LINK THE PAST AND FUTURE

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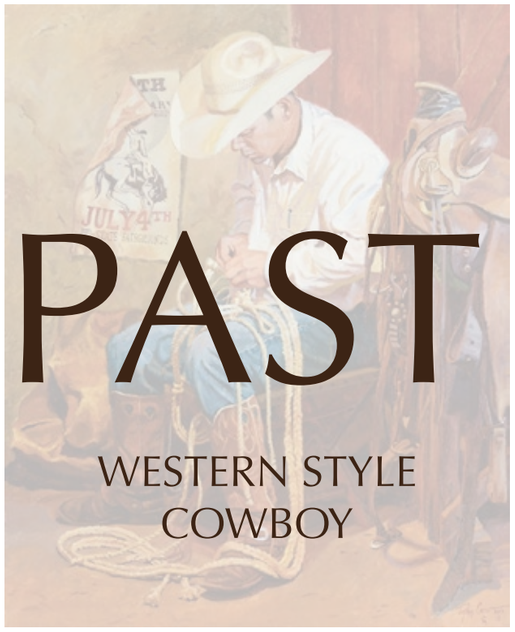
CONCEPT BOARD



PAST

WESTERN STYLE
COWBOY

+

FUTURE

TECHNOLOGY
SNEAKERS

This project aimed to combinate 3 different elements and create the new footwear desing DNA.
The elements are Orienteering, Runway/Catwalk and Modularity.

From researching about orienteering, there was interesting ironic combination between old and classic method and high technology equipment. I used this as my hybrid theme; Past + Future.

And I decided the western style as past part. Because, with a renewed interest in all things vintage, cowboy boots re-entered fashion territory and have recently gained popularity among Gen Z consumer. And it has a lot of interesting components to be used.

The combination of technical shoes with western style can make a new outcome.

MOOD BOARD

MODULARITY

COWBOY

TECHINCAL

GRASSLAND

COLOUR PALLETE

PANTONE 2322

PANTONE 470 C

PANTONE 452 C

PANTONE 467 C

PANTONE 450 C

PANTONE 426 C

04

CUSTOMER PROFILE

AGE : 18-35

GENDER : UNISEX

TRENDSETTER

INFLUENCER

FASHION LOVER

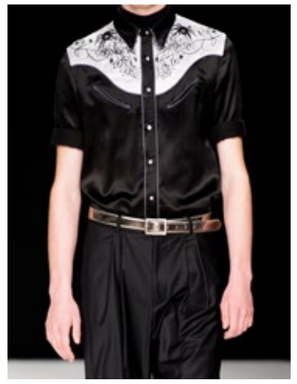
FAST FASHION

MASS MARKET

UNIQUE STYLE

Western style

Rodeo inspired studs, embellished embroider.



Dior

INSPIRATION

Leg warmers

Cowboy boots

Embroider

Antique Buckles

Narrow toe

Inspired by Cowboy boots

Thick heel

Narrow and sharp toe

Studs

Buckles

Harness

MARKET RESEARCH

RUNWAY/CATWALK

Unique
Creativity
Art
Culture
Aesthetic
Innovation
Unconventional
Distinctive
Special

MARKET RESEARCH

RUNWAY/CATWALK FOOTWEAR

Conceptual
Proportion
Conventional Design
Unique & Trend
Unique Materials
High Quality
Technical Materials
Hybrid Footwear
Detailed

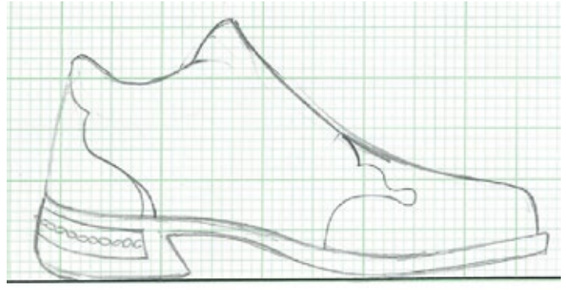
Design Development 1

Classical leather sole from cowboy boots.

Harness

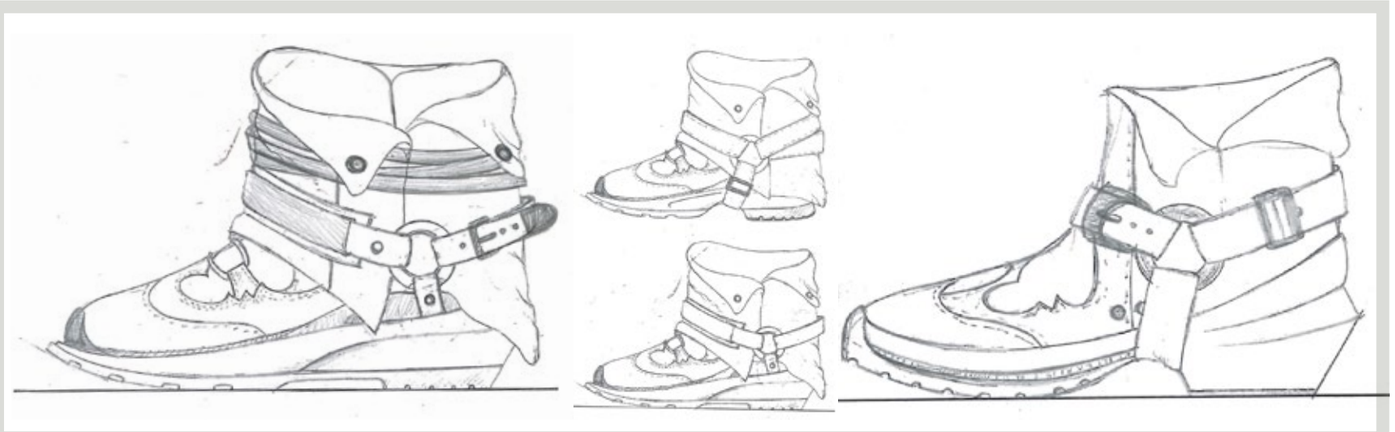
Technical upper

Combine technical upper and classic leather sole.

