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Melvin University  
and Me

## Nike's Brand Designer

I recently read a book by Nike Brand designer Greg Hoffman. [Emotion by Design, Copyright 2022]. This book contains almost biographical content, but the point is that in the end he is a professional lecturer, focusing more on how to be creative and how to help others to be creative. He became a lecturer who helps people.

At first glance, Hoffman was not purely American, but rather a South American. In other words, he must be a South American. It is because of his appearance. But it turns out that his father was black and his mother was white. He was eventually adopted by a white family. It seems to be common in the United States because there are so many immigrants. Anyway, if you look at Nike's models, you see that they are almost black or South American, especially because they are sports-related brands, they are treated in black and white, giving a strong impression. Perhaps, his own backgrounds gave the Nike brand a strength. Moreover, since black players were popular in soccer and baseball in the 7th and 80s, many black players naturally appeared as models in the Nike image.

As a child, school teachers and American adoptive parents were often told, "You are a great artist." He also went to a drawing college and a painting tutor often visited his house to learn.

To tell you some of Greg Hoffman's reasons for his success, first of all, there was the encouragement of his parents in elementary school, the encouragement of his supervisor in college, and the encouragement of his friend.

Furthermore, it seems that maximizing his weaknesses (African-American) positively helped him to be the best in that field. And the timing seems to have played a role, too. In other words, it seems that people has satisfied because he provided what they needed in a timely manner. It is a case where supply and demand are right.

Lastly, it is considered the peak of success that he focused on distributing his success secret (the process of becoming creative) to many people. Some people are reluctant to give away their know-how or secret to others. However, in Greg Hoffman's case, giving away seems to have made his success longer-term.