

19<sup>th</sup>

International Technical Footwear Congress

February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

1

Official Event of



Organizer



Council of Leather Exports

Supported by:



# ***CUSTOMISED FOOTWEAR PROJECTS***

## ***Technology Perspective***

**Miguel A. Martínez**  
**Subdirector**

**Spanish Footwear Technology Institute (INESCOP)**



Official Event of



Organizer



Council of Leather Exports

Supported by:



Govt. of India

## CONSUMER NEEDS:

Right foot – Left foot



Customisation



Aesthetics



Foot protection



# 19<sup>th</sup> International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

3

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

Official Event of



Organizer



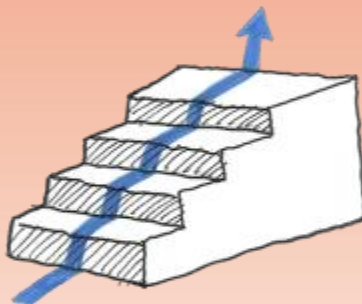
Council of Leather Exports

Supported by:



सत्यमेव जयते  
Govt. of India

## DIFFERENT DEGREES OF CUSTOMISATION:





Official Event of



Organizer



Council of Leather Exports

Supported by:



## WAYS OF CUSTOMISATION:

-Physical shop

-Online shop (web)

-Mobile devices (tablets, smartphones, etc.)



Official Event of



Organizer



Council of Leather Exports

Supported by:



Govt. of India

## PHYSICAL SHOP



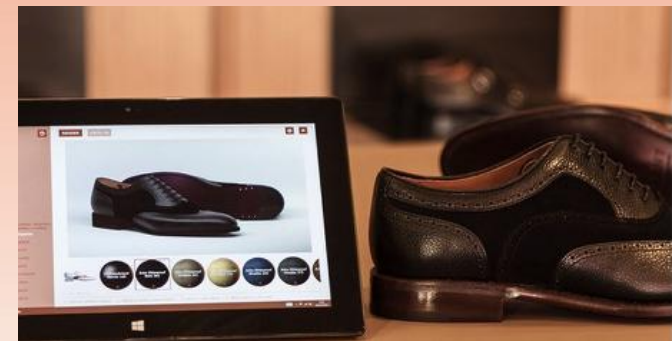
Shop (outside view)



Sales area



Foot scanning area



Model configurator





# 19<sup>th</sup>

# International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

6

Official Event of



Organizer



Council of Leather Exports

Supported by:



