

ABSTRACT

Along with the times, the issue of gender equality in Indonesia, especially in the city of Bandung is increasingly developing from time to time. This is shown by the holding of several activities, movements, or campaigns that support gender equality. One of the campaigns that supports gender equality is HeForShe. HeForShe is a solidarity campaign to achieve gender equality through a systematic approach and strategic platform targeting men of all ages to get involved and become agents of change for gender equality. One of the activities held in the HeForShe movement is the HeForShe Run. This activity in the form of running is an effort to increase public awareness of gender equality and raise support for the HeForShe movement. The purpose of this research is to participate in supporting the HeForShe Movement, especially in the HeForShe Run activity through the design of footwear, especially running shoes with the theme of genderless fashion. In general, the design of genderless footwear has the same goal as the movement supporting gender equality, namely to reduce cases of discrimination based on gender. The ultimate goal of this research is to design footwear, especially running shoes with the theme of genderless fashion to support the He For She gender equality campaign in the city of Bandung. This research is expected to support the HeForShe movement and increase public awareness, especially in the city of Bandung regarding the issue of gender equality today.

Key word: *campaign, gender equality, genderless*