

Project Title: Historical Shoe with Traditional Treasures

Project Type: Unisex Boot

Project Summary and Description:

Motivated to create a collection of unisex goat leather boots that celebrate traditional African designs, materials, and craftsmanship while incorporating modern sustainability and comfort. The project aims to create a unique and versatile boot that celebrates African cultural heritage and appeals to a wide range of customers.

Key Objectives:

- Create unique unisex boot design concepts
- Incorporate traditional African designs, patterns, and symbols
- Use high-quality goat leather and eco-friendly materials
- Ensure comfort, durability, and sustainability (reusable leather, recycled rubber) in the design
- Develop marketing materials for product launch
- Combine traditional inspiration with modern sustainability features (e.g., eco-friendly dyes, recycled materials)
- Design boots for unisex appeal, suitable for both men and women

Design Inspiration:

- Traditional African clothing and textiles
- Natural materials and earthy tones
- African cultural heritage and history
- Modern sustainable fashion trends

Deliverables:

- Detailed design specifications (materials, colors, measurements)
- Marketing materials (product descriptions, images)
- Final boot design prototypes

Evaluation Criteria:

- Creativity and originality of design
- Effective incorporation of traditional African designs and materials
- Sustainability features and eco-friendliness
- Comfort and durability
- Market appeal and potential for commercial success

Project Timeline:

- Design concept development: 2 weeks
- Design refinement and prototyping: 4 weeks
- Final design delivery: 2 weeks

Target Audience:

- Men and women of all age
- Individuals who appreciate cultural heritage and sustainability
- Customers seeking unique, versatile, and comfortable footwear

This summary of the project, easily communicates the key objectives, deliverables, and evaluation criteria to all stakeholders, to ensure a successful project outcome.

I am determined to creatively blend traditional African designs with modern sustainability and comfort. The passion I have for cultural heritage and sustainable fashion, has encouraged me to apply for this exciting project.