

ABSTRACT

Nowadays, a lot of people are already using shoes, especially sneakers for various needs, such as for walking or exercising, not only that, the use of sneakers has also begun to be used for formal activities and events, such as for work activities or attending weddings. That's why apart from the quality that is prioritized by manufacturers, now we also prioritize trends, because many people fall in love with sneakers that they didn't really like, there are also many people who suddenly like sneakers and not a few people are starting to collect sneakers. Starting to use sneakers with various motifs that vary from images of flora, fauna, characters, and also the symbol of a particular company and even many well-known shoe brands that have started to collaborate with some big names. This makes some local sneaker makers start trying the same luck by designing according to trends and starting to collaborate with something that appeals to the crowd. Therefore, support is needed to make the shoe design by adjusting the trend. The development of this sneaker design uses a qualitative method by conducting observations and interviews for data collection, and combining it with the SCAMPER method namely combine, because it will combine sneakers products with current trend designs, and this development is expected to meet people's needs and develop local shoe production.

Keywords: *Sneakers, Trend, Collaboration*