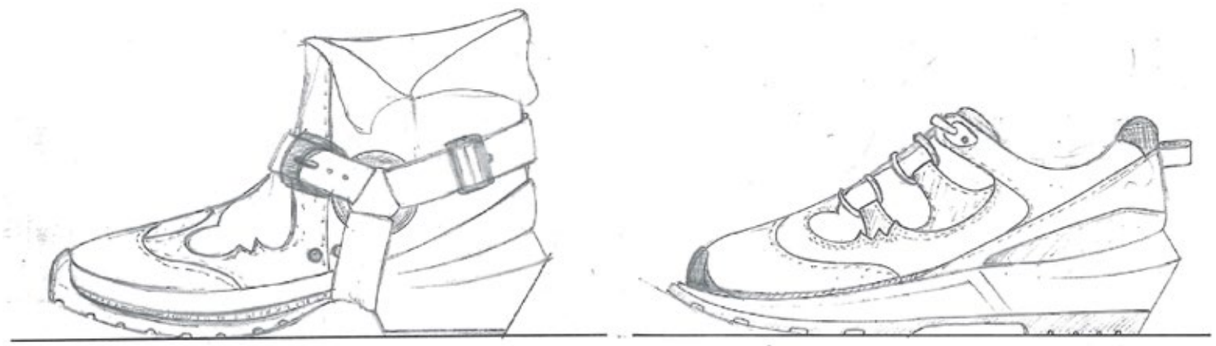


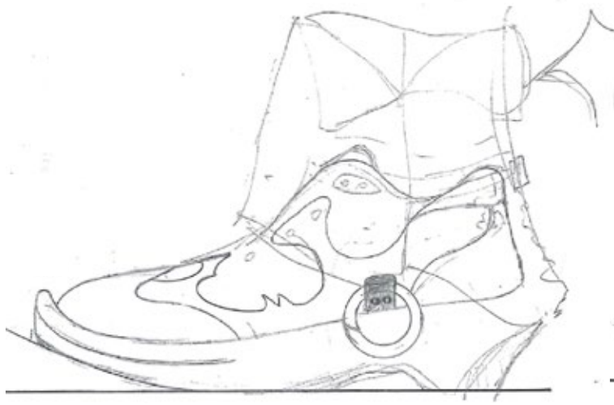
Design Development 2

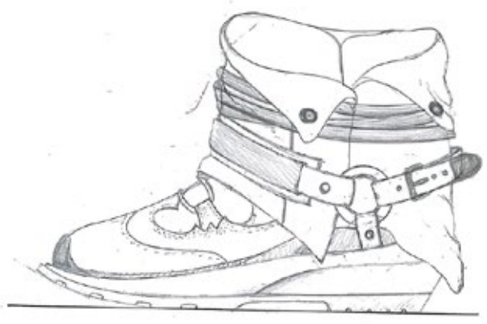
GAITER
LEG WARMER

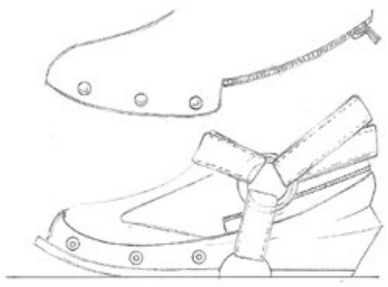


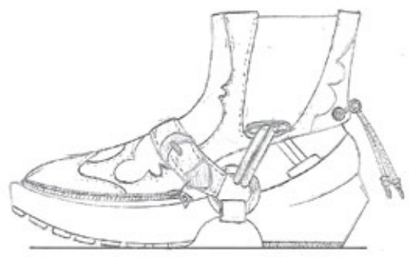
Design Development 3

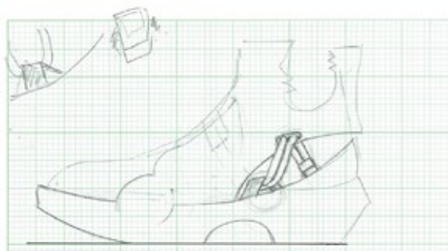


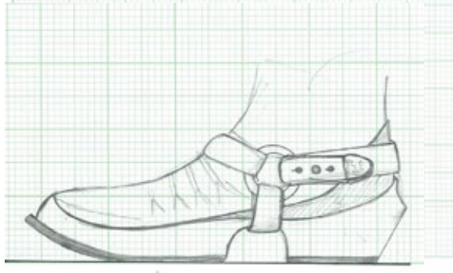


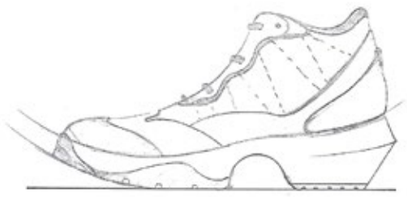


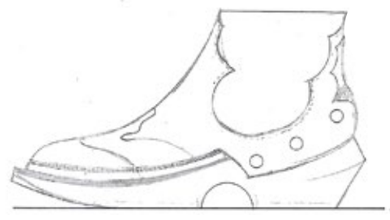




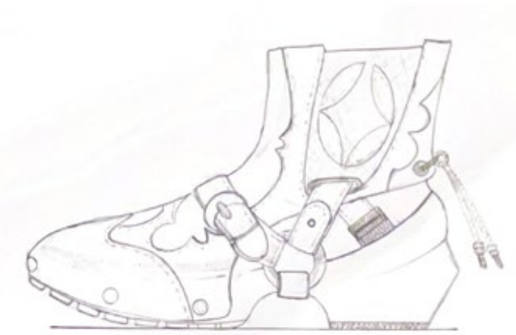


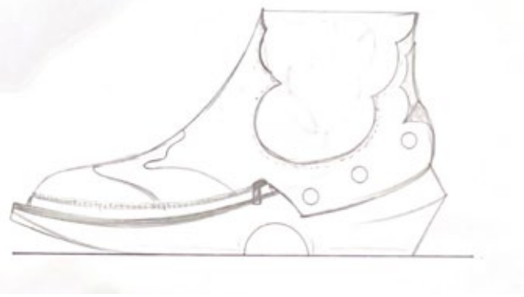


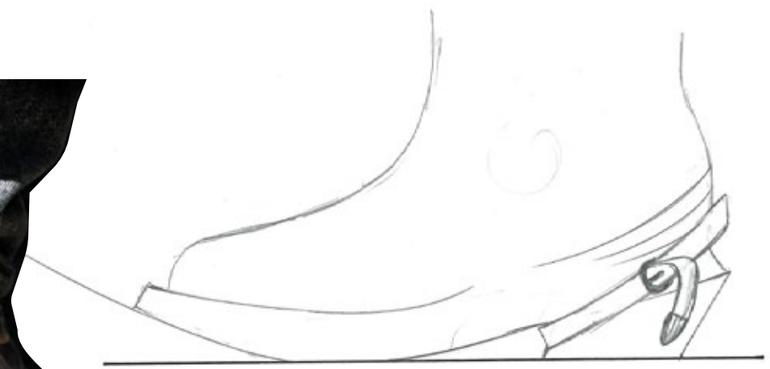


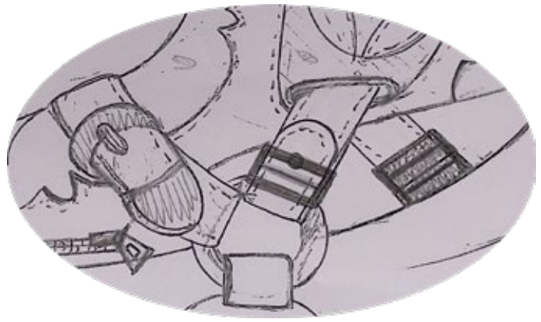


