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Article



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## FEATURES OF PRODUCTION OF POPULAR AND FUNCTIONAL FOOTWEAR IN THE CONTEXT OF INCLUSIVE FASHION

**Abstract:** *the article examines the degree of relationship between enterprises engaged in sewing and selling clothes and fashion trends. The influence of product policy as one of the fundamental methods of increasing the competitiveness and success of an enterprise in the context of the trend of inclusive fashion is considered. The article examines the situation of transferring the process of trying on clothes to an electronic environment, which allows not only to significantly increase the audience of potential consumers, but also to orient production to its needs to a greater extent*

*The variety of models presented on the world footwear market speaks of the relevance of popular - functional footwear, which makes specialists develop this direction in the industry. In addition, an overview of innovative designs and technologies used in the production of modern developments is presented, in particular, aimed at improving the aesthetic properties and comfort of products.*

**Key words:** *digitalization of production stages, online shoe sales, electronic fitting, digital shoes, terms, definitions, specialists, light industry, popular shoes, design, engineering, innovative designs, digital transformations.*

**Language:** English

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### Introduction

UDC 685.18:687.21.

Global shoe production to fall by 1.5 billion pairs in 2023.

Last year's global footwear production was the lowest in a decade, excluding 2020 and 2021, which coincided with the pandemic. The loss of 1.5 billion pairs was due to lower consumption in key markets such as the United States (-749 million pairs), China (-398 million pairs) and the European Union (-399 million pairs). The footwear industry remains heavily concentrated in Asia, where nearly 9 out of 10 pairs of shoes are produced, accounting for 87.1% of the world's total. China is the world's largest shoe manufacturer, producing 12.3 billion pairs in 2023 and capturing almost 55% of the global market. India increased its share, now accounting for 11.6% of the world's total. More than half of the world's footwear consumption occurs in Asia (54.7% in 2023). This share has increased over the year. The second and third global regions in terms of consumption were Europe and North America with shares of 13.9% and 13.4%, respectively.

Per capita shoe consumption ranges from 1.5 pairs in Africa to 4.6 pairs in North America.

China remains the leading consumer of footwear, although its share of the global total has declined further, to 17.1%. Consumption in the United States has declined significantly, losing second place to India. The European Union, when considered as a single region, is the third-largest footwear consumer market, with a volume of 1,948 million pairs in 2023. Global footwear exports in 2023 were 14 billion pairs in volume and \$168 billion in value, representing a decline of 9.1% and 6.1% year-on-year in trade volume and transaction value, respectively. Over the past decade, excluding 2020, annual export volumes have fluctuated between 14 and 16 billion pairs, with no discernible long-term trend. By comparison, the value of footwear exports in 2023 rose to \$168 billion, the second-highest figure ever and a 24% increase from 2014 levels.

Against this challenging backdrop, Asian countries have strengthened their dominance in global footwear trade, with their combined share rising to 84.6% from 83.9% in 2022. In contrast, Europe's share has declined slightly to 12.8%.

China accounts for 63.8% of global footwear exports, up 2.5% year-on-year, with Vietnam ranking second in the footwear exporting world with 9.5% and Indonesia third with 3.2%. Together, these three countries account for more than three-quarters of global footwear exports. The average export price for a pair of shoes reached \$12 in 2023, up 3.2% from 2022, up 38.8% over the past decade. Textile footwear has seen the most significant price growth this decade, up 65%. Leather footwear prices have risen 24% over

the decade. Leather footwear leads exports by value, but rubber and plastic lead by volume.

Leather footwear accounts for 38% of world exports by value due to its higher average price. But in pairs, rubber and plastic footwear still account for half of world exports today. In Kuban, shoe production has fallen by almost 13% over the year. In Krasnodar Krai, shoe production has decreased by 12.7% over the year. This was reported to RBC Krasnodar by the CRPT (the operator of the state marking system "Honest Sign"). Shoe production in the Krasnodar region from January to July 2024 amounted to 8.7 million pairs, which is 12.7% less than in the same period last year, when this figure was at the level of 10 million pairs, according to a report from RBC Krasnodar. In January-July 2024, retail sales in the region decreased by 8.9% compared to the same period last year. Residents of Kuban most often bought slippers — they accounted for 28% of all retail sales in the region. The second most popular were boots. Their share was 25.4% of the total sales. In third place were shoes (18.8%). Sandals accounted for 7.3%, sneakers — 5%, trainers — 2.8%, sandals — 2.4%, boots — 2%. Previously [RBC Krasnodar](#) reported that the number of violations in shoe marking in the Krasnodar Territory decreased by 37% in 2023 compared to 2022 and amounted to 392 thousand. Thus, the topic of the article seems relevant for a number of reasons, namely:

