

one mark with your participation. You have to attend all the conferences meetings.

- one mark with a quick synthesis for each conference at the ends of all conferences ( 3 slides per conference)

- Present lecturer
- The highlights of the conference
- What you learned
- Questions prepared upstream (en amont)
- The answers that the lecturer gave you
- Your personal opinion on the conference and the one you would have preferred

Conference 30 septembre  
Sebastien Mermet

freelance designer, lived in America

2004-2010 / Running - Football - Women's / designer

2010-2017 / W Training / design director

2013-2017 / NSW - Skate - Tennis - Kid's / Creative Director

2017-2019 / NSW / Air Max - Fuel - ACG - Women's / Creative Director

2019-2020 / Global Design Studios / creative director

2021 / Design & Innovation / creative director

My 10 principles of being a designer : what he learned so far

1) Don't listen to the consumer : go under his/her skin

- people go to what they are comfortable with
- consensus and design by committee don't make great work
- difference between design for an athlete and design from insights of athlete
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2) Create chaos

- Process don't make creativity happen, environment do
- build a framework - let the mess happen within
- drive plan, not a process
- chaos and discipline - the dichotomy of a leader

inspirational trip : Iceland : you need a budget - sketch on the napkins

- the journey to create a god design is messy, crazy, uncertain
- you have to take detours, shortcuts
- explore, try, fail, restart
- crate chaos

3) Design at the edge ... and never use the word "versatility"

- design for the influencer, not for the consumer

#### 4) Be comfortable while being uncomfortable

- Accept that you don't control everything
- embrace the unknown
- adjust perspective
- fight in the shape of fear
- familiarity can create laziness
- fear makes people choose cautiously

#### 5) Learn to copy to innovate

- need to learn the basic skills to create product/shoe
- he design a shoes that is a stan smith but witch is nos a stan smith

#### 6) Experience / expression

Questions :

- what problem to solve ?
- what is new and better ? and why ?
- What is the aesthetic references ? (driven by culture)
- creator / curator
- the geek and the hypebeast

#### 7) Adaptation and perspectives

- dont' create products, tell stories
- tell the story they want to hear
- adapt to your audience
- same product, different audience
- understand perspectives
- perspectives matter s
- USA-China-France : different narrative depending on where you're at

#### 8) consumer innovation VS technical innovation

- it's not about creating super products, but better products
- design what truly matters

#### 9) Failure is success

- whatever you do you can keep doing, fail for some people but success for others
- people will forgive if you try and fail, but they will forget you if you don't do anything

#### 10) Influence over control

- **inspire** : building a creative direction
- a clarity in the vision but a flexibility in the process
- start from the problem, not the solution
- **Lead** : Be - Do - Say
- there are no bad teams, only bad leaders

## A designer journey

stylist -> problem solver

Functions intercessions & design for context (marketing, development, merchandising, brand, biomechanics, indus)

performance and lifestyle is a new paradigm

next "the new journey of the immunized shopper - young people surfing through crisis - is a process of separating value from values, wants from needs, entertainment, from enlightenment"

For the future :

- Digital revolution & big data
- open sources & creative collectivity
- virtuous creation

Book recommendations : Dear client, this book will teach you how to get what you want from creative people. Sincerely Bonnie Siegler

THANK YOU

11) it's either shit or cool, netter if it is cool shit" Phil D