Design Development 4







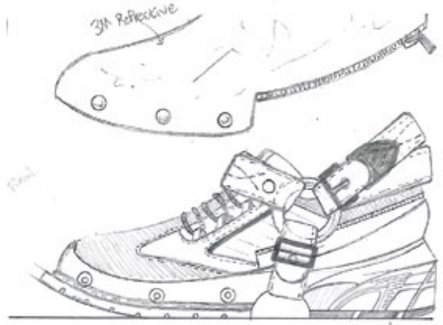


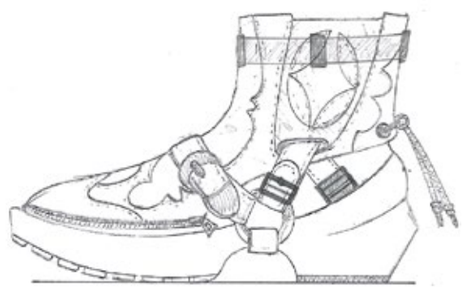
Design Development 5

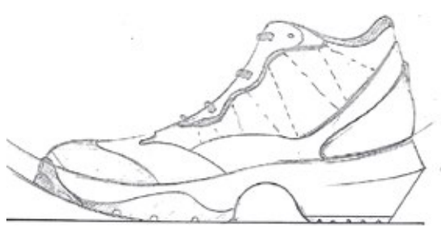
I made mack-up with soft and thin leather to see the shape and winkles which would be shaped nicely. And I checked my patterns either which was what I imagined.

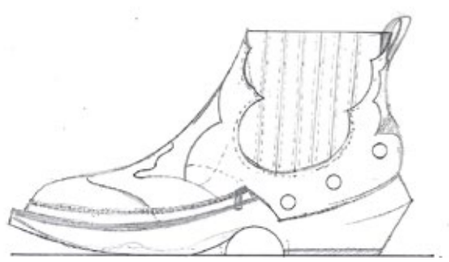
Put an elastic band to control warist and making some winkles.

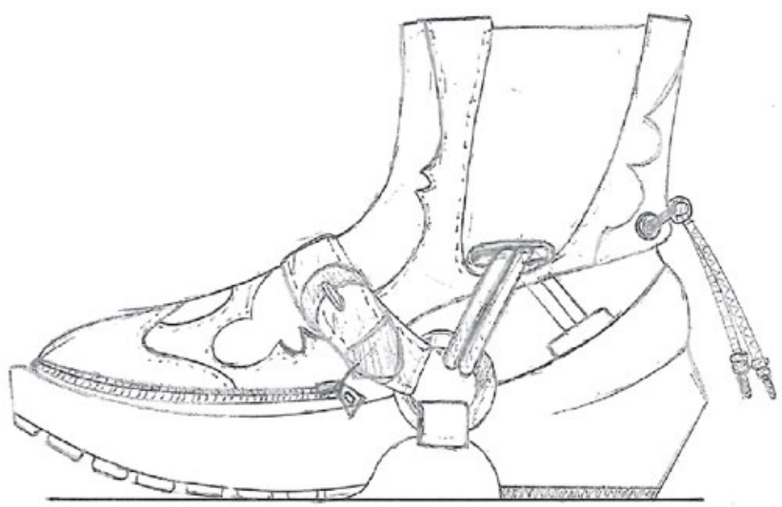
I made 2nd make up with real cow leather. This leather is looks good but it is to hard to do lasting and blocking. I needed to find the way.



