Japanese Apparel Brand
Nanga Speaks to OPDD

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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.

To watch Jonathan’s complete presentation, click here!