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THE USE OF TEXTILE ELEMENTS IN CONTEMPORARY FOOTWEAR DESIGN

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The paper presents the creative process of developing a footwear collection that combines modern aesthetics with traditional ornamental motifs. The main focus lies in the creative use of decorative ribbon with traditional motifs, having a constant width of 2 cm, integrated into the footwear elements through two distinct technological methods: edge piping and the insertion of integrated elements. The results classify the models and discuss the aesthetic impact, concluding the uniqueness and commercial viability of the approach. The emphasis on textile variety underlines the innovative potential of the collection.

Key words: traditional ornamentation, creative design, natural materials, decorative techniques, assortments.

INTRODUCTION

The footwear industry is an important field of light industry, characterized by a continuous evolution of technologies, materials and design concepts [1-3]. In the current context of globalization and product diversification, footwear design is increasingly oriented towards the valorization of cultural identity and traditional elements, integrated into a modern and functional form.

Decorative elements inspired by folk tradition, such as floral and geometric motifs or ornaments specific to local culture, can be a valuable source of inspiration for contemporary design [1]. The integration of these elements into modern products contributes not only to aesthetic diversification, but also to the promotion of cultural heritage.

The proposed models highlight a creative approach to design, by integrating decorative textile elements and specific finishing techniques. The products made include a variety of footwear models, such as shoes, boots, sandals, intended for different categories of users. They are distinguished by the harmonious combination of materials and the use of decorative elements inspired by traditional motifs.

PURPOSE

The purpose of this work is to highlight the process of creating a modern footwear collection, which capitalizes on decorative elements inspired by traditional motifs. To achieve this goal, the following objectives were established: using textile decorative elements to improve the aesthetic appearance of the products, creating original and functional footwear models; promoting decorative elements inspired by cultural heritage in contemporary design.



RESULTS AND DISCUSSION

The collection includes various models, made of natural leather and decorative textile materials (fig. 1). Textile ribbons come in a variety of widths, textures and patterns. Choosing the right ribbon for the type of footwear depends on the shape, wear, base material and desired aesthetics, ensuring durability and visual harmony.



Fig. 1. Examples of textile ribbons

Dividing the products into two groups – models with a welted edge and models with an integral decorative ribbon detail – highlights the diversity of decorative techniques used and the possibilities for capitalizing on ornamental elements in footwear design.

1. The first category includes footwear models decorated with piping (fig. 2). Piping is a decorative element applied to the edge of the parts, having both an aesthetic and functional role. The use of piping helps to highlight the constructive lines of the product and accentuate the contours of the parts. At the same time, this element provides a finished and elegant appearance to footwear products.



Fig.2. Examples of shoe designs decorated using piping

Piping improves wear resistance by protecting edges, while full-stitching enhances uniqueness but may require additional fastening for durability. This variety allows for customization, aligning with local preferences for traditional textile accessories adapted to modern fashion.



In the collection, piping is used to delimit decorative areas or to accentuate the contrast between the materials used. For example, in the case of some shoe and boot models, piping highlights the toe line or the upper edge of the shoe upper. This decorative technique contributes to the creation of products with a refined and well-defined appearance.

2. The second category of products includes footwear models that use an integral part made of decorative ribbon with a width of 2 cm. This decorative ribbon is used to create visible ornamental areas on the surface of the footwear (fig. 3). The chromatic palette is dominated by black, balanced with bright accents: passionate red (floral, geometric), indigo blue (ethnic).



Fig.3. Examples of shoe designs that use an integral detail made of 2 cm wide decorative ribbon

The use of ribbons of various colors allowed for the creation of unity in diversity. It was observed that:

- The ribbon on a red background was paired with cherry leather, creating a rich monochromatic look.
- The ribbon on a black background was used for maximum contrast on white leather.
- The blue motifs were integrated into day footwear models, providing a touch of freshness.

The textile ribbon is cut to size, then sewn together to form essential features such as the vamp, toe cap, tongue and heel counter, providing a structured and decorative design. This method transforms simple ribbon into functional components through precise overlapping and assembly on the sewing machine. The result is a unitary, textured detail that integrates the decoration into the



structure of the shoe without the need for additional genuine leather. The technique optimizes materials, reducing waste and creating the illusion of hand-woven fabric.

The integration of the decorative ribbon into the product structure contributes to creating a visual contrast between the base material and the ornamental element. At the same time, it gives the products a distinct and original character. The vibrant colors (passionate red, indigo blue) contrast with the black leather, generating a rich optical effect, ideal for visual attention. A representative example from the collection is the white boot model, in which the side of the shoe upper is made of decorative ribbon with floral motifs. This design solution highlights the influence of traditional elements and contributes to the creation of a product with its own aesthetic identity.

The products combine aesthetic and functional aspects, respecting the basic principles of footwear design. The models are designed to ensure user comfort, stability and durability of the product.

CONCLUSIONS

The design of the collection excels through the fusion of traditional and modern, with ethnic embroideries being the strong point that differentiates the products on the market. The creation of these products contributes to the promotion of decorative elements inspired by cultural heritage in contemporary footwear design.

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ЗАСТОСУВАННЯ ТЕКСТИЛЬНИХ ЕЛЕМЕНТІВ В СУЧАСНОМУ ДИЗАЙНІ ВЗУТТЯ

У роботі охарактеризовано творчий процес розробки колекції взуття, яка поєднує сучасну естетику з традиційними орнаментальними мотивами. Основна увага приділяється креативному використанню декоративної стрічки з традиційними мотивами постійної ширини 2 см, інтегрованої в елементи взуття за допомогою двох різних технологічних методів: облямівки країв та вставки інтегрованих елементів. Результати класифікують моделі та обумовлюють естетичний вплив, поєднуючи унікальність та комерційну життєздатність підходу. Акцент зроблено на різноманітності текстилю підкреслює інноваційний потенціал колекції.

Ключові слова: традиційна орнаментация, креативний дизайн, природні матеріали, декоративні техніки, асортимент.