# ONLINE FOOTWEAR CONFIGURATOR



Developed by INESCOPE



# 19<sup>th</sup> International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

7

# FOOTWEAR CONFIGURATOR FOR MOBILE DEVICES

Official Event of

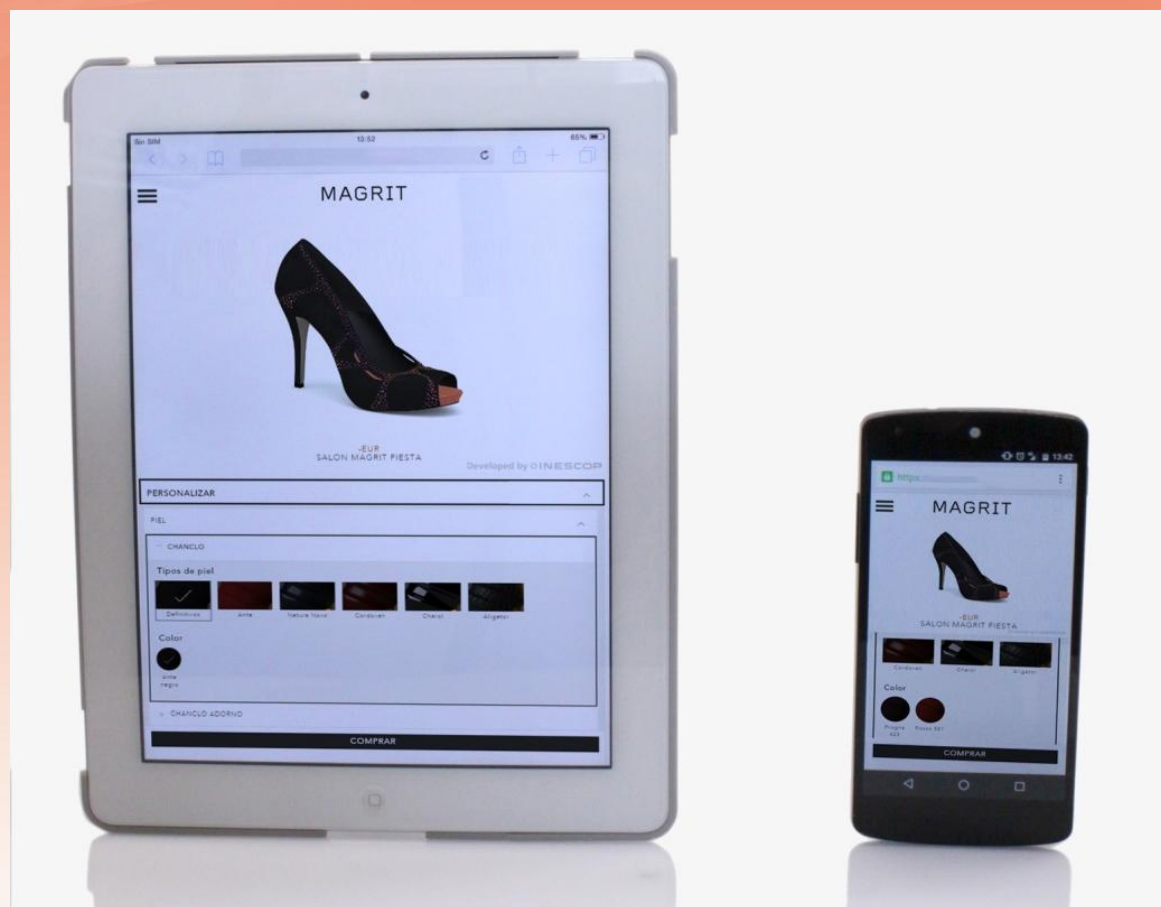


Organizer



Council of Leather Exports

Supported by:





Official Event of



Organizer



Council of Leather Exports

Supported by:



Govt. of India

# WHAT DO I NEED FOR THIS DEGREE OF CUSTOMISATION? From the idea to sales...

## -Digital elements

- Lasts
- Soles
- Upper materials
- Decorations
- .....
- Hardware for foot size measurement
- Software
  - Model design
  - Foot-last matching
  - Model configurator





# 19<sup>th</sup>

# International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

9

Official Event of



Organizer



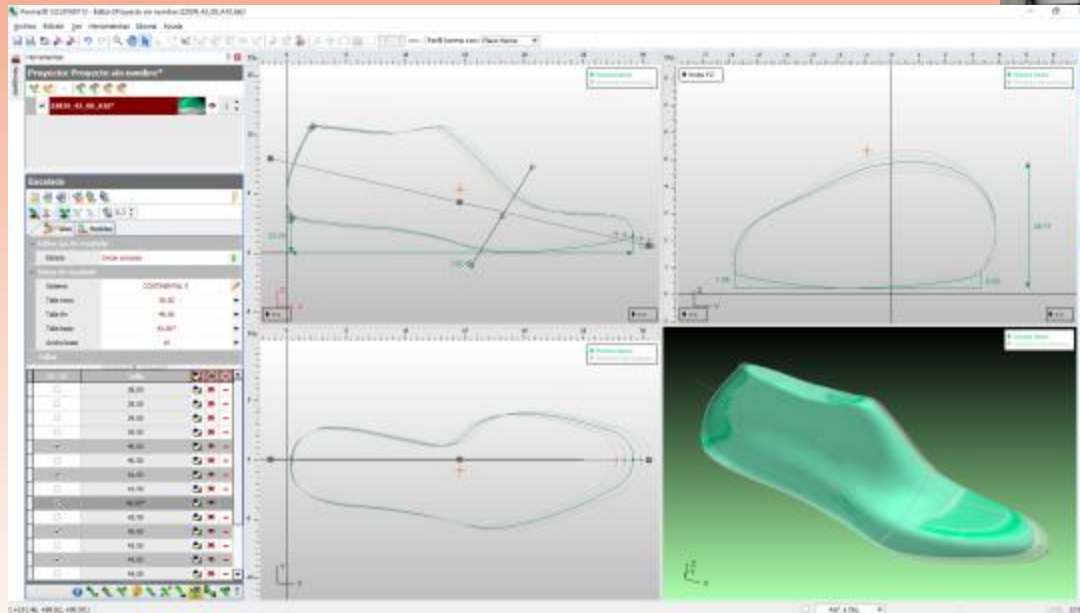
Council of Leather Exports

Supported by:



सत्यमेव जयते  
Govt. of India

# FOOTWEAR LAST SCANNING AND EDITING



Official Event of



Organizer

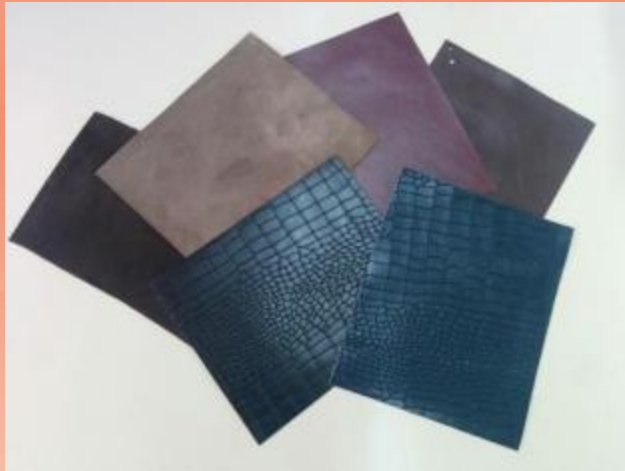


Council of Leather Exports

Supported by:



