



A TYPOGRAPHIC STUDY OF MEN'S SHOES AND HOW IT WILL AFFECT THE FORECASTING OF FOOTWEAR MARKET IN DHAKA

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ABSTRACT

A shoe is a vital fashion accessory of an outfit. Without perfect pair of shoes every outfit is incomplete. Since the colonial era, first footwear industry has started in Bangladesh, although its modernization took place only the late 1980s. The footwear industry of Bangladesh, due to its rapid growth in demand both in the local and global market, is now considered the next ready-made garments sector. The purpose of this study is to make a contribution to men's shoes by analyzing changes related to excessive and decorative expressions of latest men's wear design in terms of fashion, price, style and color by using the results to develop a new fashion style.

Keywords: Fashion accessories, Shoes, footwear industry, forecasting.

1. INTRODUCTION

The simplest way to protect feet was to grab what was handy - bark, large leaves and grass - and tie them under the foot with vines. In hot countries this developed into the sandal made from woven palms, grass or plant fibers and attached to the foot with toe loops. Examples of early sandals have been found in Japan, Polynesia and America. A shoe is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Shoes are also used as an item of decoration and fashion. The design of shoes has varied enormously through time and from culture to culture, with appearance originally being tied to function. Additionally, fashion has often dictated many design elements, such as whether shoes have very high heels or flat ones. Contemporary footwear in the 2010s varies widely in style, complexity and cost. Basic sandals may consist of only a thin sole and simple strap and be sold for a low cost. High fashion shoes made by famous designers may be made of expensive materials use complex construction and sell for hundreds or even thousands of dollars a pair. Some shoes are designed for specific purposes, such as boots designed specifically for mountaineering or skiing.

Traditionally, shoes have been made from leather, wood or canvas, but in the 2010s, they are increasingly made from rubber, plastics, and other petrochemical-derived materials. Though the human foot is adapted to varied terrain and climate conditions, it is still vulnerable to environmental hazards such as sharp rocks and hot ground, which shoes protect against. Some shoes are worn as safety equipment, such as steel-soled boots which are required on construction sites.

2. History of shoes

The history of shoes--that is to say, archaeological and pale anthropological evidence for the earliest use of protective coverings for the human foot--appears to start during the Middle Paleolithic period of approximately 40,000 years ago.

In the medieval period new shoes were available only to a tiny elite of aristocrats and wealthy merchants. However, it appears that in Britain almost all of the poor wore some kind of footwear, which was made possible through the widespread practice of remaking and repairing old shoes. Medieval shoes were made from leather, silk, and other cloths and up to the end of the sixteenth century, all men's footwear tended to be flat. The most extreme style of the fourteenth and fifteenth centuries was the "poulaine," or "pike," which featured extremely pointed toes, sometimes up to four inches (10 centimeters) in length.

Shoes with an arched sole and heel emerged at the end of the sixteenth century, a novelty that was to become a predominant feature of men's shoes in the seventeenth and eighteenth centuries. During the reign of James I (1603-1625), masculine court fashions became particularly flamboyant and stockings and shoes became a key focus of attention. The shoes of the wealthy began to be decorated with large bows, rosettes, or "roses." These styles were superseded in the reign of Charles I (1625-1649), when political instability and war in Britain and Europe encouraged the popularity of military-inspired, knee-high, leather boots. These were fashionable from the 1620s to the 1690s and despite their practical origins as riding wear, they were often elegant and decorative.

2.1 Early modern period

The rise of France as an international fashion center under Louis XIV (1643-1715) promoted the popularity of French court styles. Shoes were adorned with decorative buckles, a style that remained highly fashionable until the 1780s. Buckles were bought as separate items and by the late eighteenth century they were available for all tastes and pockets, from sparkling precious stones for the wealthy, to plain steel, brass, and pinchbeck for the lower orders.

