

ABSTRACT

High cut basketball shoes are known for their superiority in providing optimal stability for the user's feet. However, this safety feature often sacrifices flexibility of movement, which is a challenge for athletes. This problem is increasingly relevant with the finding that teenage male basketball athletes use basketball shoes not only for sports needs, but also as a means of expressing themselves in the social sphere known as athleisure. This phenomenon gives rise to the concept of "beauty is pain" in the male version, where they are willing to sacrifice comfort for appearance. To answer this need, high cut basketball shoes using design thinking method with adjustable collars were developed as a solution with a styling approach using brand archetypes, namely The Ruler and outlaw archetypes, which then gave birth to the Project Monarch series and the Project Exile series.

Keywords: *athleisure, high cut, The Ruler, The Outlaw, brand archetype*