Firstly, the product policy of an enterprise is an important aspect of marketing activities and a guarantee of increasing its competitiveness;

Secondly, today in the fashion industry there are many small, medium and large enterprises producing various products for society and competing with each other;

Thirdly, in the conditions of strong competition, sewing enterprises are forced to make management decisions on the formation of assortment and sales policies. The consumer market is in constant motion: in the conditions of globalization, digitalization, greening, conscious consumption and other factors, the demands, needs, expectations of buyers are changing, organizations must anticipate them. All of the listed reasons influence the formation of the product policy of fashion industry enterprises. In this regard, the article is supposed to prove the importance of the product policy of the enterprise in the conditions of inclusive fashion: it is necessary to assess the trend of the fashion industry aimed at the transition from exclusivity to inclusiveness, and we are talking about the correct understanding of these terms, their fundamental difference, as well as the features of the formation of the product policy of the enterprise in the new economic conditions. Only relying on the understanding of a respectful attitude towards potential consumers, taking into account the concept of the product life cycle, pricing policy, product positioning, enterprises can form a product policy

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based on the principle of complexity: this involves the implementation of a whole range of measures to improve both the qualities of the product itself, its characteristics and the ability to meet the needs and requirements when purchasing. Here, the management of enterprises should remember that management decisions in the field of marketing are made in the conditions of the external environment and under the influence of market conditions. The fundamental position has always been that enterprises carry out their activities, first of all, in connection with the desire to make a profit. However, is it really the making of profit that is the basis of the enterprise's activities? There is an opinion that one of the primary goals of the enterprise with the progression and passage of time has become not just making a profit from its activities, but also the intention to bring importance and special meaning to the activities of the organization, to produce and sell something useful and important for society. The authors note that commercial structures are aware of their social significance and support the initiative to act in the interests of society - to conduct their activities not only for the sake of increasing profits, but also for the sake of improving the quality of life. By developing social and marketing programs, they change people's outlook, demonstrating the need to provide assistance to those who need it." If we take into account and examine shoe manufacturing companies, we can safely note that they are just prone to setting themselves not only the subsequent benefit from their own activities, but also the embodiment of the tendency to "understand" what, how, in what quantities and for whom they produce and sell. This behavior is based on the fact that companies engaged in the manufacture and sale of shoes are very closely connected with fashion and are especially sensitive to its changes, transformations. Fashion is entirely determined by the world we live in now: everything that happens in modern society and everything that worries it immediately affects fashion trends. This is where the relationship between fashion and the main purpose of enterprises arises. Modern society is increasingly consciously approaching the issue of tolerance, equality and the fact that the world should be comfortable for every person. The trends are such that the society of the 21st century strives to become comfortable for every person, regardless of any factors of his individuality. Of course, fashion is sensitive to such principles of the modern world and makes its own adjustments to established fashion trends. We note that recently there has been an increased interest in the fashion industry in the revival of humane values and their popularization as fashionable, as a response to changes in the surrounding reality. Fashion is capable of acting as a value-forming factor of modern culture, promoting, for example, tolerance, or the unity of the individual and humanity. Thus, the trend towards the

introduction of "inclusive fashion" has become particularly noticeable in recent times.

### Main part

Inclusive fashion is a fairly broad concept that implies that fashion should be accessible to absolutely everyone. Established ideas about what models should be like, for whom mass production should be established, what types of shoes to produce are increasingly being criticized and undergoing changes. Inclusive fashion is a size range that is much wider than the "standard" one, it is comfortable shoes for people with certain physical problems, these are things in which a person of different gender, race, size, physical qualities can feel on an equal footing with any other person. "Inclusive" according to the Complete Spelling Dictionary of the Russian Language means "spreading over a wider range of objects". In other words, "inclusiveness is such a principle of a person's social life in society when, regardless of his origin, having a unique appearance, as well as regardless of sexual orientation, status and physical characteristics, he has absolutely equal access to all opportunities provided by society and can fully and, if he wants, participates on equal terms in any social processes. Equality and tolerance can be noted as a trend of the future. The authors believe that today designers create an environment, services and objects that are available for use without special training and modifications to the maximum number of people, regardless of their characteristics. It is the rejection of averaging and the call to focus on the remote ends of the user spectrum that made inclusive design the most progressive and promising direction. Activities based on this trend direction are one of the possible vectors of development of enterprises engaged in sewing and selling shoes. The purpose of using such a trend can be the desire of the enterprise to remain competitive and create its own unique image that meets the requirements and concepts of modern society, expand the range of its influence and enter larger consumer markets. Product policy is a fairly significant element in the structure of any enterprise and literally the basis of the management process, since product policy involves solving the issue of the nomenclature of manufactured products, their optimization. Enterprises operating in the fashion industry need to focus on the formation of a competent product policy. A competent approach to the implementation of policies related to issues of various aspects of production and sales of goods allows the most effective conduct of the enterprise's activities in the conditions of a market economy and the factor of increased competition in the footwear industry. It is worth noting that if the enterprise wants to take the concept of inclusive fashion as a basis for development, special attention should be paid to the development and updating of product policy, since the goods produced and sold may be classified as goods,