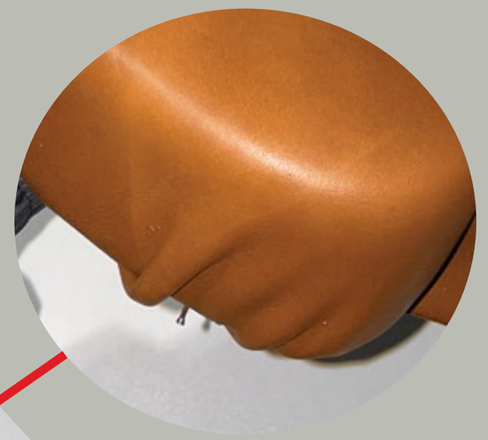






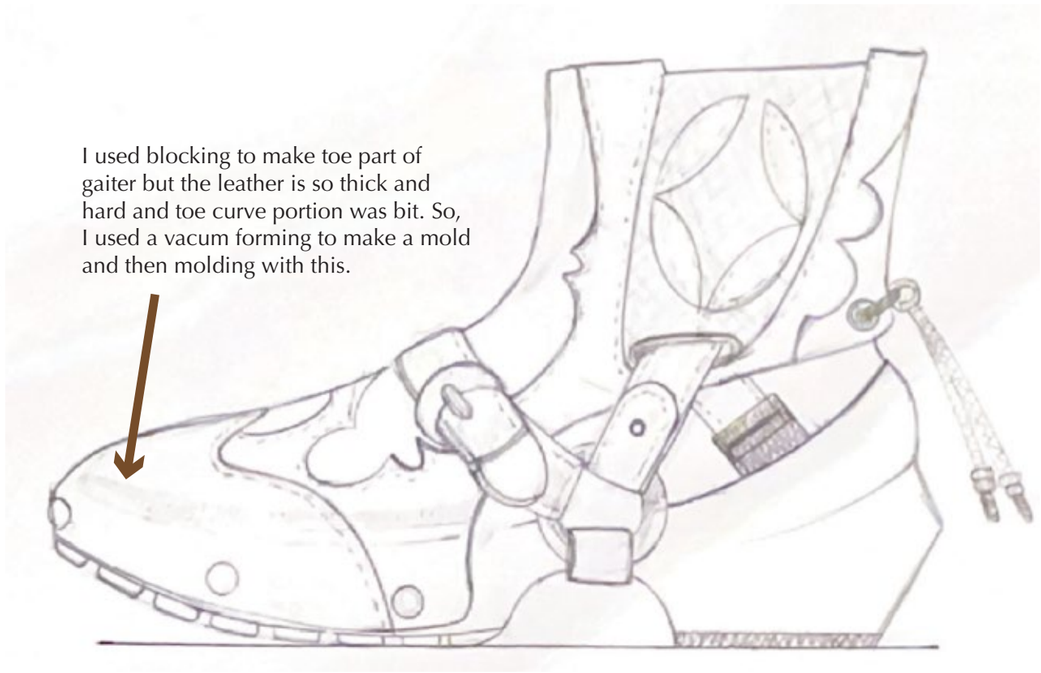


Design Development 6

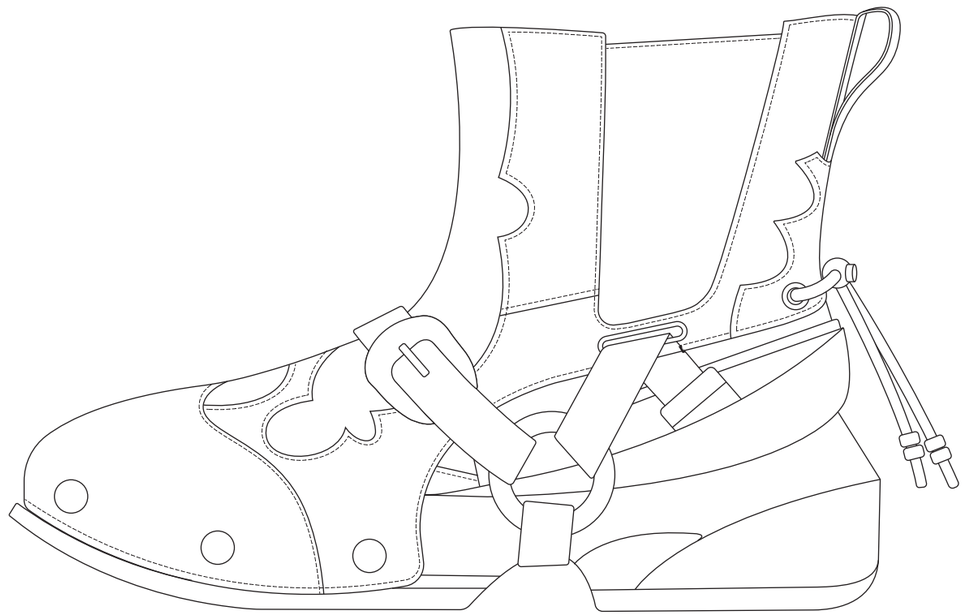


Blocking the leather to make toe cap.

I used blocking to make toe part of gaiter but the leather is so thick and hard and toe curve portion was bit. So, I used a vacum forming to make a mold and then molding with this.



