

ABSTRACT

Bearpath is a brand of sandals. This brand has sandals that are generally intended for outdoor activities that prioritize the comfort and durability of the sandal product. From the data obtained from January 2019 to September 2020 Bearpath tends to experience less stable sales, this is supported by low public awareness of the Bearpath brand as well as variations and feature models of products that are less diverse when compared to the Competitor brand.

For this reason, in this design, bearpath wants to design a sandal that has a hybrid concept but without changing the shape of the sole and without changing the material that has been used by Bearpath. This is what makes the author design a hybrid sandal that can combine two types of footwear but does not eliminate the characteristics of the Bearpath brand. In addition, from an economic point of view, this sandal design can provide a solution to the cost of footwear. This product is expected to not only add to the functional aspects of the existing products. But it can also help from spending effectiveness and can initiate new innovations in the future.

Key words: *hybrid, closed, sandals, footwear*