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Possessing special specificity. We have the following opinion on this matter: "Today, in the conditions of tough competition, it is the properties and characteristics of the goods that determine the directions of the market and the entire production policy of the enterprise. All activities related to the goods, that is, its creation, production and improvement, sale in the markets, service and pre-sale service, development of advertising events, as well as the removal of goods from production, undoubtedly occupy a central place in all activities of commodity producers and are a component of its product policy. The modern world determines the fact that the enterprise cannot be isolated from external factors and cannot ignore their significant influence. The product policy of the enterprise is forced to be aimed at continuous improvement, optimization, transformation of a set of measures carried out in accordance with the need to increase the efficiency and effectiveness of the activities carried out. One of the indicators of the success of the product policy of the enterprise can be a predisposition to high-quality analysis and timely adaptation to actively changing trends and directions in the fashion sphere and, as a consequence, the peculiarities of market demand. Today, the main goal of product policy is to optimize the compliance of the products manufactured and sold by the enterprise with market demand in terms of quality and quantity, on the one hand, and the enterprise's resources, on the other. In addition to using the main tools of product policy (brand formation based on the principles of value-oriented marketing, managing the consumer value of the product, product range management, product life cycle management, pricing, objective product characteristics, quality management, and other tools), when developing a product policy, the enterprise must correlate it with strategic goals, focusing on consumer preferences, constantly updating the product line aimed at creating loyal relationships between consumers and producers. However, it should be borne in mind that in the context of inclusive fashion, the enterprise needs to develop a clear system for managing production and sales programs, including criteria for the timely withdrawal of goods, namely: it is necessary to permanently analyze products in order to identify and remove ineffective items from production. Currently, many types of activities and areas of human life are moving into the digital environment. Digital devices have become widely available and are no longer a luxury item. They have become an integral part of everyday life for all segments of the population. Developments that occur under the significant influence of widespread digitalization are changing people's everyday life and lifestyle. Digital transformation of business is currently particularly relevant. There is an active process of integrating digital technologies into all stages of production processes. In order to correctly

navigate the external changes in society and the environment, and remain competitive, businesses are forming a new corporate culture and creating new models of interaction with customers. All sectors of economic activity have changed significantly in the context of globalization, and the fashion industry is no exception. Significant changes in production strategies were also caused by events related to the epidemiological situation caused by the spread of the COVID-19 virus, which also have a global character. Light industry enterprises that were able to adapt to the conditions of the pandemic and focused on the possibility of switching to interaction with consumers in the digital environment have significantly increased their competitiveness. At the same time, the forced situation of limiting the usual way of purchasing shoes has opened up new opportunities for consumers, significantly improving the quality of the process of purchasing goods. The main advantage of shopping through online stores is saving time, which is especially important in modern realities. However, there are other advantages. On Internet platforms, it is possible to look at a huge number of things, spending a minimum of time on it and without being distracted from everyday affairs. A feature of buying shoes is their fitting. For many consumers, this process is tedious, irritating, and sometimes disgusting from stores. You have to try on a large number of products until you find "what you were looking for and wanted". This desire gave rise to a new direction in digital design - the creation of "digital shoes". These are shoes that no one will manufacture, they will exist only in the "digital life" of the customer's avatar. In the shoe industry, as in other industries, on the basis of digital transformation, all processes are optimized, from studying and forecasting demand to modeling and final production of garments. Analysis of information on electronic fittings of products offered by brands on their platforms, and sometimes the proposed list of individualization options for standard products, allows the manufacturer to obtain very important information about preferred options for artistic, design and technological solutions. This information provides reasonable assortment planning, which determines sales efficiency. According to a study by the international consulting agency IDC, by 2024 the digital transformation process will cover 71% of the world's GDP. This will attract more than \$6.8 trillion in direct investment into the development of "digital" technologies and services by the end of 2024. According to analytical studies, in 2019-2023, the volume of the online trade market increased by an average of 28%, which corresponds to an increase in sales from 235 billion to 1.72 trillion rubles. This was influenced by the rapid growth of active users on the network and changes in their needs. According to analytical studies of 2019 - 2023, the number of Internet users and online shoppers is steadily increasing every year. However, there are