2.2 Modernity and men's footwear

The Enlightenment and the French Revolution (1789- 1799), stimulated tastes for the plain, English, country mode of dress, which dominated international fashion from the 1780s. An important element of this style was the jockey or top boot, which featured a top of lighter colored leather. Popular men's wear styles of the early nineteenth century included laced-up walking shoes, flat leather evening pumps, and boots of various styles including top boots, Wellington, Hessian, and Blucher boots. The latter three illustrate the tendency for boot styles of the era to be named after significant military figures or developments.

By the mid-nineteenth century, ankle boots, such as the Balmoral, became the most common type of footwear for men and popular shoe styles included the Oxford and the Derby. These shoe types along with the brogue were widely worn in the twentieth century and are still common in the twenty-first century. Shoe production was increasingly mechanized in the mid-nineteenth century and by 1900 most people wore shoes made in factories and sold by shoe retailers, rather than patronizing shoemakers. By the 1890s, relative increases in wealth, increased participation in sport and leisure activities such as tennis, golf, and cycling, and improvements in mass-manufacturing techniques led to middle-class consumption of an increasingly diverse range of styles, suitable for various contexts and activities. Despite these transformations in the

production and consumption of shoes, leading bespoke shoemakers from this era such as John Lobb Ltd., London, and New & Ling wood, London, have survived into the twenty-first century.

2.3 Men's Shoes Post-1945

The predominant features of men's shoes in the post-1945 period have been an expanding diversity of styles and price levels and a more rapid turnover of fashionable designs. The manufacture of ready-made shoes became global after 1945, with low-cost production now concentrated in Asian countries and more exclusive shoes being made in Italy. From the 1950s the rise of youth fashion generated a greater degree of experimentation in men's footwear, with the emergence of designs such as brothel creepers, winkle pickers, Chelsea boots, and Doctor Marten's boots. Since the mid-1970s, the trainer or sneaker has come to be ubiquitous footwear for men of all ages and tastes. This has partly been owing to a general move toward informality in male appearances, but is also linked to the influence of black street fashion and the aggressive marketing efforts of global sportswear companies like Nike, Puma, and Adidas. The 1970s saw the appropriation of men's shoe styles such as Dr. Martens by women, a trend that was linked to the influence of feminist ideas and the punk subculture. Unisex or androgynous footwear has continued as a feature of mainstream dress in the early twenty-first century. However, despite these developments, there remain significant differences between men's and women's shoes. High heels are still seen as exclusively feminine and men's business wear remains focused around variations on the Derby and Oxford styles.

2.4 Variation of men's Footwear

Oxford and Derby shoes are the basic classification of men's footwear. There are shortly description about different types of men's footwear.

- a. Oxford– The main feature of this kind of shoe is vamp attached with laces part but vamp is on the top.
- b. Derby - Similar looking as Oxford's, but laces are attached to two pieces of leather that are glued or stitched to vamp.
- c. Monk-straps – This type of footwear don't have laces, but instead uses buckle and strap to secure the shoe around the foot.
- d. Brogues – Nowadays brogue perforations can be found in many types of casual shoes. In this types of footwear decorative perforations and separations along the visible edges of material.
- e. Slip-ons - Shoes that don't have any securing mechanism such as lacings or fastenings. As can be seen in Loafers and elastic-side shoes are the most popular slip- on shoes.
- f. Plain-toes - plain toes men shoes. Basically design that doesn't features additional layer of material on the vamp area of toes.
- g. Cap-toes - This type of shoe features extra layer of leather that caps the toes.

2.5 Modern variety of Footwear

There are a wide variety of different types of shoes. Most types of shoes are designed for specific activities.

- a) Athletic
- b) Boot
- c) Dress and casual
- d) Unisex
- e) Dance
- f) Orthopedic

g) Non-human

2.6 Footwear industry in Bangladesh

During the British period, there was no footwear manufacturing firm producing on a mass scale in East Bengal. However, a traditional cottage type footwear industry with limited production facilities existed in a skeleton form in the district towns during that time. Various types of footwear were imported, mainly from Calcutta. After the partition of Bengal in 1947, foot wears were imported from West Pakistan.