# MATERIAL SCANNING AND EDITING



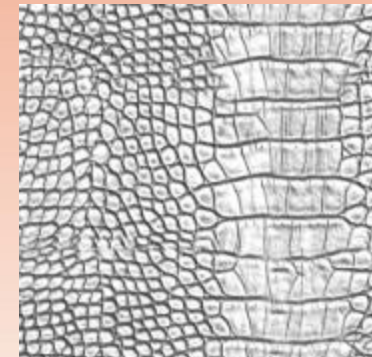
Material scanning



Material post-processing



Rendered result



Grey scale for shine and refraction.  
Bump mapping for surface simulation





# 19<sup>th</sup>

# International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

11

Official Event of



Organizer

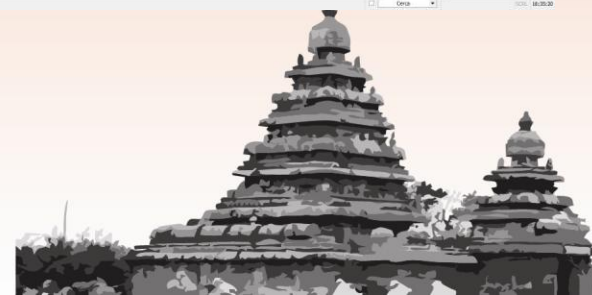
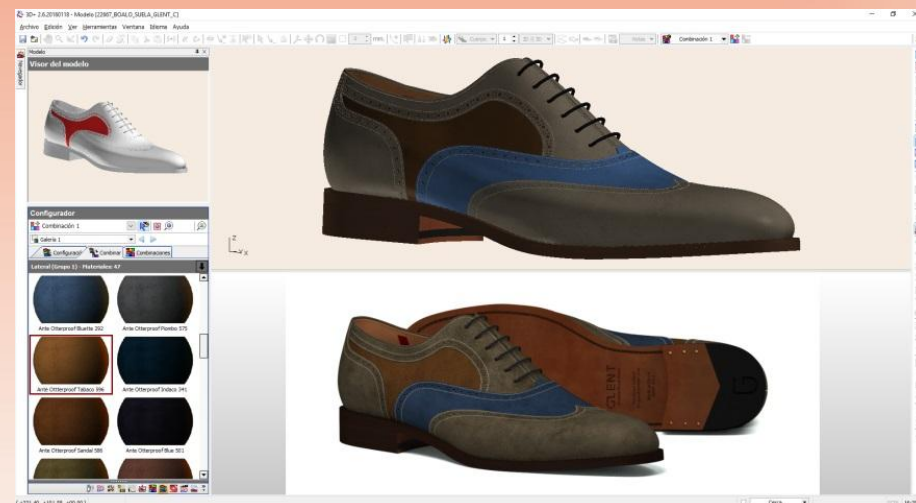
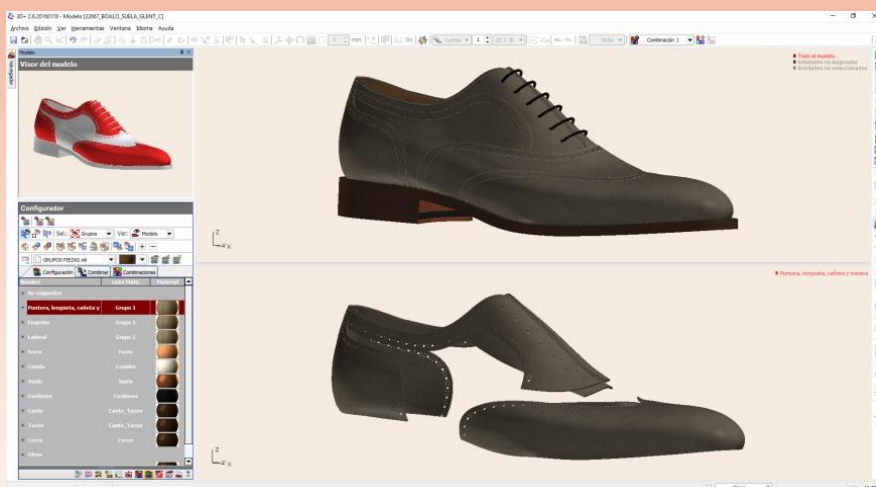
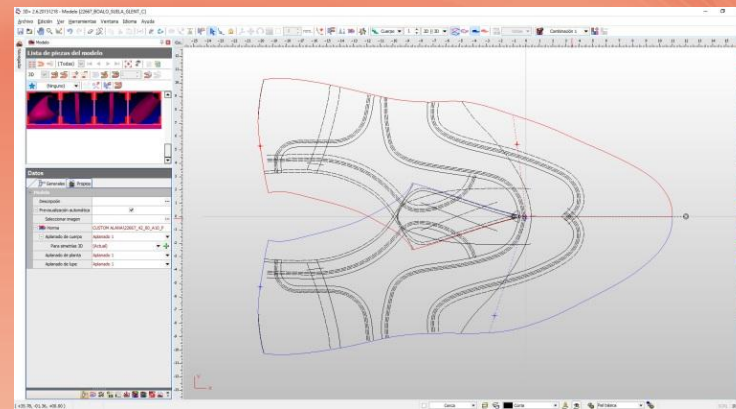
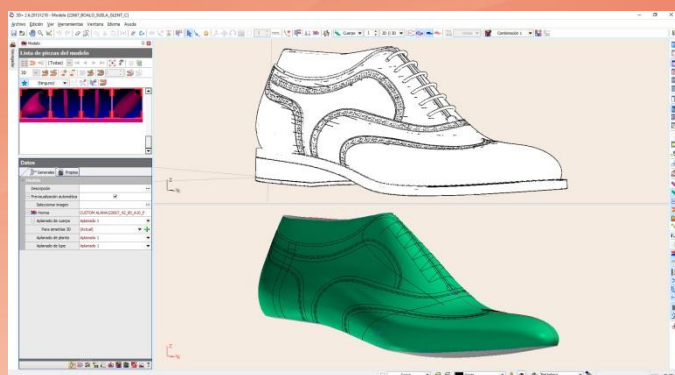


