The background of the image is a wooden surface covered with various sewing-related items. At the top and bottom, there are rows of rolled-up leather in a variety of colors including yellow, orange, red, brown, pink, purple, blue, and green. Scattered across the central wooden area are numerous buttons of different sizes and colors, mostly in shades of brown. Interspersed among the buttons are several spools of thread in black, white, and brown. The text is overlaid on this background in a stylized, yellow, gothic-like font with a black outline.

LEATHER

•

FOOTWEAR

•

PRODUCT R&D

•

INDIVIDUAL PROJECT

PROJECT OVERVIEW

Gen Z and Millennials increasingly pursue a **Hectic Multitasking Lifestyle**, and shop more mindfully due to **Financial Pressure** and **Wardrobe Overload**, leading to an urgent demand for a multi-functional, cost-effective, and long-lasting footwear solution. Recognizing this need, I developed a **3-in-1 comprehensive and integrated shoe design**, leveraging current and upcoming trends in footwear style, materials, and technology, such as **Modular Design**, **"Genuine" Leather**, and **Interchangeability**. The design solution comprises **three interchangeable aesthetic looks** in a **single shoe**, catering to different daily or weekly activities: **Work Mode**, **Party Mode**, and **Luxe Casual Mode**. They are designed to stay neat and offer a convenient style switch, while providing bold and distinctive aesthetic outlines, prominently inspired by **Formalwear**, **Subversive Basics**, **Color Block**, and **Gorpcore**. This design is enabled by innovative, compatible, and natural **Wooden Buttons**, a structure, and techniques that promote sustainable usability. Moreover, while fully leveraging diverse, high-quality **vegetable-tanned cowhide leather**, this 3-in-1 design solution ensures lower material expenses and scalable production, thereby providing a **far more approachable price point** for its value, as it functions as **three different conventional footwear products**.

The most essential feature is its **complete eco-friendly application**, from vegetable-tanned leather to wooden buttons, cotton stitching, and natural vulcanized rubber soles, all of which are **Biodegradable**. Finally, it boasts a **modular and compatible design** that facilitates **replacement** and **repair** while eliminating all synthetic components.

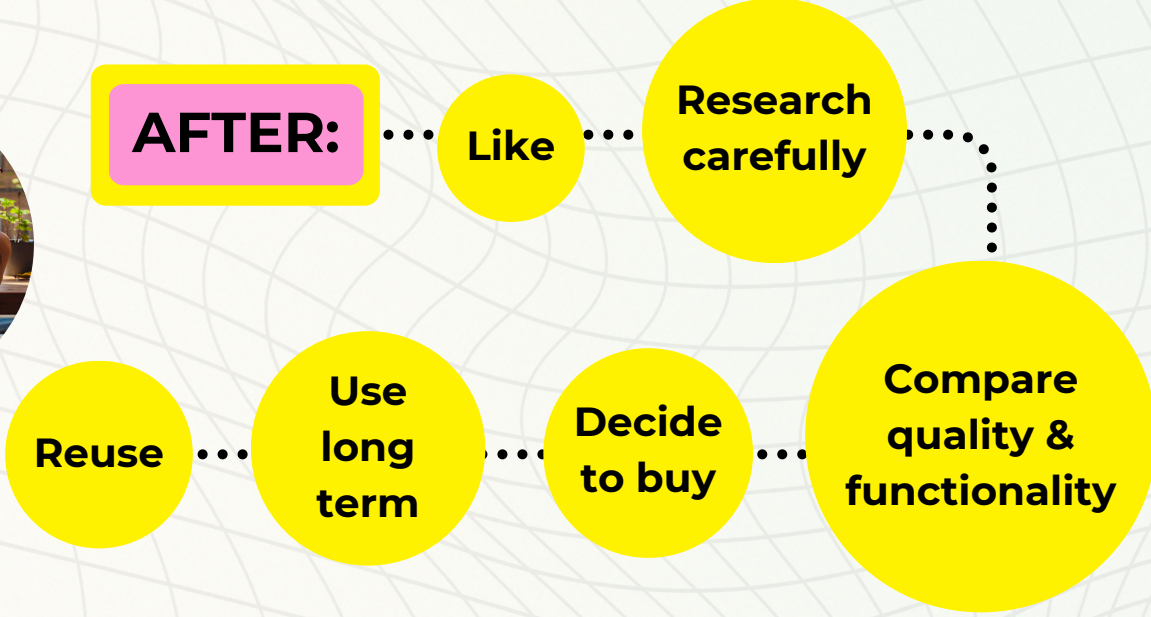
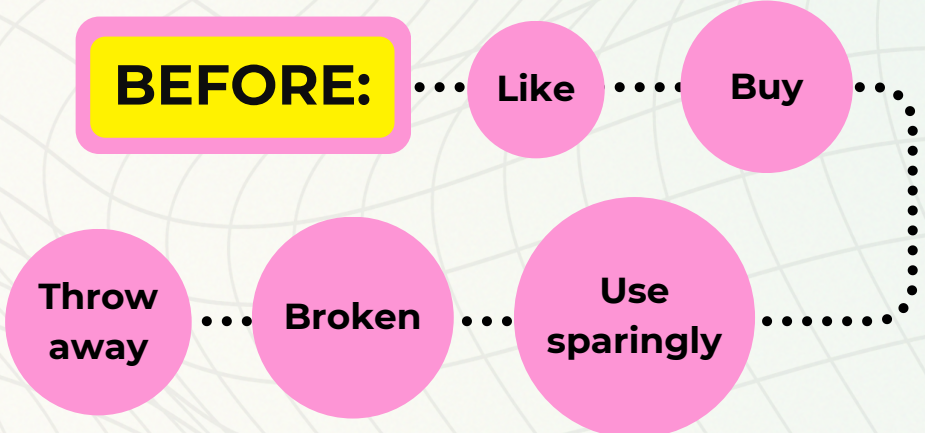
Ultimately, I aim to introduce an **innovative yet meaningful breakthrough** in **Modular Footwear** by directly addressing the demands of young consumers and promoting sustainable production and consumption. In my vision, I believe in a sustainable and cost-efficient solution for footwear manufacturing, **focusing on detachable footwear uppers** in addition to complete products. This approach **minimizes glue components** for environmental sustainability, enhances **production efficiency**, and provides **diverse Leather customization options** for customers.