When Bata Shoe Company established its manufacturing plant at Tongi in 1962, it was the first manufacturing plant to produce shoes on a large scale in East Pakistan. In 1967, Eastern Progressive Shoe Industries (EPSI) established its production plant. It began exporting footwear to USSR, Czechoslovakia and England. Both Bata and EPSI held major shares in the local footwear market. The footwear industry suffered a major setback during the war of liberation but was rehabilitated after independence. New footwear manufacturing units have recently been established. Among them are Apex Footwear, Excelsior Shoes, and Paragon Leather and Footwear Industries.

Japan and Germany are now the biggest markets for Bangladeshi footwear but US buyers are increasingly showing interest in sourcing from Bangladesh. Bangladesh could have a billion dollar footwear export sector by 2013, claim local shoe manufacturers on the basis of both the current growth in shipments and the increased production capacity in factories under construction. If their assessment is correct, in a three-year period the level of exports can increase five-fold from the \$205 million worth of shoes that were exported in the last fiscal year that ended in June 2010.

3 METHODOLOGIES

3.1 Subject to study

Subject of this research study are the men aged from 18 years to above 34 years old students & service holders, who usually has the fascination & attraction on shoes. The questionnaires were distributed among the service holders & some university students of Dhaka city.

3.2 Research Material

This research material was questionnaires. This questionnaire is a drive-structured which is straight to the point-oriented method and own statement that is well suited for describing the whole objective of this research. This survey questionnaire was a multiple choice type and there was a statement also.

The goal of this questionnaire is to get the style forecasting of men's summer shoes in 2018 & 2019 with the relative trends of shoes history.

3.3 Data Collection

After the survey questionnaires, collect the data and analyzed it. The format of the questionnaires remains structured where the questionnaires is generally designed. Each answered form was calculated according to the objectives of the research.

3.4 Data Analysis

This research questionnaires were distributed to a number of men's in a university students and different sectors of service holder men in the Dhaka city which they answered a set of questionnaire protocol that have been prepared by the researcher.

Each respondent answered the same structured set of questions and then calculated the answer and compared the differences in answer and made chart.

4. RESULTS

4.1 According to Age Group and period

Regarding to age and period, Survey found that large number of young people who are in 23-28 has great attraction to shoes. I found in survey 15% respondents like 1990s shoes style and age group is 23-28yrs also 27% of this age group people like 2000s style and 7% respondents like 1980s style and 0% of this age group like 1970s style. 13% respondents like 2000s shoes style and their age group is 29-33yrs, same age group 13% respondents like 1990s style and they don't have any fascination about 1980s and 1970s style. Age group 18-22yrs respondents like 2000s style and their percentage is 11% and 9% is like 1990s style they also do not want style from 1980s and 1970s. Age group 34 and above they don't have much addiction about shoes style of 1970s, 1990s and 2000s style. Only 5% of respondents of age group 34 and above want 1980s style.