Council of Leather Exports

Supported by:



# FOOTWEAR MODEL DESIGN AND CONFIGURATION



# 19<sup>th</sup>

# International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

12

Official Event of



Organizer



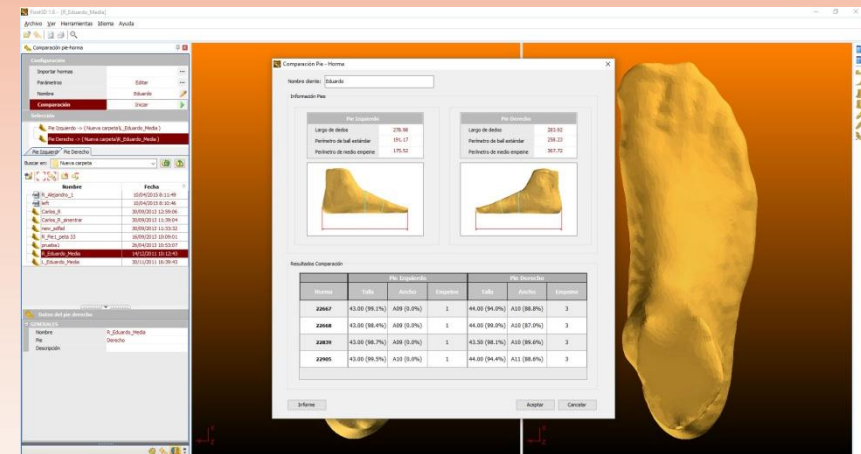
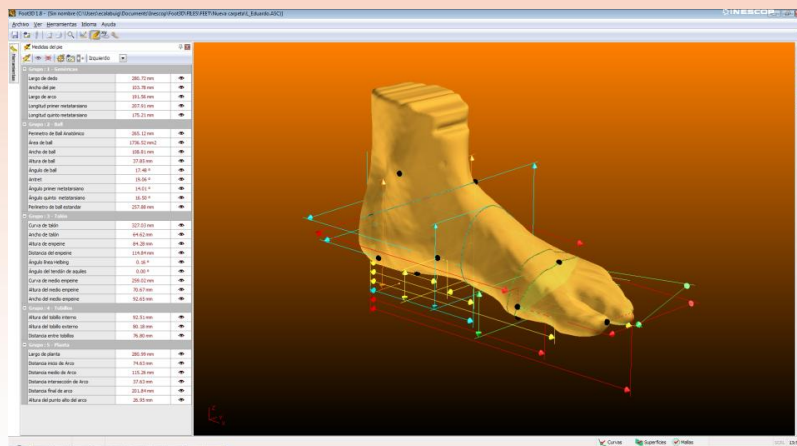
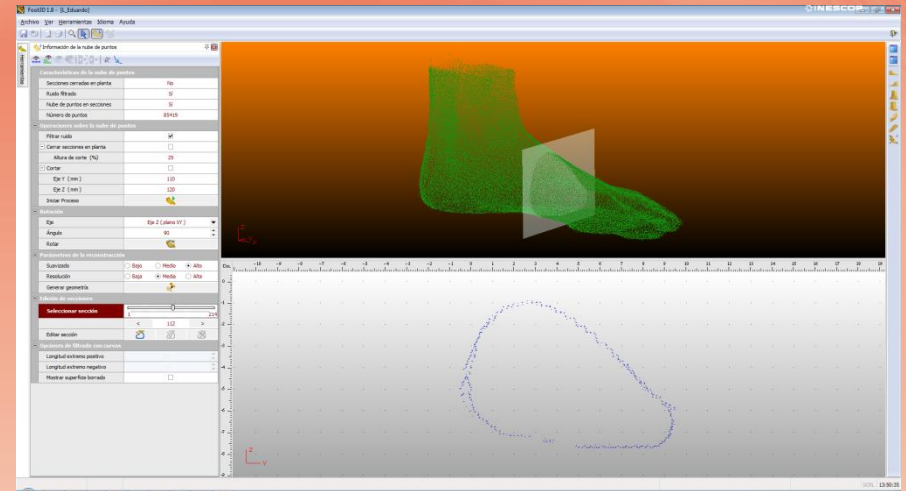
Council of Leather Exports