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complications in the shopping process associated with trying on the purchased product. They are caused by relative differences between the avatar and the real characteristics of the buyer. To solve this problem, some methods have already been created that allow any user to "try on" the shoes selected in the online store on a virtual mannequin with the ability to repeat the main parameters of the buyer's foot. Analysis of virtual fitting technologies showed that the most modern and informative method is the services for designing a three-dimensional spatial form obtained using a 3D avatar of a person in shoes. This technology is presented by the developer company GLAMSTORM. It allows the developer not only to try on the product, but also allows you to refine the image by choosing the appropriate hairstyle and makeup. Interface of the program for online fitting "GLAMSTORM". Using such an application allows the consumer to "get used to" the image, decide on the choice of goods and clarify the need to adjust the size. However, using an avatar gives an idea only of the model worn on some abstract foot. At the same time, a person cannot assess the compatibility of their own individual characteristics with a specific model. Therefore, it is very important to be able to assess the harmony of the combination of a specific model with the individual characteristics of the consumer. This option is available in the actively developing service "astrafit". This program allows buyers to see from the outside how the product will look on their foot. The consumer enters all their basic foot parameters and selects the product they like, the program automatically calculates the degree of conformity of the product to the buyer's foot and gives recommendations on the most suitable shoe size. After the transition to a market economy, when the buyer has the opportunity to choose a product from a dozen similar ones, the manufacturer needs to be different from others, to attract attention by forming its own brand design. An indicator of the development of a civilized modern society is not only the economic component, but also the attitude of society towards the category of citizens in need of support. In modern Russia, the issue of social integration of people with disabilities is quite acute, since according to the Federal State Statistics Service, the number of socially vulnerable people in the country exceeds 8% of the population. Social assistance to them is now moving into the category of social adaptation, their integration into modern society as full-fledged members. This approach of society to people with disabilities requires an expansion of their sphere of independence, the acquisition of the ability to master new skills and knowledge without direct outside help, and to achieve success in areas of interest. Footwear for people with special needs should be comfortable first and foremost and take into account subjective physiological needs, but such an approach inevitably leads to the formation of a narrow-focused consumer niche, limits choice

and definitely cannot contribute to the integration of this group of consumers into the modern environment. An inclusive approach to this issue lies in promoting an adaptive direction in the fashion market. The development and production of products equally suitable for people with and without special needs is the most promising and priority area of the fashion industry. Such products can be equally comfortable and aesthetically pleasing for all groups both in their original form (due to the specificity of the designs) and due to variable 55 elements, the possibilities of their transformation, adaptation to physiological characteristics. This approach opens up wide opportunities for adapting basic lines of mass-market products to the needs of special consumers. The introduction of minor design changes and variability of fixation methods will not require expensive investments and re-equipment of industrial production lines, but this will be enough to significantly expand the consumer segment and provide fundamentally new opportunities for people with special needs. One of the main principles of inclusive design is web accessibility - design and development of websites, applications and technological solutions taking into account the possibility of their use by people with disabilities. Users can independently receive, interpret, search for information and communicate via the Internet, participate in the work of the World Wide Web. The Internet space today not only provides access to information and interaction opportunities for a large number of people, but also facilitates the acquisition of necessary goods. The production of footwear for people with disabilities requires customization of products for a specific consumer. As a result, this consumer niche is more profitable for a shoe studio that makes custom-made shoes. The Internet space in this case is an important link between the manufacturer and a special consumer. The development of a brand for an inclusive shoe studio helps to perform two opposite functions. Firstly, high-quality brand design forms the image and recognition of the manufacturer in the market, using Internet technologies expands the target audience. Secondly, a branded inclusive shoe studio increases the social significance of people with disabilities in society. In order to involve the consumer in the process of creating footwear at the design stage, it is proposed to use a created database in which the customer, a consumer with disabilities, has the opportunity to choose a suitable shoe model, type of material, sole, toe cap shape, Additional rigidity elements, foot fixation method, and also indicate personal medical indications and recommendations. Creation and accumulation of database components, development of modified design bases and additional transformable elements, adaptation of typical basic lines to the needs of special consumers by means of minor design changes do not require large capital investments. Successful implementation of this strategy will