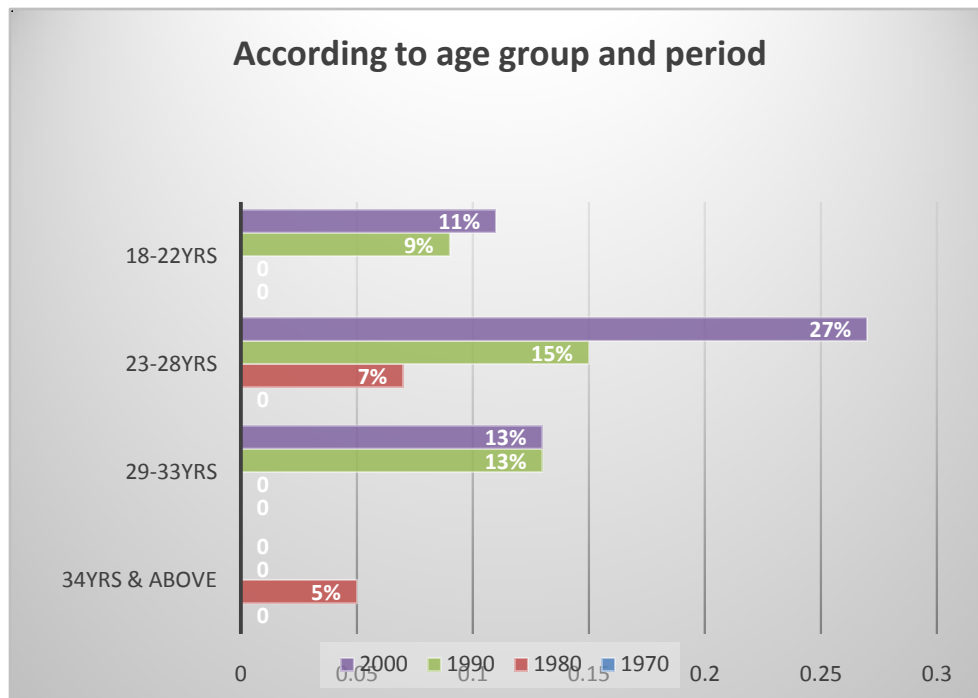


Fig: 1 – According to age

4.2 According to Shoes type

Regarding Shoes type, boots are the most popular options for the men. Survey found that Boots holds highest percentage (48%) and Sneakers gets second place of attraction, number of proportion 26%. Slippers hold 12% and Soccer shoes holds 10%. Sandals are least popular shoes for men number is 4%.

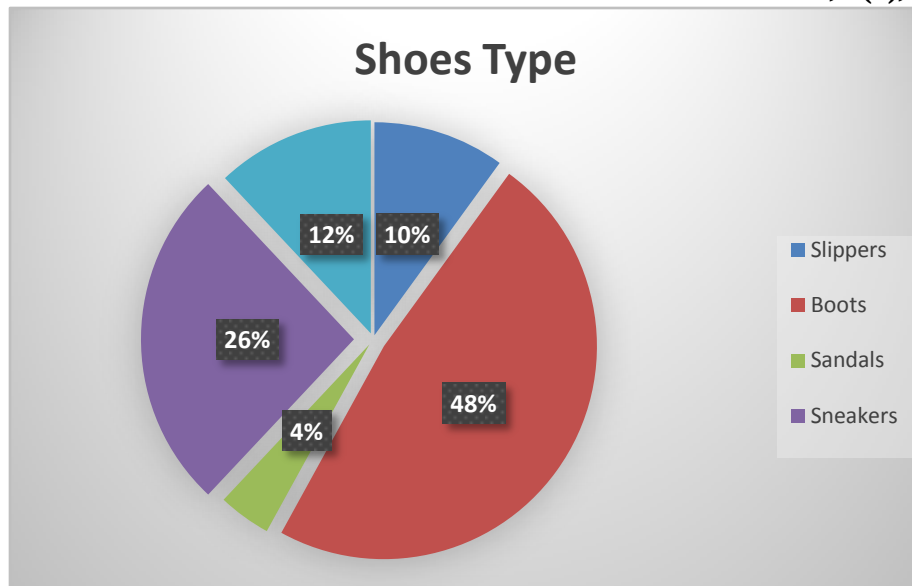


Fig: 2 – According to shoes type

4.3 According to shoes color

Regardless, previous research has clearly demonstrated that stored memories of color can influence color perception. According to survey color Brown holds 45% which is highest position. 35% holds black color and blue holds 15%. White holds 5% which is hold lowest position. Color pink, gold and silver is holds 0%. As we see for men's shoes color pink, gold and silver is not much popular color.