Supported by:



सत्यमेव जयते  
Govt. of India

# SCANNING, MEASURING AND FOOT-LAST MATCHING





# 19<sup>th</sup>

# International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

13

Official Event of



Organizer



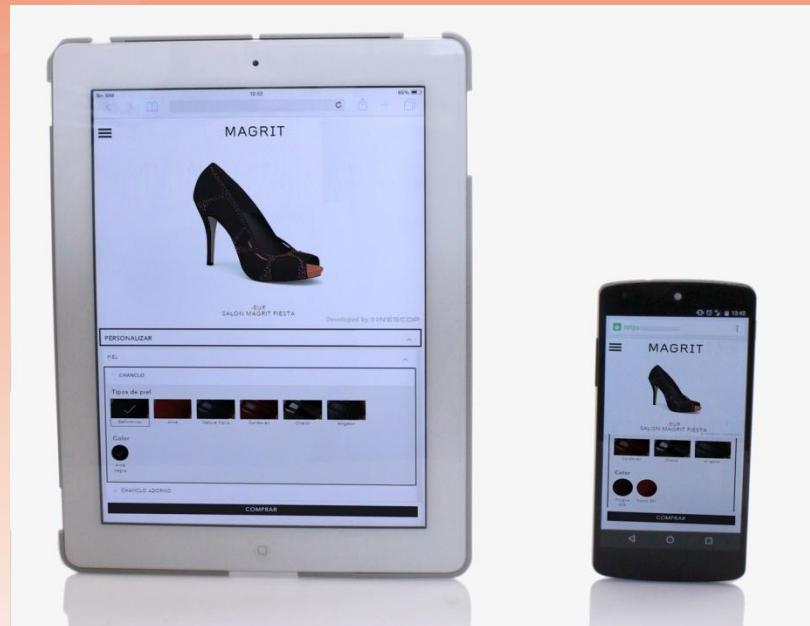
Council of Leather Exports

Supported by:



Govt. of India

# FOOTWEAR CONFIGURATOR



Official Event of



Organizer



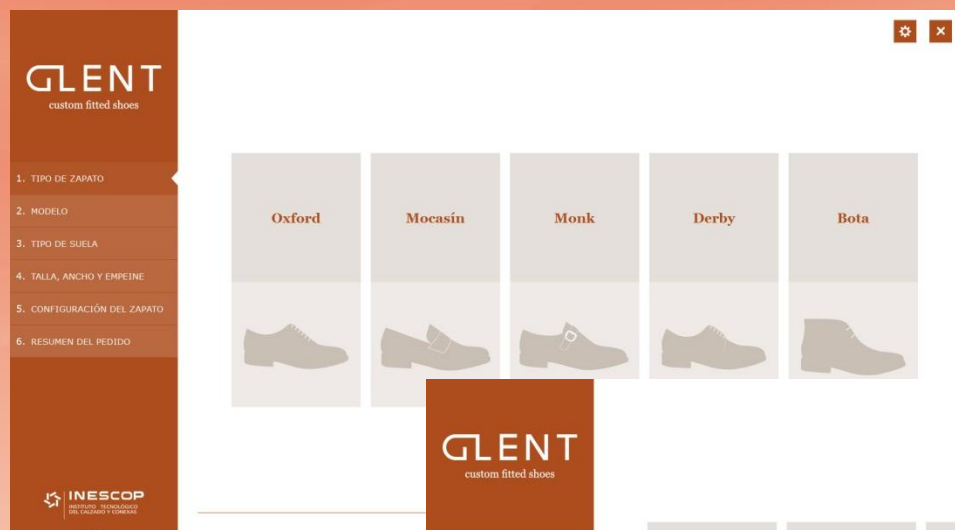
Council of Leather Exports

Supported by:

