

WA' SHOES

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Personal introduction



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age: 21
Grade 23 undergraduate Product
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CONTENT

01	Preliminary research
02	Design planning
03	Design research
04	Design expression
05	Summary and Insight

Market research

Current research on Wa ethnic products

Characteristic Analysis

Advantages: The current Wa fashion products are mostly black and red in color, integrated with primitive religious totam patterns, rough and bold style, both practical and beautiful, bags and other styles are rich and have regional characteristics.

Disadvantages: similar design, lack of innovation, shallow excavation of cultural connotation, too simple to pile up elements. And part of the quality is not good, the process is rough, the price is not reasonable.



Footwear popular product analysis

Brand reference

Niche - Fashion

BY FAR

Niche - National

YUUL YIE



Niche

Popular - Fashion

from movement

STUART WEITZMAN

Popular-National

MARION PARKE



Fashion

S



W



Popular



t

National



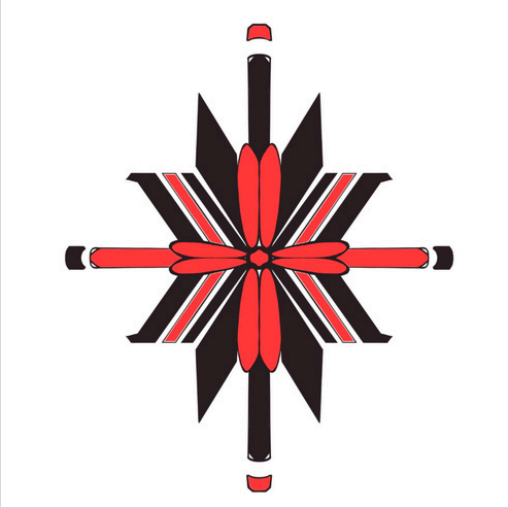
Recraft: Ai Auxiliary pattern iteration



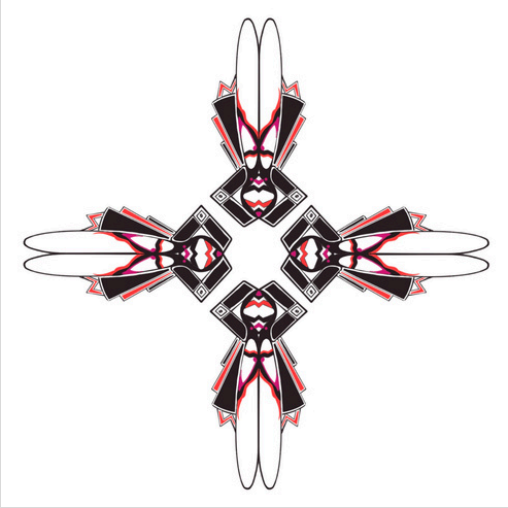
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A flat-style fashion print design inspired by the intricate traditional patterns of the Wa ethnic group from Yunnan, China. The composition features highly detailed geometric motifs derived from Wa ceremonial textiles and wood carvings, including zigzag lines, diamond shapes, and floral clusters representing grain, fertility, and nature. The pattern layout integrates both two-directional (bilateral) and four-directional (quadrilateral) repeats, forming a seamless and rhythmically structured design. Each motif reflects the Wa people's spiritual beliefs, agricultural heritage, and symbolic aesthetics. Executed in a bold, flat graphic style with no shading, sharp edges, and high visual contrast. The color palette is composed of deep black, vivid red, and metallic silver—black representing strength and mystery, red for vitality and festivity, and silver for sacred or ceremonial elements. Ideal for high-resolution textile printing, including modern fashion fabrics, scarves, or ethnic-in