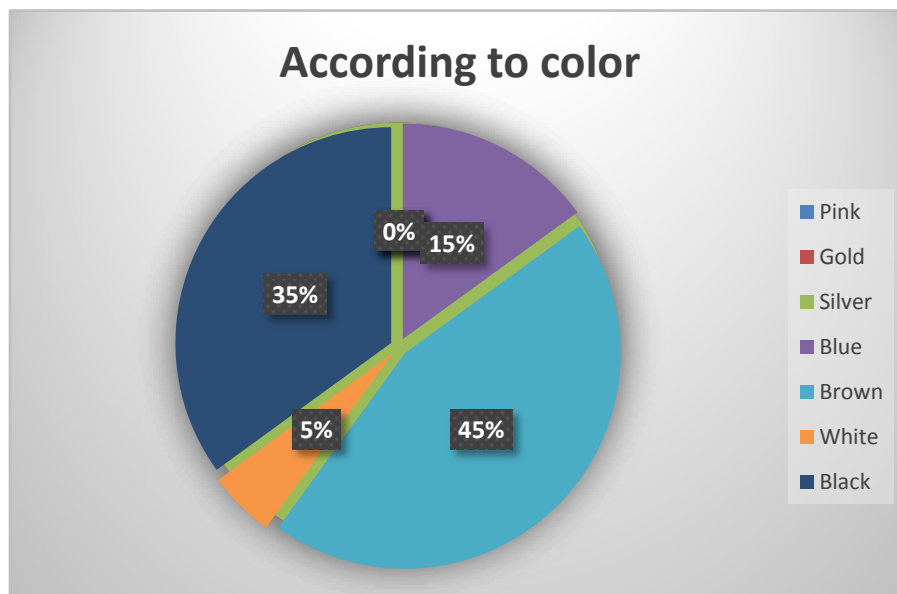


Fig: 3 – According to color

4.4 According to Price

Survey represented large group (almost 50%) spend 6001tk and above yearly for shoes. 25% respondents want to spend 4001-6000tk yearly for shoes. 10% of respondents want to spend 2001-4000tk and 10% respondents want to spend 0-2000tk for their shoes.

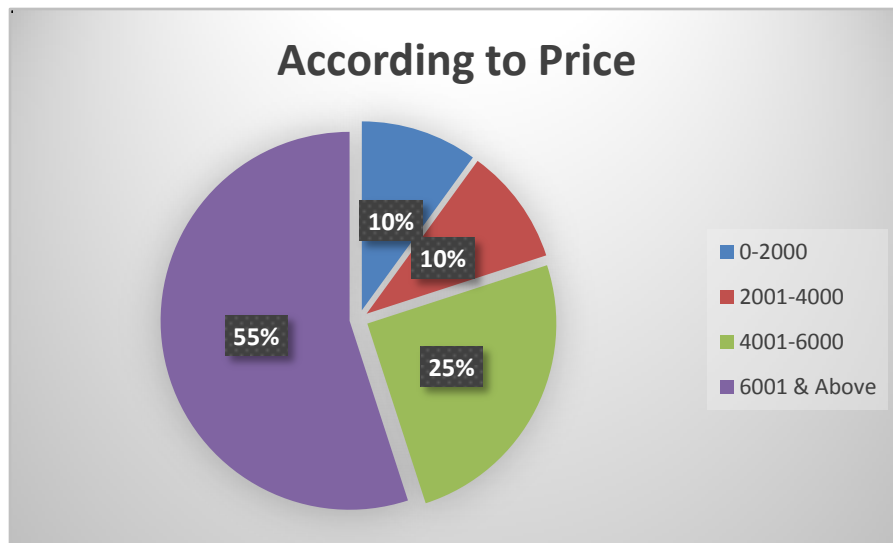


Fig: 4 – According to Price

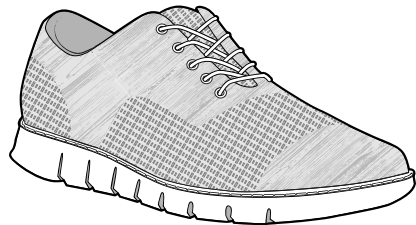
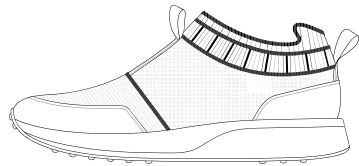
4.5 According to Personality