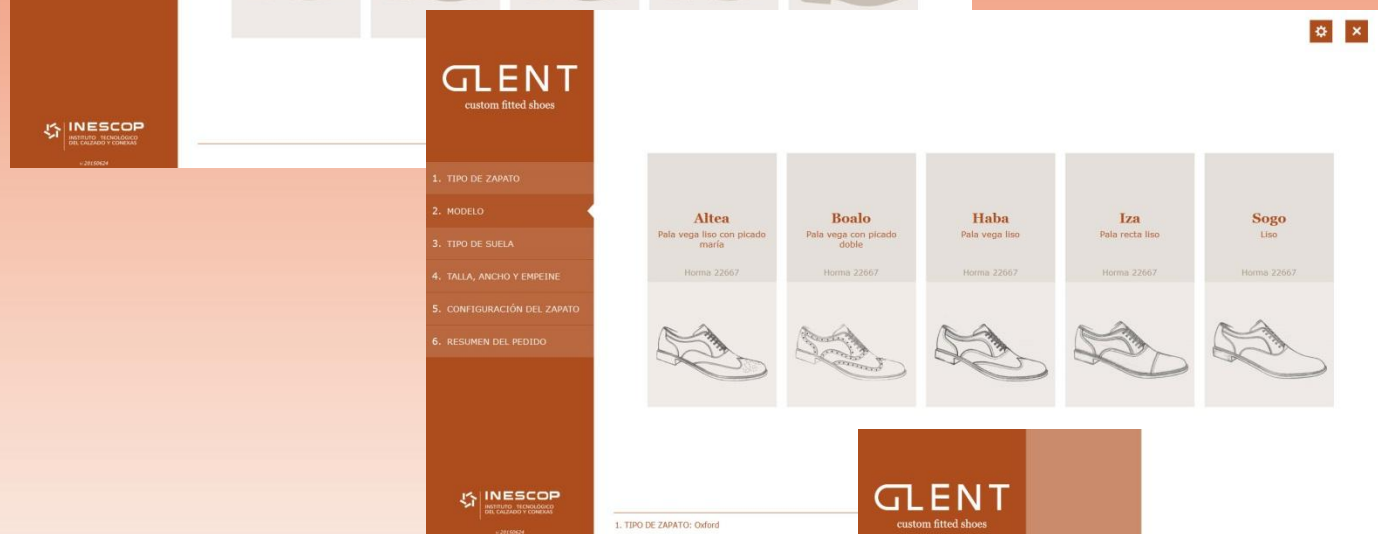


Govt. of India

# CHOOSING A FOOTWEAR MODEL

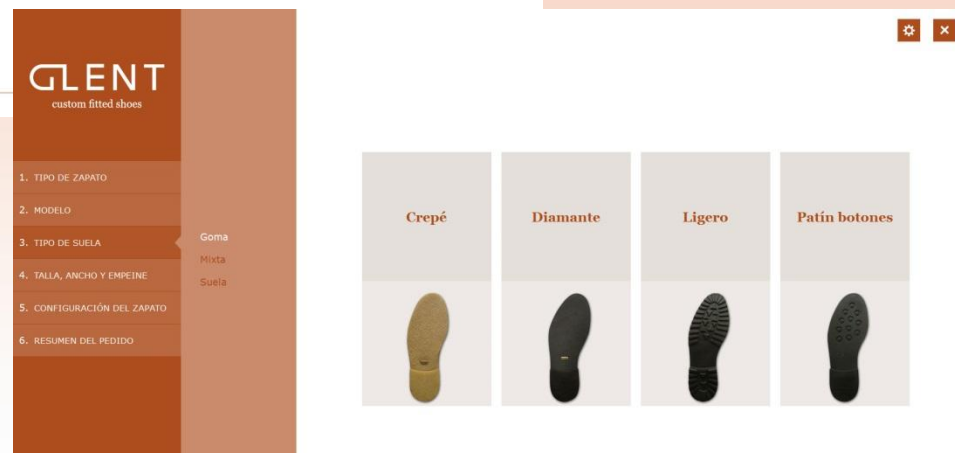


## CHOOSING THE FOOTWEAR STYLE



## MAKING VARIATIONS

## CHOOSING THE OUTSOLE





Official Event of



Organizer



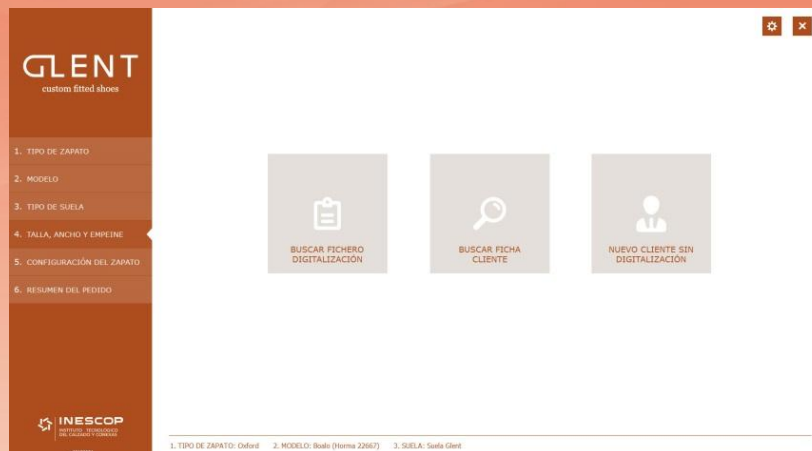
Council of Leather Exports

Supported by:



Govt. of India

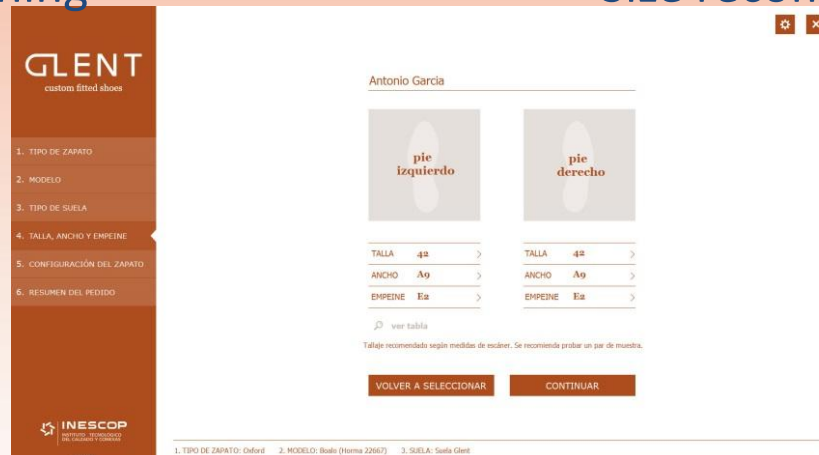
# CONNECTION WITH SCANS AND MATCHING



Last matching



Size recommendation



Foot height, length and width



Official Event of



Organizer



Council of Leather Exports

Supported by:



Govt. of India

## VIEW OF RENDERED MODEL

custom fitted shoes

1. TIPO DE ZAPATO

2. MODELO

3. TIPO DE SUELA

4. TALLA, ANCHO Y EMPEINE

5. CONFIGURACIÓN DEL ZAPATO

6. RESUMEN DEL PEDIDO

Puntera, lengüeta, cañeta y trasera

Empeine

Lateral

Forro

Cosido

Suela

Cordones

Canto

Tacón

Cerco

RENDER

VISTA 3D

Chateaubriand Negro -13

Chateaubriand Marrón 166 -1

Chateaubriand Burdeos 50191

Chateaubriand Cuero 169

Chateaubriand Navy

