? These visual representations should be relevant to or be selected such that they will resonate across faiths.

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Problem Scope

6,121 In 2016 6,121 hate crimes were committed in the U.S. alone.

21% of hate crimes were motivated by a religious bias.

"Being educated about other religions may facilitate understanding and respect for other faiths."
- Eric Brahm, Professor of Political Science

Interfaith Literature



Action Dialogue Theological Exchange Dialogue



Religious Experience Dialogue

Build a brand targeting millennials to share personal faith-based perspectives on common human experiences through "athleisure" products.

Visual Research



I observed users at an Interfaith Dialogue event. The purpose of the event was to understand other people's worldview. At the event there was a panel discussion and each person answered a question from their faith's perspective.

Interviews

After doing 19 Interviews consisting of professors of religion, artist, and footwear designers, these 4 led me in my research direction.

Shauna M., PhD

"It's a group called IDEALS that gauges college students' affinity for interreligious cooperation."

Imam W.

"Talking through matters eases the tension spiritually, socially, politically and culturally."

Jason S., PhD

"I think most things in Interfaith Dialogue are successful when a common human experience is found."

Anna B., PhD

"Interfaith Dialogue, is one of the most popular used methods to ease religious conflict."

Millennial Survey Results

81%

of Millennials are interested in learning how faiths different than their own deal with common human experiences.

81%

of Millennials are interested in learning about other faiths.

70%

of Millennials have purchased a product that supports a cause.

70%

of Millennials are likely to switch from one brand to another even when price and quality are equal if the second supports a cause.

46% of more than 200 millennial survey respondents most are drawn to their faith, spirituality, or belief when they feel **unloved**.