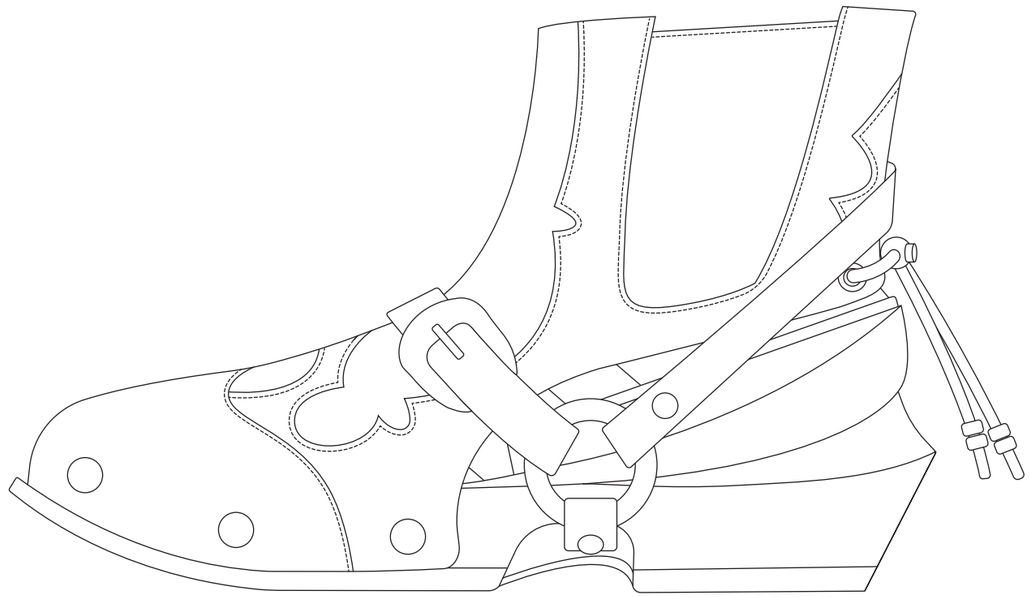
DESIGN 1



LINE DRAWING

COLOUR RANGE

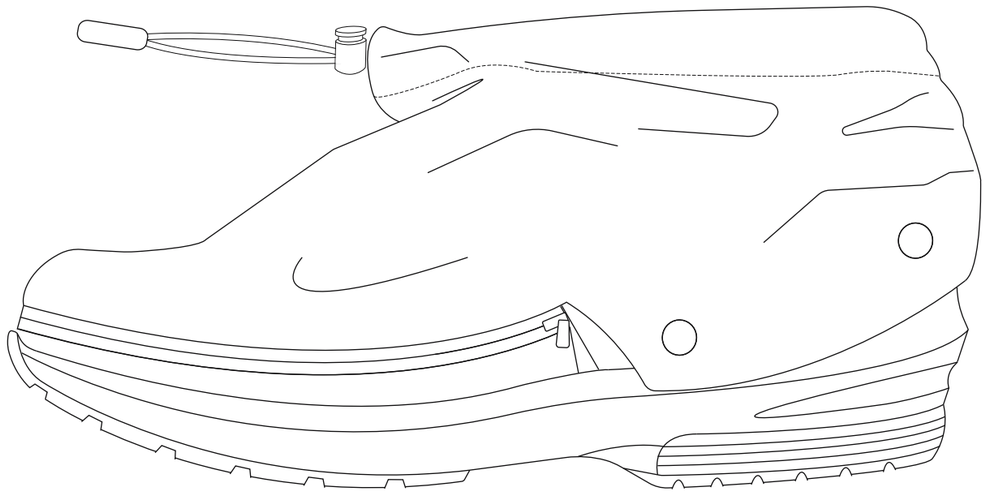
DESIGN 2



LINE DRAWING

COLOUR RANGE

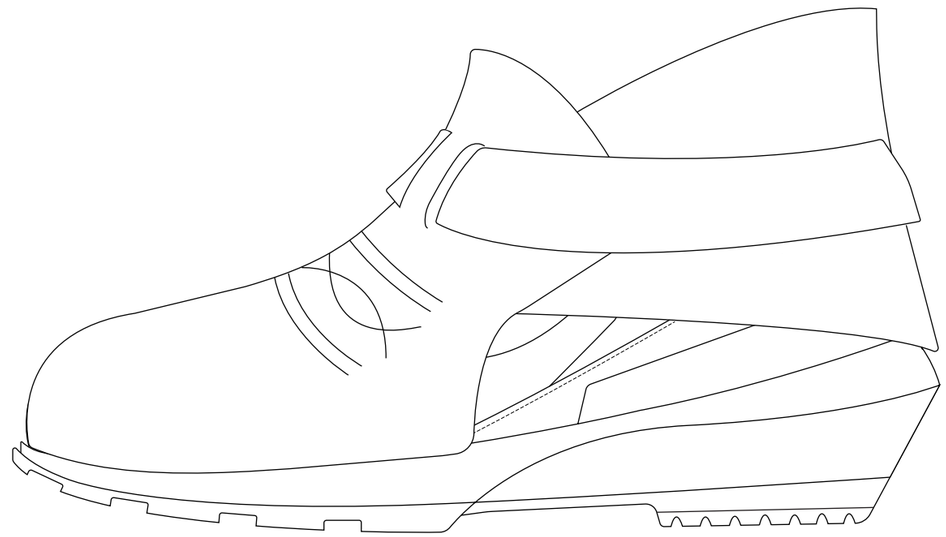
DESIGN 3



LINE DRAWING

COLOUR RANGE

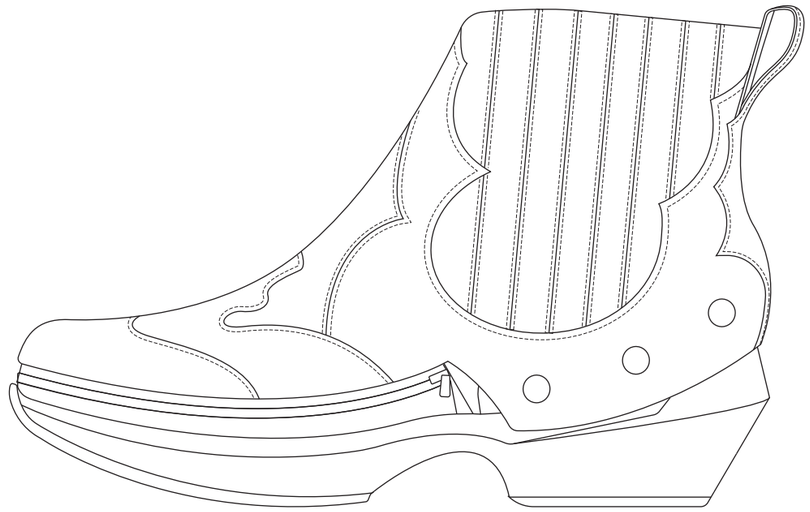
DESIGN 4



LINE DRAWING

COLOUR RANGE

DESIGN 5



LINE DRAWING

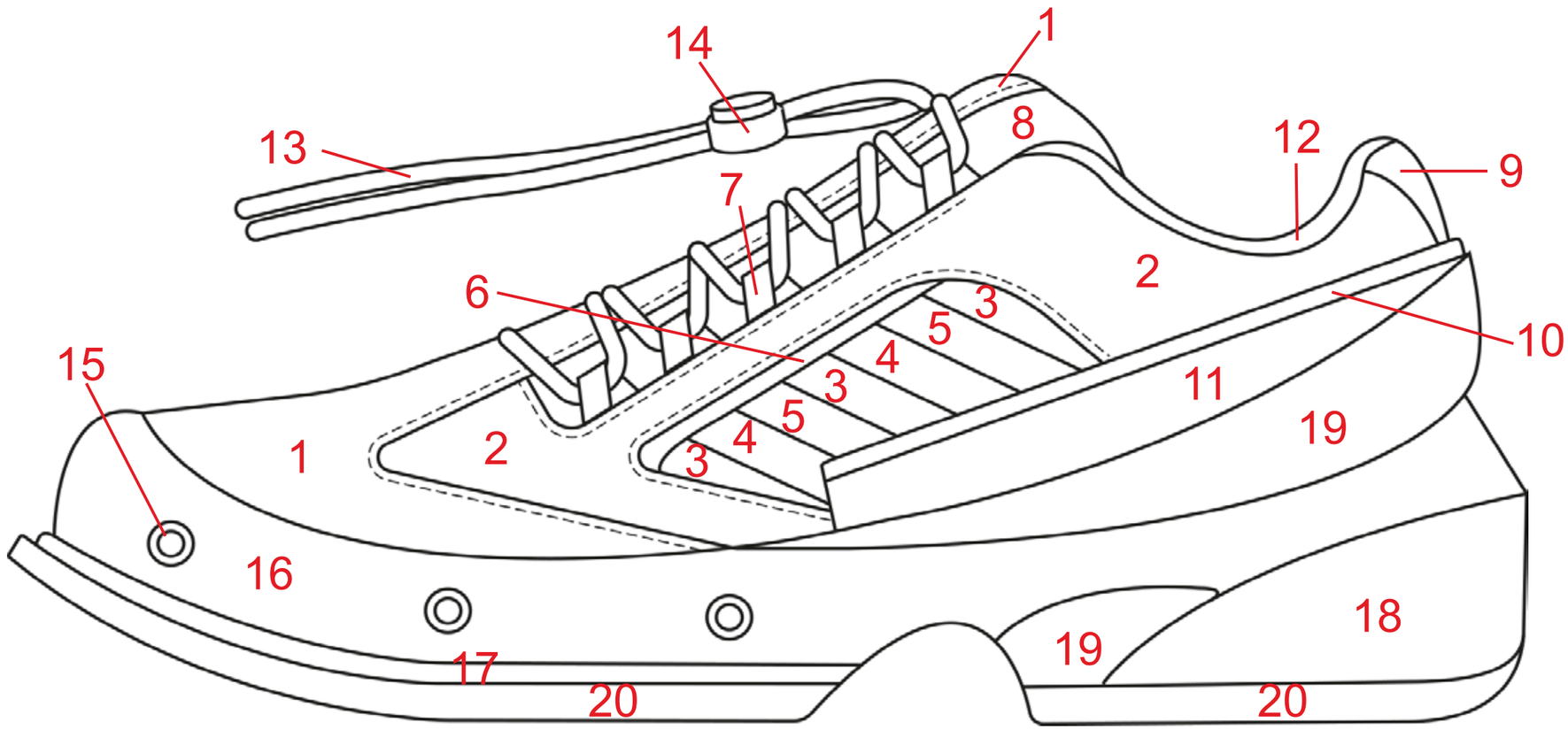
COLOUR RANGE

FINAL LINE UP

FW23

STYLE: RUNWAY LAST: MHP39 SL4955	CATEGORY: SPORTS SHOE SAMPLE SIZE: 8	PROJECT TYPE: Quagga Project PROTOTYPE: QUICK SPEC☐ 1ST☐ CFM■	DATE: 18 NOV 2022	DESIGNER: Woosung Kim DEVELOPER: Woosung Kim

SHOE COMPONENTS



TIP	VAMP	QUARTER	QUARTER DECORATION	WEBBING EYELETS	TONGUE	COLLAR	ZIPPER	ZIP GUARD
1	2	3 4 5	6	7	8	9	10	11

COLLAR LINING	SHOE LACE	CORD LOCK	SNAP FASTENER	MIDSOLE	MIDSOLE DECO ROPE	FLARED HEEL	CONTOURED MIDSOLE	OUTSOLE
12	13	14	15	16	17	18	19	20

FW23

STYLE:RUNWAY LAST:MHP39 SL4955	CATEGORY: SPORTS SHOE SAMPLE SIZE: 8	PROJECT TYPE: Quagga Project PROTOTYPE: QUICK SPEC☐ 1ST☐ CFM■	DATE: 18 NOV 2022	DESIGNER: Woosung Kim DEVELOPER: Woosung Kim

