

ABSTRACT

This study aims to design Japanese-Americana themed sneakers aimed at custom bikers as a step to revive the Comrades MC brand. These shoes are designed to reflect the custom bike subculture culture while meeting the aesthetic, comfort, and safety needs of its users. The research method used is a qualitative approach through observation of the custom bike community, interviews with cumulative bike users, and literature reviews. Data analysis was carried out to identify user needs and develop relevant designs. The design process includes creating design concepts, selecting materials, and making prototypes. The result is a sneaker design that combines Japanese-Americana style with functional features that are suitable for riding activities, so that it can strengthen the Comrades MC brand identity and contribute to the development of unique and characteristic fashion products.

Keywords: Sneakers, Japanese-Americana, Custom Bikes, Comrades MC.