Pattern iteration



Support Pattern 1



Support Pattern 2



Support Pattern 3



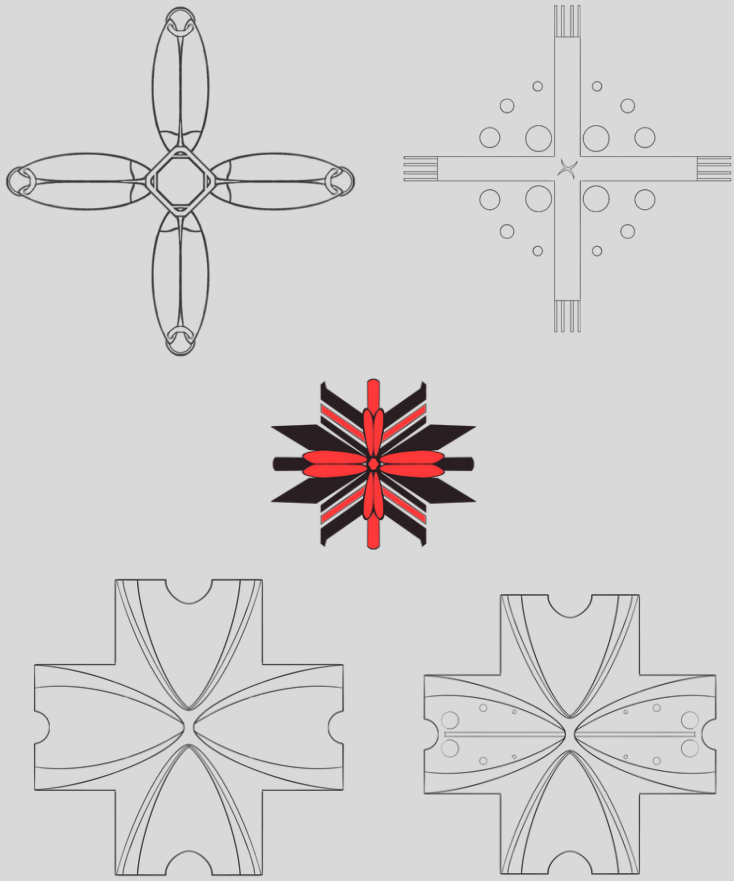
Main pattern



Two-directional continuity



In order to facilitate the application of simple optimization



User Profile

Shen Yun

Age : 30

Job : New media operation

Intrest :

Brush red books, wear videos, visit markets, do handicrafts, learn about traditional culture, and brush shopping software such as Tmall



Habit :

In terms of consumption, I will reserve about 600 yuan per month for clothing and shoes.I am used to shopping on Tmall, Acquisition and other platforms, and I am more cautious. When I meet a single product I like, I will always add it to the shopping cart first. After carefully looking at the buyer's show and evaluation, I will decide whether to start.

I was deeply impressed by the jewelry and art works in different ethnic villages and tribes when I traveled before.I also bought many ethnic characteristics and cultural creations. Although the price is not cheap, I think it is very worthwhile to make a contribution to ethnic and intangible cultural heritage. In my spare time, I will write some notes to share the stories and insights behind them.

Need :

For a long time, I have been looking forward to a pair of shoes with unique ethnic patterns and colors, presented in a fashionable and practical way, which can not only meet the needs of daily commuting, but also suitable for casual shopping. I hope such a design can appear soon.

Trend research

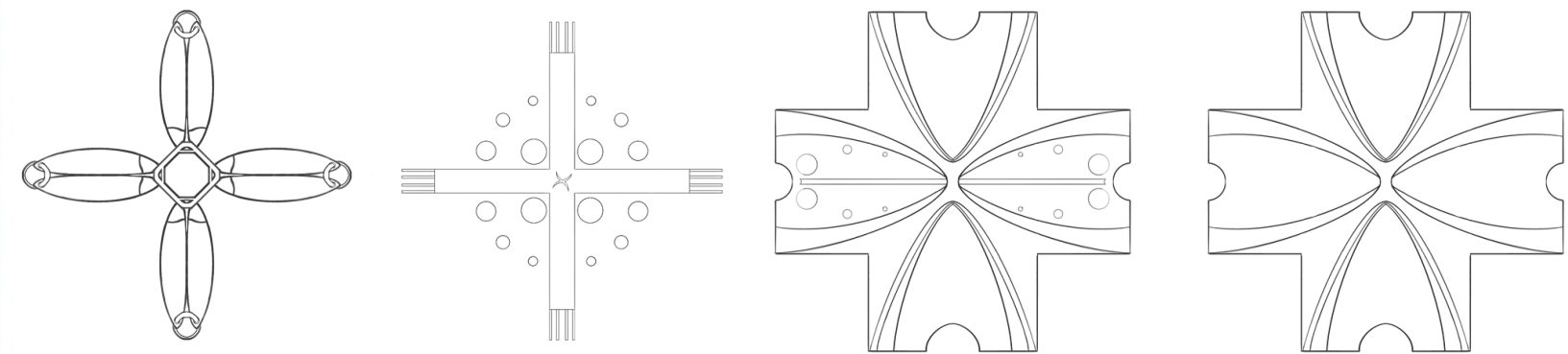


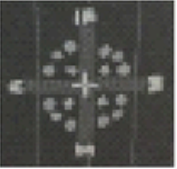
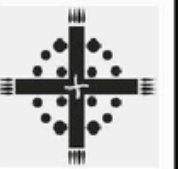

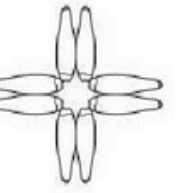
The style of **punk** aesthetics has swept through the young people's group, hitting the psychology of those who pursue individuality

Trend research

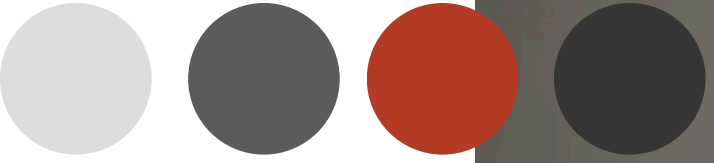
25/26 autumn and winter, **fashionable WESTERN boots** have gradually become the vanguard of the trend, with its unique design and diverse style to attract the attention of many fashion lovers. This season, the Western boot trend is not limited to the traditional riding boot shape, but through a variety of innovative elements to show a more stylish and personalized style. Designers have been bolder in their choice of materials, using **high-quality patent leather, sheepskin and synthetic materials, combining colors and textures to create boots that are both luxurious and modern.** Meanwhile, mid heels and thick soles are becoming mainstream, giving the wearer more support and stability, while enhancing the overall sense of elegance.

Design Project



Wa' s	Cross pattern	Reed grain pattern
	 	 

Final presentation



Dress matching and display



WA' SHOES





THE END

Thanks for your watching!