Design Theme



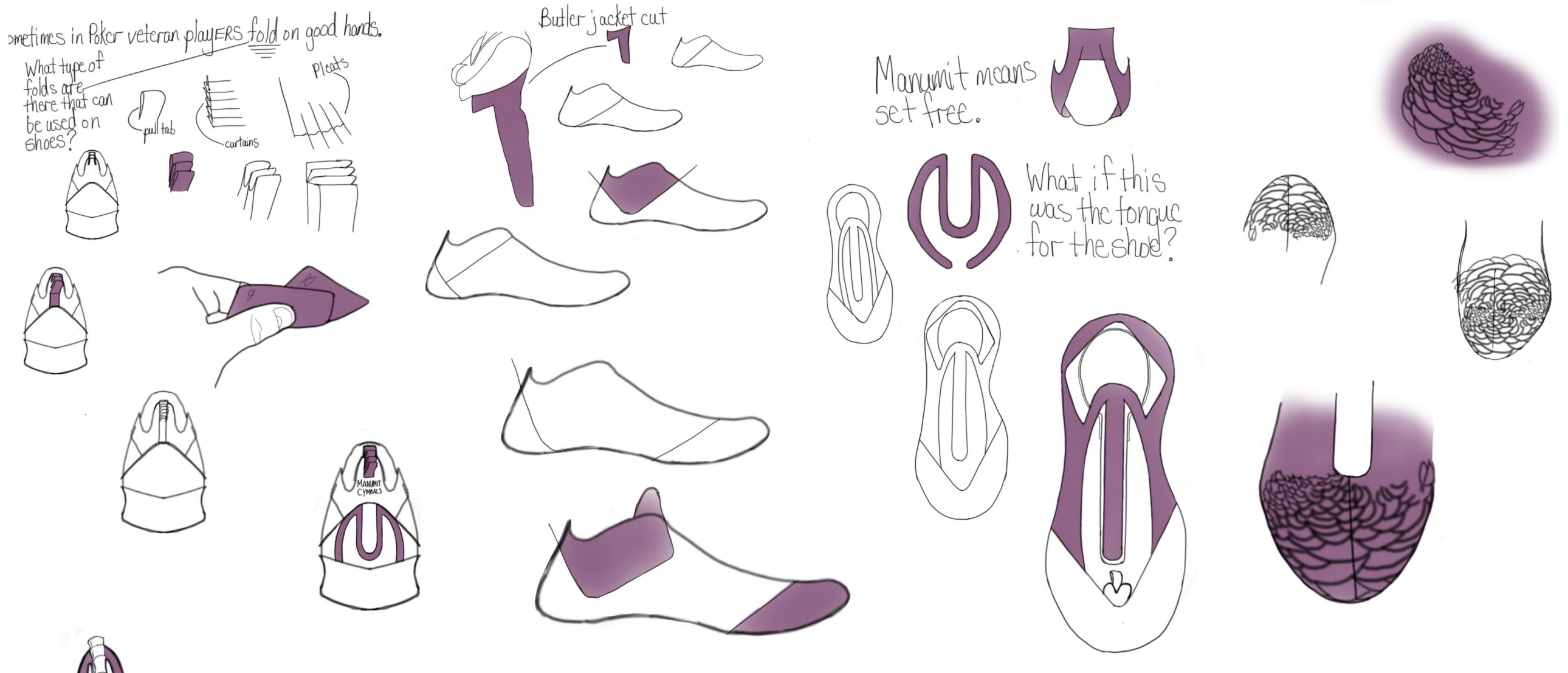
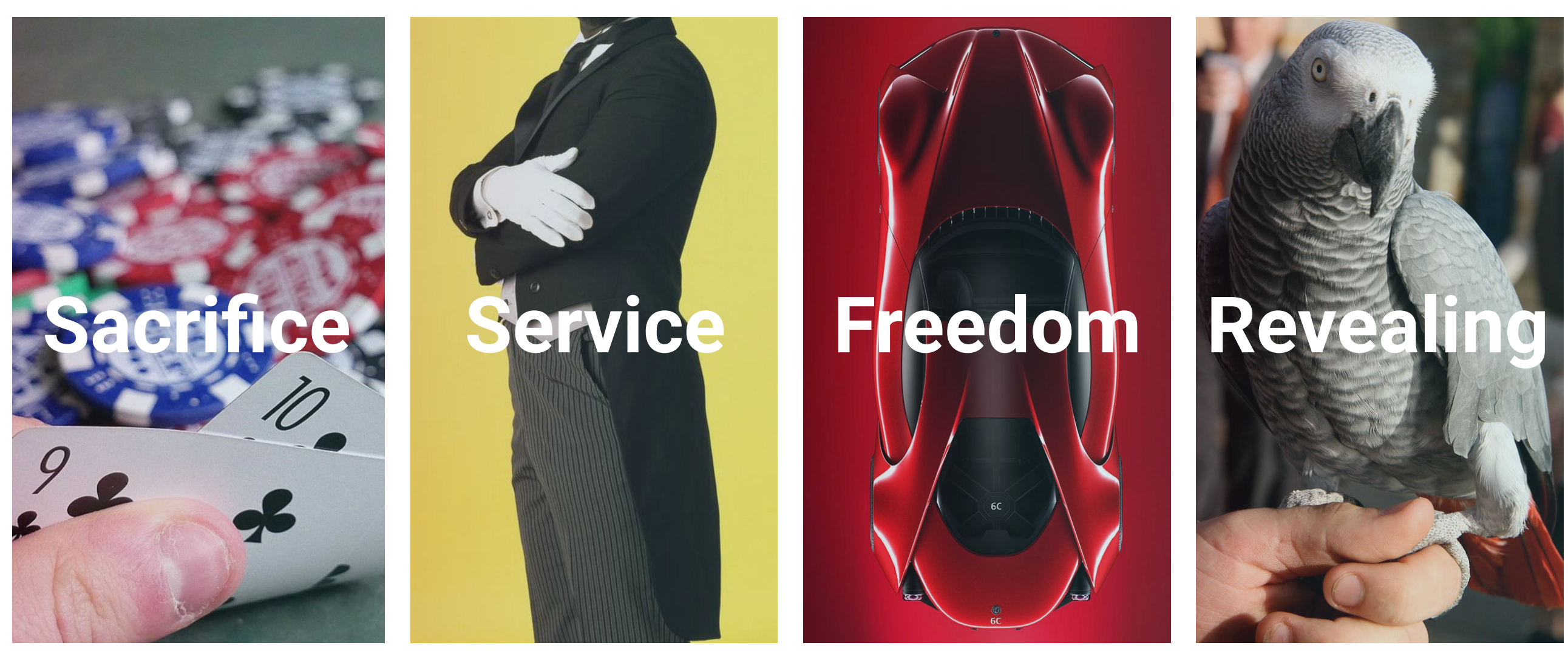
Design Research

I hosted an event where participants designed both a shirt and a pair of shoes to show their faith visually. The first night they designed a shirt based off what wrath was from their faith or worldview. Next, they designed the shoe based off their view of love.



Design Development

Love from my worldview



The finished product will be professionally made and is in the production process currently. The goal is to be wearing this shoe on my final presentation day.



The point of this test was to see if these questions on a shirt could spark conversation. We found that people would take the time to read the whole shirt, but they would not approach me or my wife.