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PARTICULARS ON DEVELOPMENT OF FOOTWEAR COLLECTION STYLE "WESTERN" WOMEN

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In the preparation of the creative process, the idea of creative transformation of the inspirational source, the highlighting of the stages in the elaboration of the new models, even of some interesting collections, is of great importance. As a source of inspiration used for the production of women's footwear collection is the "western" style. Currently, the "western" style boots are classified as follows: the sex of the wearer and the purpose of the shoe. This paper presents a collection of five models, of which three were made, respecting the specifics of the style under consideration.

Key words: *footwear, customer, enterprise, study, style, collection.*

INTRODUCTION

In the process of creating products, aspects of form, color, ornamentation, etc., have important economic and social implications. Correct selection of products that are launched in manufacturing is an important factor in production efficiency. This is determined and influenced by a multitude of factors, among which: product demand, designers' suggestions, fashion trends, existing technology, economic needs or laws, etc. [1].

Products, in order to be sold, must be competitive. An essential contribution to this, of competitiveness, is created by creators who have to create products with functional and aesthetic qualities superior to those made by competing firms.

FORMULATION OF THE PROBLEM

By creation is meant the work of imagining and making new objects. Creation can be: technical (industrial) that has as final purpose functional and utility objects made in series, by industrial processes, which address a particular market segment or target consumer; artistic work that has the ultimate work of art [1].

In the preparation of the creative process, the idea of creative transformation of the inspirational source, the highlighting of the stages in the elaboration of the new models, even of some interesting collections, is of great importance. Thus, in the process of transforming an inspirational source, the following steps can be taken [2]: searching for the source of creation, drawing and careful analysis of it; highlighting the most interesting elements of the source of inspiration; applying the principles of



transformation of the source based on the highlighted elements; choosing the most original compositional schemes, etc. Sources of inspiration may be related to the creator's experience; they can come from museums; from various photos; exhibitions; travels; architecture; furniture; magazines; Internet; various materials; styles etc.

The inspiration for this collection is the Western style. The history of the Western style dates back to the early 1600s, taking over from the tradition of the Vaqueros aboriginal Indians. In Mexico, Western boots appear only at the end of the century. XVII, being worn by pastors and other workers. The cowboy boots had an elongated and pointed tip, leather soles, 4 cm high heels, wide carpets to ensure easy footwear [3]. The carp were under the knees, which did not allow the horse's skin to crumble during the uninterrupted ride of cattle shepherds. The boots were made of rigid skins, which were made in a special way to prevent their rapid deformation.

Today the cowboy boots in the original can only be ordered online and is manufactured without the insole, being ordered separately to provide maximum comfort in wearing. These boots are wearing jeans, but in the current fashion trends they are matched with any type of clothing, starting with the classic style and ending with the "baik" style.

Currently, the "western" boots are classified as follows:

- by the sex of the wearer (women, men, adolescents, children);
- shoe destination (current, working, used, luxury).

In the researches carried out a study of the characteristic aspects of the cowboy boots resulted in the identification of the component materials and the decorative elements. With subsequent merging in different ways, resulting in new ideas and solutions.

The purpose of this paper is to obtain new models of footwear products with elements characteristic of the style under consideration.

RESULTS OF THE RESEARCH AND THEIR DISCUSSION

With the help of the above-mentioned source of inspiration, the "western" women's shoes collection was made (Figure 1). The elaborated models have in common: a drawing applied to the crown (for example, model 1, 2, 3 and 4) or carpeting (model 5); soles shape; metal accessories.

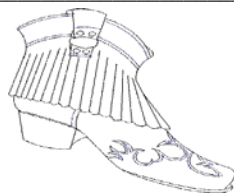
Of the five proposed models, three were selected (proposal model 1, 3 and 4). These models were made according to the specifics of the analyzed style, and the construction-technological documentation was elaborated, ie the production cost calculation.

Fig. 2 shows the collection of manufactured models. The following materials were used for making women's "western" boots:

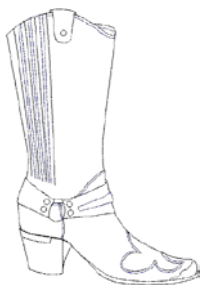
- for the upper ensemble, the outer sub-assembly of the bovine skins with a waxed face which gives a special appearance to the patterns made of this shoe assortment;



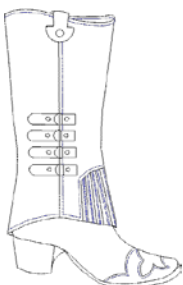
The proposal model 1



The proposal model 2



The proposal model 3



The proposal model 4



The proposal model 5

Fig. 1. Drawings of models from the elaborated collection



Fig. 2. Collection of made models



- for the upper ensemble, the indoor unit - beige goat skins, 1,1 mm thick. Being soft and resilient, these skins ensure both the shape of the parts and the maximum resistance to repeated stresses;

- "Nitroiscoja-T", which is a fabric or non-woven material impregnated with solutions of polystyrene, polyether, polyethylene and other polymers with a final thickness of 0,7-1,0 mm, which has a high spatial and shape-retaining capacity, high adhesion, being quite elastic (60-85% elasticity) and good tensile strength;

- "Cojvolon" rigid skin replacements were used for the soles. It is designed for footwear made of glued foot, has a thickness of 2,6 – 4,7 mm and is similar to natural leather for soles on: hardness and plasticity, but is more resistant to abrasion and water action. Synthetic fibers, thermoplastic resins and other active fillers are introduced into this material, which allows the physical-mechanical properties to be increased. Specific is the high forming ability, characterized by the bending angle, which for "Cojvolon" has values of 20-23⁰, being close to natural leather – 25⁰, and superior to the porous and compact rubber – 10⁰.

CONCLUSIONS

Always extravagant, original and ornate in different ways, cowboy shoes have come to be of great value and demanded by many admirers of this style. Therefore, in order to attract the consumer, ideas must be original and interesting. From idea to application in production, it is a long way to ensure success.

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ОСОБЕННОСТИ ПРОЕКТИРОВАНИЯ КОЛЛЕКЦИИ ОБУВИ ДЛЯ ЖЕНЩИН В «ЗАПАДНОМ» СТИЛЕ

При разработке коллекций объектов дизайна большое значение имеет творческий источник, его анализ и трансформация для проектирования новых моделей. Источником вдохновения для дизайн-проектирования женской обуви выбран «западный» стиль. В настоящее время «западные» сапоги классифицируются следующим образом: пол владельца и назначение обуви. Представлена коллекция пяти моделей, три из которых сделаны с учетом специфики рассматриваемого стиля.

Ключевые слова: *обувь, стиль, коллекция, проектирование.*