Japanese Apparel Brand
Nanga Speaks to OPDD

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12/17/2018

Nanga, a 70-year-old Japanese outdoor company, sent Jonathan Young to Utah State’s OPDD program to share the story of Nanga’s history, product strategy, and goals for the future. Jonathan, a brand ambassador for the company and one of Nanga’s few US-based employees, champions the brand and shared Nanga’s belief in creating sustainable, made-to-last products with OPDD’s aspiring designers.

Nanga’s visit to campus exposed OPDD students to the challenges of scaling a company internationally, in addition to designing product for various markets around the world. Nanga plans to provide OPDD with a donation of products to be housed in their gear library. Product contributions provide students with finished designs to study, be inspired by, and learn from.

www.youtube.com/embed/TL3uDO3wREw5603150