

Fashion trends and their impact on the design of men's moccasin footwear

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Abstract:

Footwear industry is one of the oldest crafts known to human, where the main function of them was to protect the foot from external factors, then they played an important indicative role in the history of civilizations of peoples, and the fashion of shoes has passed Through the centuries in many phases and took many forms through the different decades as affected by historical and political changes.

The importance of designing men's moccasin footwear is highlighted because the shoe is characterized by the combination of originality and modernity and its availability in many styles, which suits different occasions and can be worn throughout the seasons, and until the shoe reaches its final shape, it passes through many stages, topped by the design stage, which is most difficult Because it is a complex process consisting of many steps, intellectually and then practically, and requires shoe designer to present an innovative design with a creatively formulated vision in which the foundations and elements of design are achieved that attract attention and meet the needs of the consumer.

The research aims to study men's moccasin footwear fashion trends in the light of global mood boards as a source for developing suggested designs for men's moccasin footwear, where the research followed the descriptive analytical approach to study the impact of fashion trends on the design of men's moccasin footwear using mood boards, in addition to the applied study by developing 3 suggested collections, Each collection consists of 5 designs that include different types of moccasin footwear based on mood board according to fashion trends for the year 2021-2022 in terms of lines, colors, materials and techniques.

Then the researcher evaluated the proposed designs using an evaluation form that was judged by the academics (the research sample) and access to the best proposed designs in terms of functionality and aesthetics.

The research found the designers need studying fashion trends, the importance of international fashion mood board, and the need to delve into the study and analysis of the inspired artistic sources to extract their implications and then employ them in new innovations in the field of footwear, and work on developing design methods and following up in the field of fashion, which contributes to raising the competitiveness of the shoe industry in Egypt.

Keywords:

Footwear Industry- Moccasin footwear- Footwear Design- Fashion Trends- Mood Board

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