Chateaubriand Cuero 159

1. TIPO DE ZAPATO: Oxford

2. MODELO: Boalo (Horma 22667)

3. SUELA: Suela Glent

4. TALLA: 42/9/2 y 42/9/2

INESCOP  
INSTITUTO TECNOLÓGICO  
DEL CALZADO Y CONEXAS

v.20150624

INESCOP  
SPANISH FOOTWEAR  
TECHNOLOGY INSTITUTE









Official Event of



Organizer



Council of Leather Exports

Supported by:



Govt. of India

## CONFIGURATION SUMMARY

GLENT

custom fitted shoes

1. TIPO DE ZAPATO

2. MODELO

3. TIPO DE SUELA

4. TALLA, ANCHO Y EMPEINE

5. CONFIGURACIÓN DEL ZAPATO

6. RESUMEN DEL PEDIDO

Producto 1

—

+

TIPO	Oxford	Izquierdo	TALLA	42	Derecho	TALLA	42
MODELO	Boalo	ANCHO	A9	ANCHO	A9	EMPEINE	E2
SUELA	Suela Glent	EMPEINE	E2	EMPEINE	E2		

Puntera, lengüeta, cañeta y trasera

Chateaubriand Marrón 166

Empeine

Ante Otterproof Ardesia 331

Lateral

Ante Otterproof Ardesia 331

Forro

Cuero

Cosido

Marrón oscuro 510

Si necesitas modificar la configuración de este modelo, puedes volver a configurarlo seleccionando en el menú de la izquierda el paso correspondiente.

