L.L. Bean Bootmobile Visits | OPPD

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As part of the Winter Fun Tour on the way to promote the opening of the first L.L. Bean retail location in Utah, the LL Bean Bootmobile team stopped in Logan to promote their products and give a seminar for Outdoor Product Design and Development students. Students on campus could toss a boot through a target for the chance to win prizes and learn about products made by the 106-year-old company, all while in the shadow of the Bootmobile.

During the L.L. Bean presentation, OPDD students learned the value of customer input, which is something the company’s founder, Leon Leonwood Bean, took to heart when he first made his now famous Bean Boot. The story goes that L.L. made 100 boots, sold all 100, and had 90 returned due to defects. He promptly repaired all 90 and returned them to his customers at no cost. This is one factor the company says has led to the brand thriving for over 100 years.

Visits from companies like L.L. Bean are vitally important to the education of aspiring designers in the OPDD program. The opportunity to tease out best practices and design principles is invaluable as these aspiring designers head out into the industry.