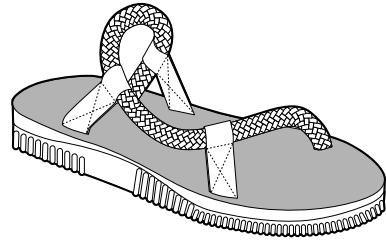
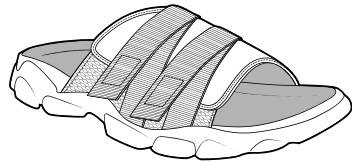
This is the basic argument for using richer dependent or criterion variables in personality. Survey found, 80% of responded thought that shoes represent individual personality, and rest of the customers believed shoes has no impact on personality.



Fig: 5 – According to Personality

4.6 For the Autumn/Winter and Spring/ Summer, 2018/2019

Name	Feature	Style
Boot	Rub-off leathers offer a new take on formal footwear, tapping into the studious inspiration behind The Thinker trend. Saturated shades reveal lighter tones across surfaces. Application: men's totes and rucksacks, men's brogues and Chelsea boots	
	Leathers shift to a waxier, supple and tactile finish, mimicking aged leather furniture. Shiny surfaces offer a timeless look in natural tan, mulberry and dense black colors. Application: men's sneakers, rucksacks and leather accessories.	
Sneaker	Knit uppers continue to dominate the sneaker market, gradually influencing formal silhouettes. What is new? Intricate knits renew dress leather and suede uppers. Streamlined hybrid flex soles incorporate sneaker technologies.	
	A repurposed approach to footwear sees obviously pieced materials and components create a new aesthetic, where casual meets hi-tech. Sneakers and shoes are curated from multiple materials, offering a haphazard mix of color and pattern.	

Sandal	Why is it key? An alternative to moulded foot bed designs, toe-post sandal constructions create high-summer looks. What is new? Tyre rubbers are applied to the sole, ideal for all surfaces. Wraparound elastics innovate standard thong straps.	
	Why is it key? Ideal for the high-summer season, it's practical and easy designs for casual and active styling. What is new? Classic pool slides are updated with a trek sole, adaptable for all terrains. Sport detailed uppers offer comfortable adjustability	

4.7 Colors for Autumn/Winter and Spring/ Summer, 2018/2019

a. Category Brown



b. Category Black



c. Category Blue



5. CONCLUSION

Nowadays shoes are most important fashion accessory all over the globe. It comes after dress. This study helps to know how men's are fascinated about shoes, how personality represent by choosing shoes as well as this study is covering a summary of footwear history, types of men's footwear worn around the world and the forecasting of footwear for Dhaka city. For fashion and style it helps a lot for the designers.

Bangladesh is set to emerge as the next manufacturing hub for the global footwear industry. The cheap labor is prompting top manufacturers to relocate their factories in the country. The good news is that a number of foreign investors as well as buyers have already shown interest in

Bangladesh's leather and footwear sector. This study is helps to grow interest of footwear designer and footwear industries on Bangladesh.

We do not have our own footwear history, we always follow others style. So I found that global footwear history is affected on our own footwear industry and changes of global footwear market is also affected on our footwear industry and peoples mind of Dhaka city.

6. SCOP OF RESEARCH

This study has revealed various number of opportunities for further future research. These opportunities arise from the study's limitation. However, I hope that researches can basis and inspiration for future research, particularly in the area of study on men's shoes. I think there are enormous possibilities to research on related men's shoes and different concepts.

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