CONFIRMAR PEDIDO

1. TIPO DE ZAPATO: Oxford

2. MODELO: Boalo (Horma 22667)

3. SUELA: Suela Glent

4. TALLA: 42/9/2 y 42/9/2

**INESCOP**  
 INSTITUTO TECNOLÓGICO  
 DEL CALZADO Y CONEXAS

v. 20150624

**INESCOP**  
 SPANISH FOOTWEAR  
 TECHNOLOGY INSTITUTE

Official Event of



Organizer



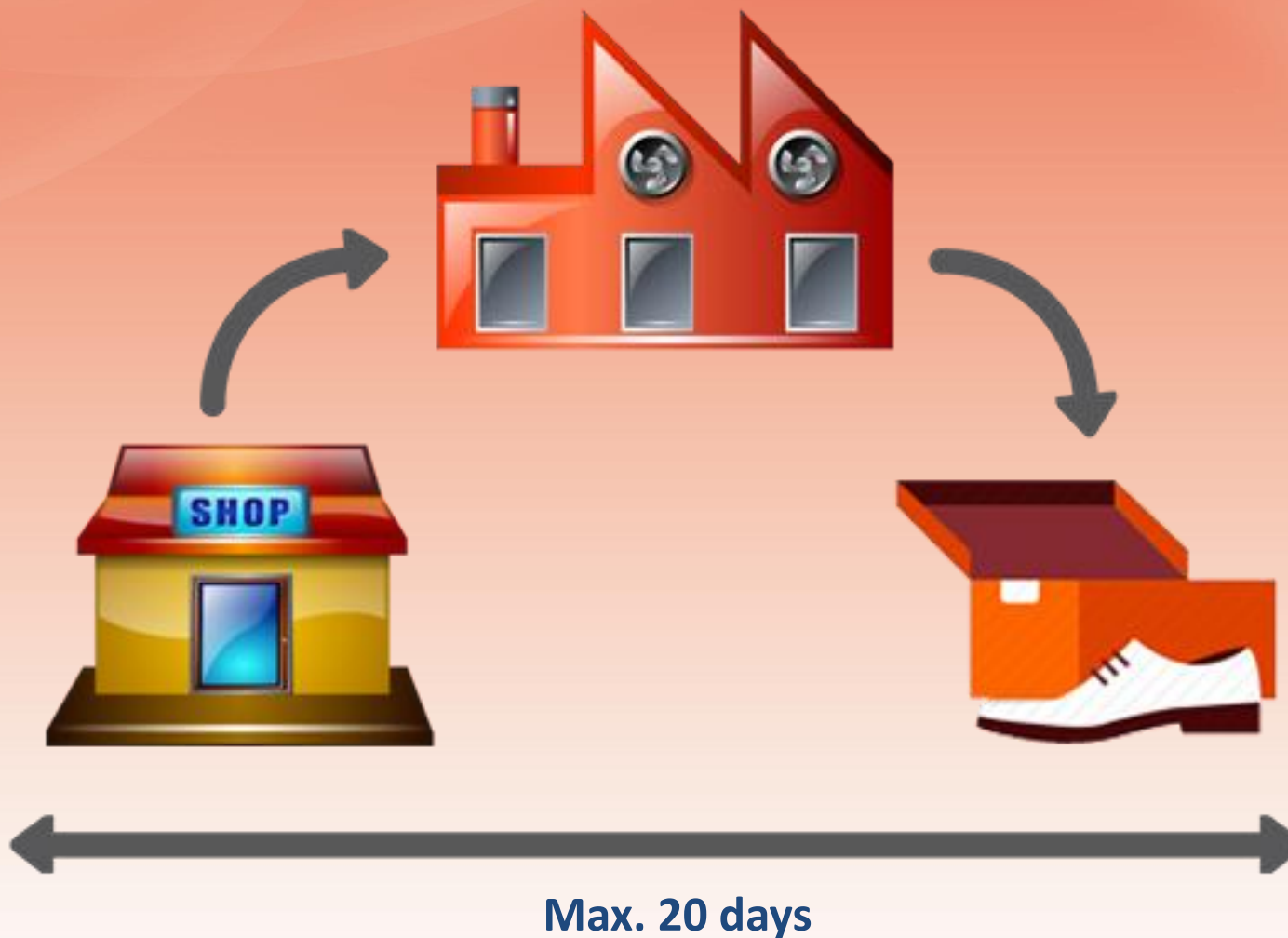
Council of Leather Exports

Supported by:



Govt. of India

## FACTORY ORDER AND CUSTOMER DELIVERY





# 19<sup>th</sup>

# International Technical Footwear Congress

## February 03-05, 2016, Chennai, INDIA

[www.uitic-congress.cleindia.org/](http://www.uitic-congress.cleindia.org/)

21

Official Event of



Organizer



Council of Leather Exports

Supported by:



# *Thanks for your attention!*

[www.inescop.es](http://www.inescop.es)



**INESCOP**

**SINCE 1971**

*Leading innovation*



**INESCOP**

SPANISH FOOTWEAR  
TECHNOLOGY INSTITUTE