INSPIRATIONS FOR FUNCTIONALITY

Consumer Research

Hectic Multitasking Lifestyle of Young People

Gen Z and Millennials juggle packed schedules, rushing between school, work, side gigs, social events, and fun activities. Constantly switching settings means they're stuck changing outfits often, desperately needing a versatile solution to keep up.



Financial Pressure - Mindful Shopping

Post-COVID-19 and inflation have made consumers more cautious about spending, leading them to seek more functional, long-lasting products that work in multiple situations. Increasingly popular trends, such as "Buy less, buy better" and the Capsule Wardrobe, highlight the urgent need for versatile, cost-effective items that meet daily demands.

Small Living Space – Wardrobe Overload

Urban homes are becoming increasingly narrow, making it challenging to store more belongings. Young people struggle to buy new shoes for every occasion since they take up space and are hard to organize, urgently needing a compact, all-in-one footwear solution.



INSPIRATIONS FOR STYLES AND TECHNIQUES

Market Research

1. Footwear trending styles forecast

Modular Design, Extreme Forms, Subversive Allure in footwear are forecasted for the A/W 26/27 (WGSN).

2. Footwear material & technology trends

“Genuine” leather is currently the top material in footwear thanks to its luxurious feel and durability (WGSN).

Sustainable technology solution trends: Compatible materials and trims; Repairable/removable trims; Trims for modular design, assembly/interchangeability decoration (WGSN).



Modular Design



Extreme Forms



Subversive Allure



“Genuine” leather



Compatibility



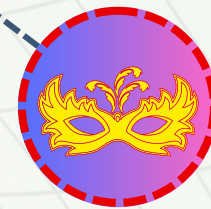
Assembly/Interchangeability

DESIGN SOLUTION

I oriented my shoe design to focus on **aesthetics** while ensuring **functionality**. Analyzing young consumers' Hectic Multitasking Lifestyle, Budget Pressure, and Wardrobe Overload issues, I decided to develop a **3-in-1 comprehensive, integrated shoe design** with **one Main Shoe** and **two External Uppers (Detachable)**. In particular, the Main Shoes can **stand alone** or **be attached to the Uppers**, allowing for **flexible switching** between **three different Styles** (or versions). The trends in footwear styles and techniques are applied to enable this design solution.

WORK MODE (Detachable Upper)

The style will combine **formality with subtle innovation**, making it suitable for professional work environments while allowing the wearer to express their personality.



LUXE CASUAL MODE (Main Shoes)

The style will focus on **minimalism and casuality**. It is easy to mix and match and use in daily activities. The wearer can also switch to this style in work environments.

