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## ARTISTIC MEANS OF DECORATIVE FINISHING IN SHOE DESIGN

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*The study analyzed and classified current artistic means of decorative decoration in shoe design. The methods of creating decoration, which are used by designers when developing the design of shoes for different age groups, are highlighted. It has been established that the decoration of shoes can have a symbolic meaning in different cultures and be used by designers taking into account this meaning, or have an exclusively decorative function without being tied to the symbolism of one or another element of the image.*

**Key words:** *pattern, decorative finishing, function, design, shoes.*

### INTRODUCTION

In modern society, people's demand for shoes, under the condition of meeting basic practicality and comfort, is more inclined to social needs. The design of shoes is gradually transformed into a means for people to express their social needs, self-awareness and personal style on different occasions and at different times [1].

This study will analyze the form and composition of decorative finishing in shoe design from the aspects as inspiration-patterned application of decoration and allegorical application of decoration, in order to summarize the corresponding laws and explore the establishment of relevant standards in this regard.

### PURPOSE

This study aims to investigate the formal and cultural connotation composition of footwear decorative finishing. Starting from the design attributes of shoes - displaying consumers' social needs, self-consciousness and personal style - the design cases are dissected in terms of inspired patterning application of decoration and allegorical application of decoration.

### RESULTS AND DISCUSSION

In the process of modern shoes' design, facing the increasing integration of international culture, designers must dissect the cultural connotation of fashionable and popular elements, incorporate modern international design language and formal aesthetics, keep up with the fashion trend. So as to make the cultural connotation of the selected elements and the modelling, craftsmanship, material



and ideological expression of the shoes merge into one, and achieve the design requirement of changing with the shape, integrating at will, and transmitting with the connotation. Only by finding the best combination of culture and product can we realise the organic combination and win-win situation of design-market-culture.

The expression "Inspiration-Patterned" refers to the fact that this expression is completely random and free, and is a graphic created by designers who express their design inspiration or think according to the fashion trend, without considering factors such as cultural conflict and political influence in the process of creation. In the process of product realization generally use printing (spray painting, screen printing, etc.), traditional embroidery (fig. 1), computer embroidery, patches, etc., after the completion of the decoration does not have any practical function, only as a form of artistic ornamental appearance.

With the development of 3D technology, three-dimensional pattern expression forms have also begun to appear, such as borrowing science fiction movie and television materials for the creation of sports shoes (fig. 2). Furthermore, designers may adopt techniques such as interweaving and folding components in space to achieve their design ideas in these situations. For example, designers of the "Balenciaga" brand often use this technique (fig. 3).



**Fig.1.** Embroidery decoration in shoes



**Fig. 2.** Transformers themed shoes



**Fig. 3.** Spatial interlacing design, brand Balenciaga

There is some kind of regional traditional cultural symbolism, which means for example wishing good luck or pray for blessings and expresses people's hope for a better life. For example, the Nike brand used a vine pattern in the design of its shoes, which in some cultures symbolizes wealth, heir, health and long-lasting happiness (fig. 4).

Folk customs in many countries, including China, believe that young children's bodies and souls are extremely vulnerable to collision and injury, and therefore need to wear or accessorize to ward off evil spirits and bless children's healthy growth. In such countries, appliques in the form of a tiger's head are used to decorate children's shoes (Fig. 5), because it is believed that "Tiger Head Shoes" can drive away diseases, evil spirits, and symbolize the blessings of adults for their descendants. On the opposite side, the traditional cultures of various countries contain different symbols that have been considered negative and bad luck in the



history of conventions. Some of them have been preserved in the process of historical accumulation and have been generally recognized by the people, thus forming a unique taboo culture. Thus, when designing clothes and shoes, designers must take into account that some symbols may be taboo for the wearers of certain cultures.



**Fig. 4.** Shoes with vine pattern design,  
brand Nike



**Fig. 5.** Tiger head shoes

## CONCLUSIONS

In modern shoe design, designers must start from both inspired patterning application of decoration and allegorical application of decoration. On the one hand, they should learn the application of elements in plane, three-dimensional and three-dimensional space, and on the other hand, they should grasp the cultural connotation of the elements for decorative finishing.

## REFERENCES

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**ХАНЬ Ц., ГЕРАСИМЕНКО О.**

## **ХУДОЖНІ ЗАСОБИ ДЕКОРАТИВНОГО ОЗДОБЛЕННЯ В ДИЗАЙНІ ВЗУТТЯ**

У дослідженні проаналізовано та класифіковано актуальні художні засоби декоративного оздоблення в дизайні взуття. Виокремлено способи створення оздоблення, що використовують дизайнери при розробці дизайну взуття для різних вікових груп. Встановлено, що оздоблення взуття може мати символічне значення в різних культурах та застосовуватись дизайнерами із урахуванням такого значення, або нести виключно декоративну функцію без прив'язування до символізму того чи іншого елемента зображення.

**Ключові слова:** візерунок, декоративне оздоблення, функція, дизайн, взуття.