SUEDE
BREE BEIGE

LEATHER
DARK GREEN

SUEDE
GREY

SUEDE
DARK KHAKI

CALF LEATHER
BLACK C

NUBUCK LEATHER
DARK KHAKI

SHELL CORDOVAN
BLACK C

SUEDE
BLACK C

WAVED FABRIC
BLACK C

SHOE MATERIALS AND COLOURS

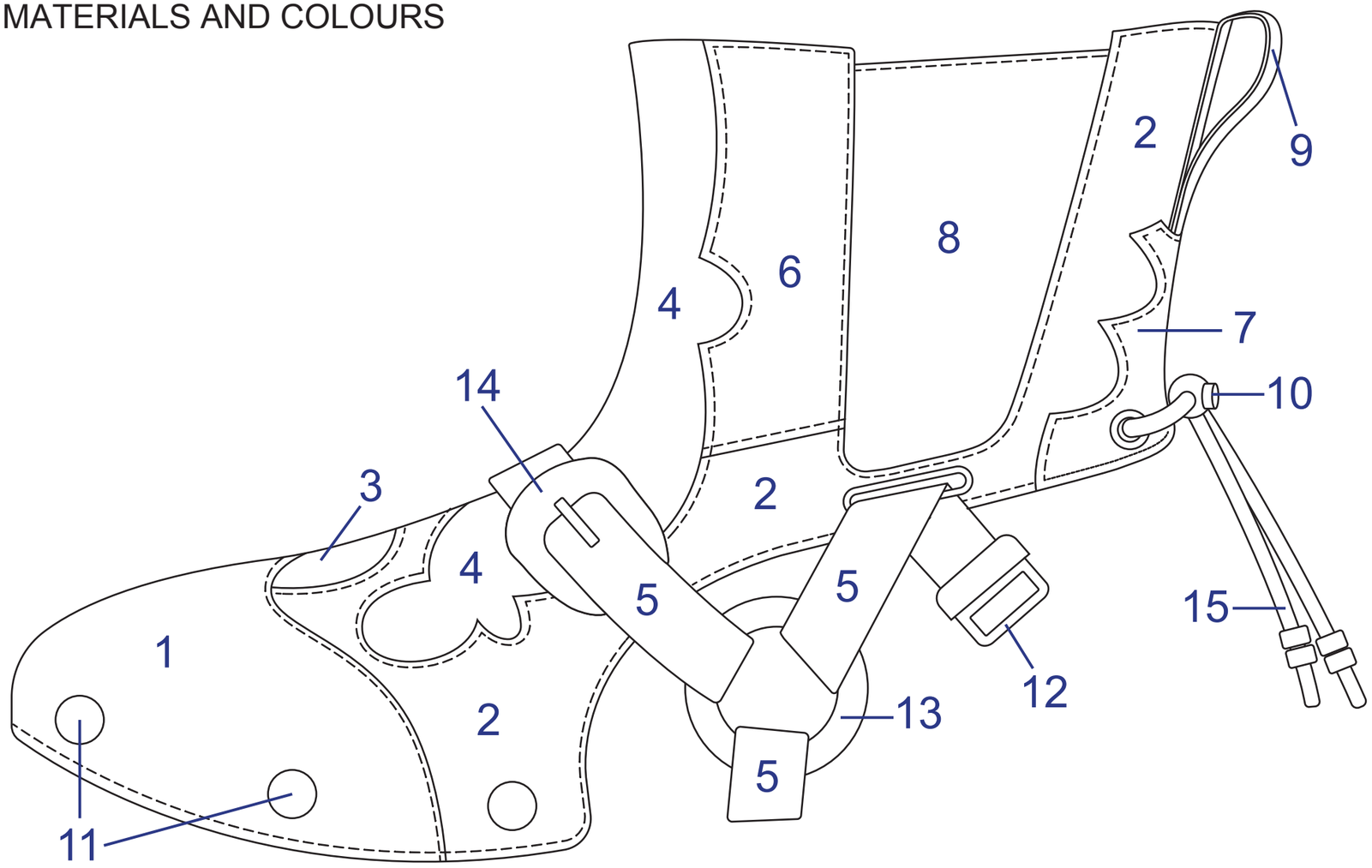
TIP	VAMP	QUARTER	QUARTER DECORATION	WEBBING EYELETS	TONGUE	COLLAR	ZIPPER	ZIP GUARD
SHELL CORDOVAN BLACK C	NUBUCK LEATHER DARK KHAKI	3 4 5	LEATHER DARK GREEN	WAVED FABRIC BLACK C	MESH BLACK C	SHELL CORDOVAN BLACK C	Black Open Ended Plastic Zipper	WAVED FABRIC BLACK C

COLLAR LINING	SHOE LACE	CORD LOCK	SNAP FASTENER	MIDSOLE	MIDSOLE DECO ROPE	FLARED HEEL	CONTOURED MIDSOLE	OUTSOLE
MESH BLACK C	Round Black 3.5mm	Black 		Black EVA	Black and Beige Twisted Rope 	Grey EVA	Black EVA	Black Rubber

FW23

STYLE:RUNWAY LAST:MHP39 SL4955	CATEGORY: SPORTS SHOE SAMPLE SIZE: 8	PROJECT TYPE: Quagga Project PROTOTYPE: QUICK SPEC☐ 1ST☐ CFM■	DATE: 18 NOV 2022	DESIGNER: Woosung Kim DEVELOPER: Woosung Kim

MATERIALS AND COLOURS



1	2	3 4	5 6 7	8	9
Black Shells Cordovan Leather 1-1.2mm	Black Shells Cordovan Leather 1-1.2mm	Black Full Grain Calf 0.8mm	Black Shells Cordovan Leather 1-1.2mm	Black Full Grain Calf 0.8mm	Black Shells Cordovan Leather 1-1.2mm

10	11	12	13	14	15
Black Plastic Spring Loaded Round Toggle Stopper Cord Locks	Silver Snap Fastener 11mm	Black Coated Metal Snap Clasp Buckle	Silver Metal O Ring Heavy Duty Seamless Molded Solid Round Ring 50mm Inner Diameter	Rusted Silver Metal Buckle 30mm Inner Diameter Check Ref. image	Beige / Brown Rope Lace with Knot at the Edge

