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DEVELOPMENT OF A COLLECTION OF WOMEN'S FOOTWEAR WITH ELEMENTS OF PAINTING DECORATION

Objective. *The purpose of this work is to develop a collection of women's shoes with elements of traditional Ukrainian painting based on theoretical and analytical studies of Ukrainian cultural heritage and artistic crafts, to produce shoe samples and to assess the quality and compliance of products with the requirements of modern consumers.*

Keywords: *assortment, natural leather, traditional painting techniques, materials, finishing and decoration.*

Setting the task. The aim of the study is to investigate the origins of Ukrainian cultural heritage and artistic crafts, to determine the factors of consumer choice in the formation of an assortment of women's shoes using traditional Ukrainian painting for its decoration, to produce a collection of modern women's shoes decorated with painting.

Research methods. Theoretical-analytical and experimental research methods were used.

Research results. The military situation in Ukraine has led to a number of events that have introduced Ukraine to the world as a country with a long history, powerful cultural heritage and traditions. Perhaps that is why everything Ukrainian is in fashion in the world today, and who else but us should use this opportunity to further inform the world about our traditions, culture, painting techniques, crafts, reproducing their elements in fashion products [1].

While studying the history of Ukraine and crafts, the topic of a scientific study on the possibility of using elements of Ukrainian traditional classical and stylized painting in the decoration and decoration of fashion products was born.

The purpose of this work is to develop an assortment of women's shoes of various designs with elements of painting based on theoretical and analytical research of Ukrainian cultural heritage and artistic crafts, to

produce samples of the collection, to test them in the environment and to assess the quality and compliance of products with the requirements of modern consumers[2].

The study revealed that traditional Ukrainian painting has a large number of symbolic elements, techniques and technologies for painting on material. Structurally, women's footwear of those times was divided into different types: boots, and shoes. They were made with a low but stable heel of various shapes, the toe part was oval-rounded, filled, the boot and shoe shafts did not have a zipper, so they were wide enough for easy wearing [3]. Based on this information, the concept of the “Roots of Faith” collection was developed. The shoe samples of this collection allegorically represent the roots that grow a fragile sprout and without which the tree cannot live and develop. Deep, strong roots give the tree the strength to grow and develop, anchoring it in the ground and covering large spaces. Similar to these roots, our faith and our Ukrainian traditions grow deep into our consciousness, sustaining us in the most difficult times. These roots make us resilient, allowing us to stand firmly on our native land and continue our journey despite obstacles.

The “Roots of Faith” shoe collection is more than just shoes. It combines elements of tradition and modern trends. Durable, comfortable, stylish - these are the shoes that give the image of integrity and completeness.

In this work, with reference to the modern preferences of women of all ages, a series of sketches was developed, designs were designed and industrial samples of footwear were manufactured, which were hand-painted with acrylic paints in compliance with technological requirements, which allows us to assert the strength and endurance of the drawings to environmental conditions (Fig. 1).

On the basis of form sketches and manufactured shoe samples (Fig. 1) with elements of traditional Ukrainian painting, marketing research was conducted by questioning consumers in the conditions of a photo session to predict the possibility of using atypical techniques and materials in the decoration and decoration of shoes, forming the range of products in this segment and assessing consumer opinions according to certain criteria of importance in general.

According to the results of the research, it was found that products for women and young people are subject to frequent changes in fashion, so the annual update of the range of models should be maximized and in line with fashion trends.

When designing product models, it is necessary to take into account the functional expressiveness of the form, style orientation, harmonious integrity of the compositional structure and perfection of the product.

The products must also be environmentally friendly and safe for human health and the environment.

In the course of the study, a questionnaire was developed and trade specialists and ordinary Ukrainians were interviewed about the possibility of selling products with painting, namely women aged 20 to 70.



Fig. 1. Industrial designs (a) and sketches (b) of the “Roots of Faith” collection
 (the author of the collection is Polina Bilous, student of the Department of Fashion Technology, KNUTD)

The survey was conducted in different districts of Kyiv. A total of 280 people were interviewed. The survey results were processed on a personal computer with an error of 4%. (Fig. 2).

Based on the results of the research, the reasons for unsatisfied demand were identified, as shown in Fig. 2., namely: 12% of respondents named the quality of footwear as the main reason for unsatisfied demand, 45% - high price, 9% - heavy weight of the product, 11% - design (dissatisfaction with the style and models of footwear), 23% - low durability of products (wear resistance).

Such a large number of consumers who were unable to satisfy their demand is explained by the imperfect system of footwear promotion in the market, the lack of a quick response to consumer and fashion requests.

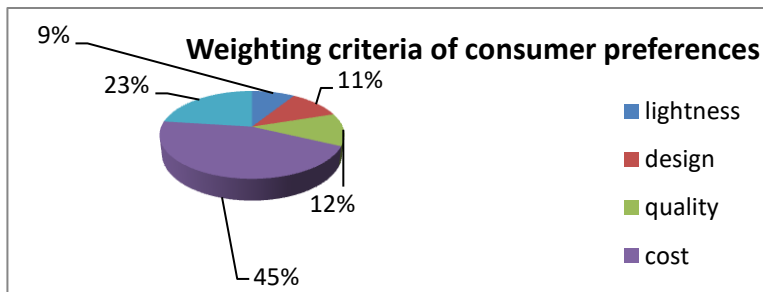


Fig. 2. Criteria for the significance of consumer preferences

In recent years, we can observe a trend of changing consumer values and standards of living: people are increasingly preferring to buy products for various purposes in stores rather than in markets and stalls, i.e. in good conditions (availability of fitting rooms, sales assistants, etc.)[4].

Taking into account the most important criteria, we developed a sketchy range of footwear models for women with elements of traditional Ukrainian painting (Fig. 1), which will ensure lightness and elegance of design, multifunctionality, maximum wearability and convenience, as well as create a sense of faith and significance.

The only disadvantage of this development is that the price of the products cannot be low, as handmade products are costly, but they have their own zest and customer niche.

Conclusions. It has been determined that in recent years, the criteria by which Ukrainian consumers decide to buy shoes have changed significantly. Individuality and manual production of single items or small batches, as well as price and quality, remain a priority.

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