



Bell Fitness Ghost Design
Bell Fitness was asked by Target to generate new design concepts for their whole fitness line. We were called in as a ghost design team to join one of four teams at Bell assigned to this task.

Of all the concepts the teams developed (nearly 25), this jump rope design was the only concept accepted by Target, moved into production, and added to the fitness line. Since we did all the initial work in 3D, this concept went from rendering to prototyping to production within a week.