HARDWEAR IMAGES

10

11

12

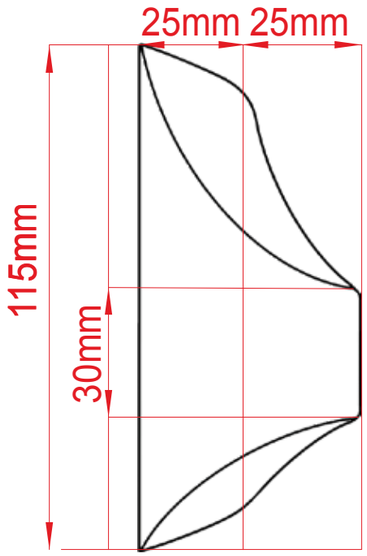
13

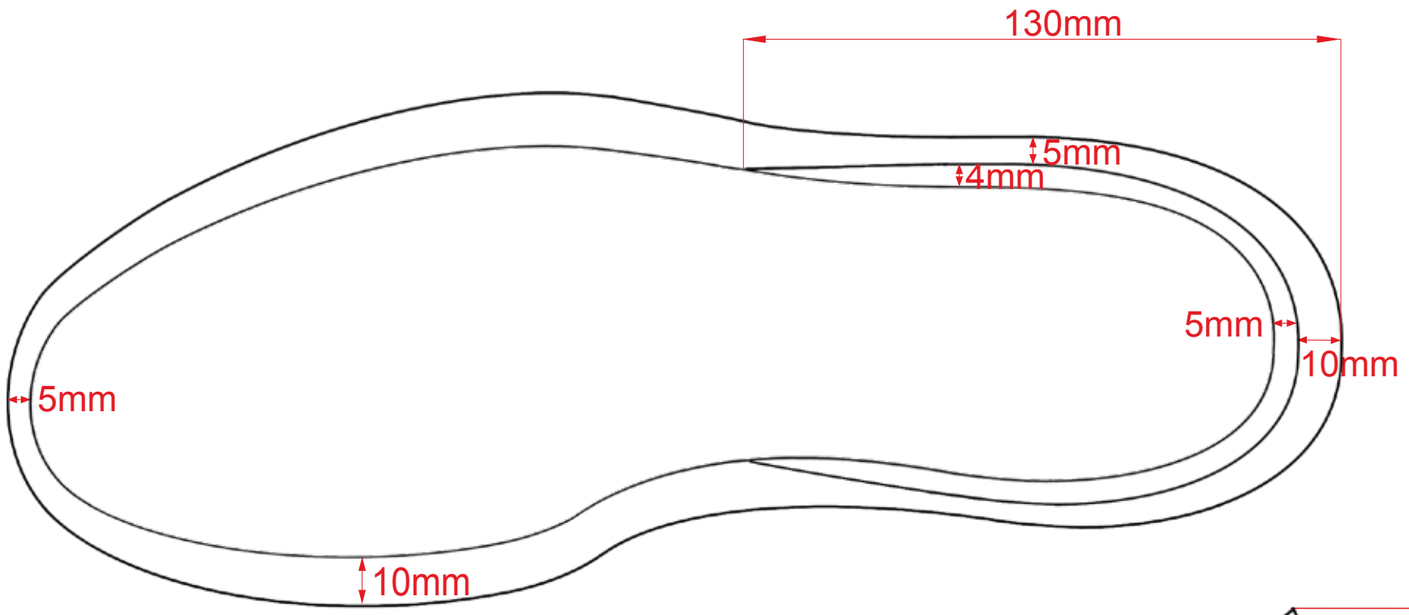
14

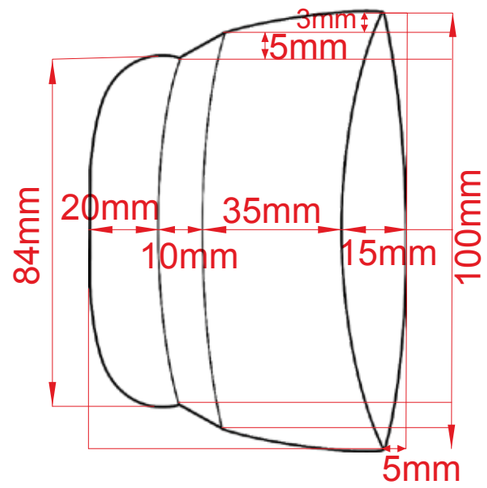
FW23					
	STYLE:RUNWAY LAST:MHP39 SL4955	CATEGORY: SPORTS SHOE SAMPLE SIZE: 8	PROJECT TYPE: Quagga Project PROTOTYPE: QUICK SPEC☐ 1ST☐ CFM■	DATE: 18 NOV 2022	DESIGNER: Woosung Kim DEVELOPER: Woosung Kim

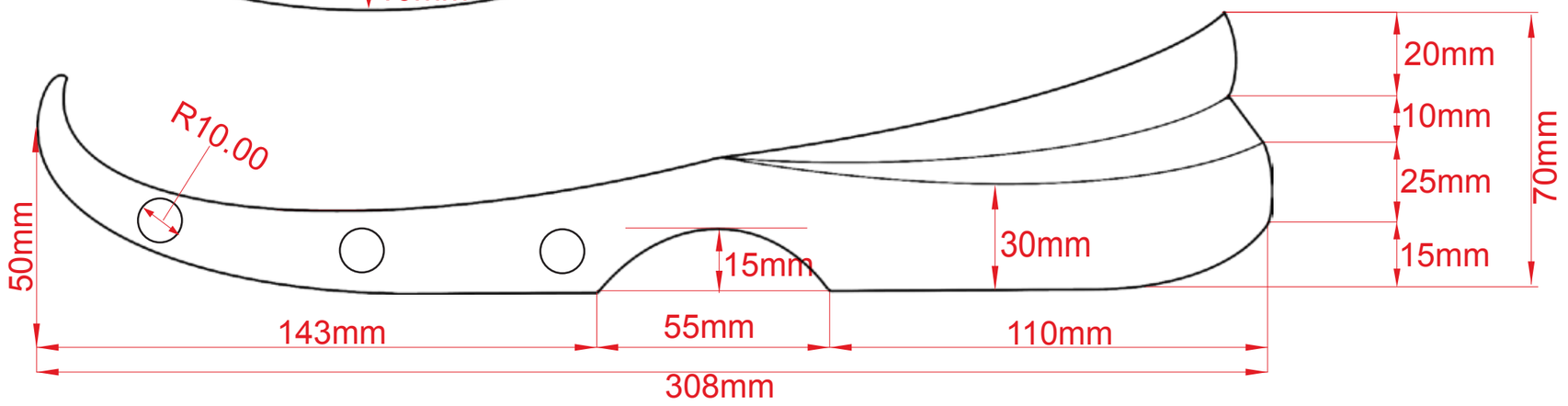
OUTSOLE

This standard is for size 8









PROTOTYPE