PARTY MODE (Detachable Upper)

The style will maximize the **Avant-garde, bold, and abstract**, making the wearer distinctive and clearly expressing their identity. The wearer can have this style for special events, entertainment, or photo shoots.

*Problem Solving:

- **Versatile Lifestyle Solution:** Three distinct styles are innovatively integrated into one product, enabling **quick and effortless transitions** between **continuous activities** throughout the day and week.
- **Cost-Efficient Investment:** 3-in-1 integrated shoes optimize **material use and production**, delivering **exceptional value** at a **far more accessible price point** than purchasing separate shoes for each purpose.
- **Optimize Your Wardrobe:** This multifunctional design occupies the space of a **single pair**, **streamlining wardrobes** and offering a **practical, space-saving solution** for modern, dynamic lifestyles.

MOODBOARD

WORK
MODE

LUXE CASUAL MODE

GORPCORE

PARTY MODE

SUBVERSIVE BASICS

COLOR BLOCKS

Blood
Veins

MULTI-FUNCTIONAL
3-IN-1
INTERCHANGEABLE

Suit

Lapels

Vents

DESIGN SKETCHES

INITIAL IDEA FORMATIONS



WORK MODE:

EXTERNAL UPPER (REMOVABLE)



2nd option for 3-IN-1 Assembly (2): Fasten wooden buttons on the upper
of Luxe Casual Mode(Main Shoe) into the button holes
on Work Mode/Party Mode (Removable Uppers)

CHOOSE OPTION

LUXE CASUAL MODE:

MAIN SHOES

PARTY MODE:

EXTERNAL UPPER (REMOVABLE)



FINAL DESIGN & SPECIFICATIONS

Double collars, inspired by Jackets and Subversive Basics style

The leather strip loops down for stability

The Upper's large wooden button on top fastens the waists together

- Minimize seams to ensure a natural, seamless design and highlight the leather; Concentrate seams on tensional parts to maintain forms and durability.

- Modular structure and compatible natural wooden buttons facilitate replacement & repair, ensuring sustainable use.

- No padding for lining, use soft leather to reduce weight, maximize the leather's feel, eliminate synthetic material for eco-friendliness.

The Upper's large wooden button on top fastens the waists together

Collars inspired by Formal Suit Jacket Lapels

The leather strip loops down for stability

The slits, inspired by suit jacket vents, allow the external uppers to adjust to shoe bending

FULL-GRAIN

TOP-GRAIN

FULL-GRAIN

FULL-GRAIN

TOP-GRAIN

• Material: Vegetable-tanned Leather

3 layers of leather for stiffness to create form

• How to wear External Uppers over Main Shoes:

- Insert the Upper from the bottom of the shoe sole up

- Fasten the wooden waist buttons (Main Shoes > Uppers) and the Upper's large button on top

- Thread shoelaces through the Uppers' inner loops (near the collar).

Natural Vulcanized Rubber Sole

Leather strip:

- Aesthetics: Same leather as toebox and heel tab strip, extending from front to back for continuity and design accent

- Function: Raises wooden buttons higher than waist surface, convenient for attaching/removing external uppers

3 layers of leather for stiffness to create form

• Material: Vegetable-tanned Leather

FULL-GRAIN

TOP-GRAIN

FULL-GRAIN

Wooden buttons

Inner loops

• Material: Vegetable-tanned Leather

SUEDE

FULL GRAIN

SUEDE

FULL GRAIN

FINAL DESIGN MOCK-UP

LUXE CASUAL MODE

External Side

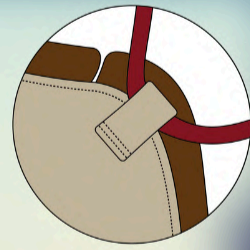


Internal Side



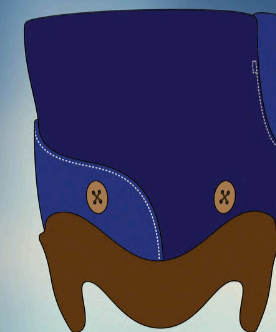
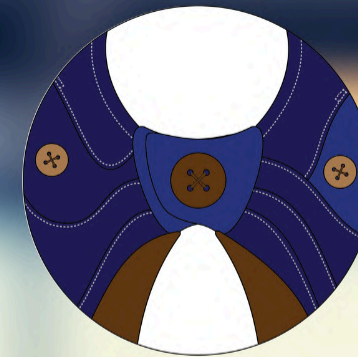
FINAL DESIGN MOCK-UP

WORK MODE



External Side

Internal Side



FINAL DESIGN MOCK-UP

PARTY MODE



External Side

Internal Side

