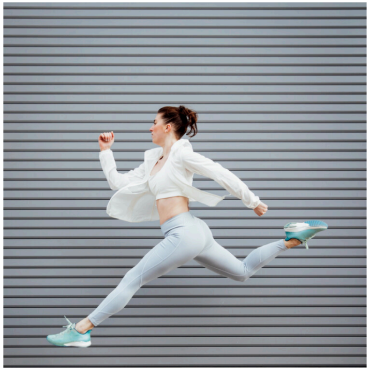


Design Intern

Power and/or Weinbrenner Brands - Power Athletics Ltd - Toronto, ON

Power creates desirable and accessible athletic footwear and inspires all people to 'Play On' by committing to an active and fitness-oriented lifestyle. The Power footwear brand is distributed throughout 20 countries around the world, primarily through Bata retailers, and appeals to a broad range of recreational athletes and fitness enthusiasts. Power provides athletic footwear of excellent value, with comfort, quality, style and technological features as key deliverables.



Weinbrenner, now located in Canada and part of the Bata Group, was founded in 1892 in Wisconsin, USA. In its beginnings, it was specialized in work boots and then evolved to cater for outdoor living. In the 2000's, product innovation stepped-up with the development of internal technologies. Today the brand focuses on footwear and apparel for casual-outdoor lifestyle and technical outdoor activities.



As a Design Intern you will be responsible for assisting in the following:

- Researching markets and competitors to identify emerging trends.
- Creating compelling footwear designs to meet target prices with oversight from sr. designers.
- Developing colour stories and choosing materials for footwear projects.
- Preparing technical drawings.
- Helping develop your designs into final samples.
- Communicating with overseas manufacturers.
- Creating Special Make Up projects (SMUs) with international buyers.
- Collaborating with product and marketing teams to identify areas of opportunity and marketing stories.

- Developing materials such as rendering, catalogues, videos, or presentations to support the footwear projects.
- Organizing and prepare samples.

Skills and Abilities:

- Proficient in Adobe Illustrator, Photoshop and Microsoft Office.
- Ability to work both independently on projects and to collaborate with the design team.
- Must have the ability to keep on task to meet deadlines.
- Ability to juggle multiple projects at once.

Qualifications:

- Bachelor of Industrial Design completed or completed 3rd year and seeking internship.
- Must have legal working status in Canada.
- Should possess an interest in sports, wellness and/or outdoors.

Availability:

- Full time starting in summer and continuing for approx. 6 months
- Opportunity to extend the internship or become permanent staff may be available upon successful completion of the internship.

Application: Please send your resume and portfolio (or link to website) to:
careers@powerfootwear.com