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provide new opportunities for both consumers with special physical development features and manufacturers. Pre-project research and a questionnaire survey among 56 people with limited mobility showed the activity and interest of this consumer in the creation of specialized designer shoes taking into account their features and fashion trends. The main purpose of the survey was to study the style and subject orientation of footwear preferred by wheelchair users, specification of the constituent elements of footwear - such as the materials used for manufacturing, the method of fixation on the foot, additional rigid structures. The questionnaire revealed the interest of such a difficult consumer in footwear manufactured in a complete set and a single design with an orthosis, or additional rigidity elements. The development and production of footwear itself and additional fixing elements in a single design style can be equally convenient for all groups of consumers both in an unchanged form due to the specificity of the design, and due to additional removable elements of varying rigidity, taking into account the physiological characteristics of the consumer.

### Conclusion

Thus, taking into account the above, we can conclude that the emergence of "inclusive fashion" and the trend for its development can allow the enterprise to reach a new level due to the expansion of the product range, the introduction of innovative design technologies in the design and cut of products, the ability to cover a larger number of segments of the consumer market. With competent marketing activities in the context of product sales, it is also possible to increase the recognition and significance of the enterprise due to compliance with modern trends in society, that a well-thought-out product policy not only allows you to optimize the process of forming and updating the range, but also serves as a kind of guideline for the general direction of action for the enterprise management. And finally: we can confidently say that there is an obvious connection between the fashion industry, which sets new trends and development trajectories, and the activities of enterprises producing and selling clothing. Such enterprises are distinguished by their sensitivity to external changes, since the success and competitiveness of their activities depend on their ability to quickly respond and adapt to changing conditions. The emergence of a trend towards inclusive fashion development may also become one of the possible promising areas for the development of the enterprise, however, in order to achieve the greatest effect from such activities, it is worth placing special emphasis on the implementation of a competent product policy of the enterprise. The conducted studies have shown that electronic fitting is a very effective means of attracting a new "advanced" consumer of footwear in information technology, who

himself sets the direction of its development and improvement. To realize these hopes, it is necessary:

- \*in order to obtain information about the true state of affairs in the industry, request information on profitability and capacity utilization from Union members. Request statistics on production volumes by enterprises from the Ministry of Industry (Rosstat);

- \*to conduct a comparative analysis of the economic conditions of leather and footwear production in Russia and in competing countries (China, India, Indonesia);

- \*continue working with government agencies on the issue of adopting the Federal Law of the Russian Federation on marketplaces, with the aim of regulating their activities;

- \*continue working with the Russian Ministry of Trade to increase import duties on leather blanks;

- \*to solve the problems of clearing the market of illegal and hazardous products, banning the terms "eco-leather" and "eco-fur", the Russian Union of Footwear Manufacturers (RSKO) should join forces with the Bellegprom Concern (Republic of Belarus), and also use the work of the RSKO in the Working Group of the State Duma Committee on Family and Childhood and the upcoming sessions of the Committee at children's exhibitions in Moscow in September. Present to the WG of the State Duma Committee the results of inspections of children's footwear for compliance with safety and the Technical Regulations of the EAEU;

- \*update the cooperation agreement between RSCO and the Bellegprom Concern;

- \*members of the Executive Committee to take an active part in the forum "Commonwealth of Fashion" on November 19-20 in St. Petersburg, organizing a session dedicated to leather and footwear production in Russia (to determine a moderator, to submit to the Federation Council of the Russian Federation a list of representatives of state structures necessary for the issues under discussion, to prepare a presentation about the industry and videos about enterprises, comparing work in 2014 and 2024, the decline in production and to propose measures to preserve Russian production);

- \*to accept into the Union the shoe company OOO Iva, city of Sarapul (unanimously). To refrain from accepting into the Union the supplier of imported equipment OOO Gramos, having proposed to it to conclude a cooperation agreement (unanimously);

- \*update the cooperation agreement with the PPE Association. Plan to hold an extended Executive Committee meeting at the BIOT site on December 12 in the afternoon;

- \*instruct the management of the Verkhnevolzhsky Tannery to write a letter to the Deputy Minister of Industry on the need to take measures of state support for the industry, which will lead to an improvement in the financial condition of the tannery and will restore its potential;

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\*continue working with the CIS leadership to attract the attention of the Russian leadership to the problems of the Russian leather and footwear industry

and support the exhibition activities of enterprises to expand sales markets in the CIS countries.



**Figure 1. Examples of color combinations in shoes for school girls  
Nike SB Zoom Blazer Mid Premium**



Adidas Forum 84 Low ADV



Converse Louie Lopez Pro



New Balance Numeric 379



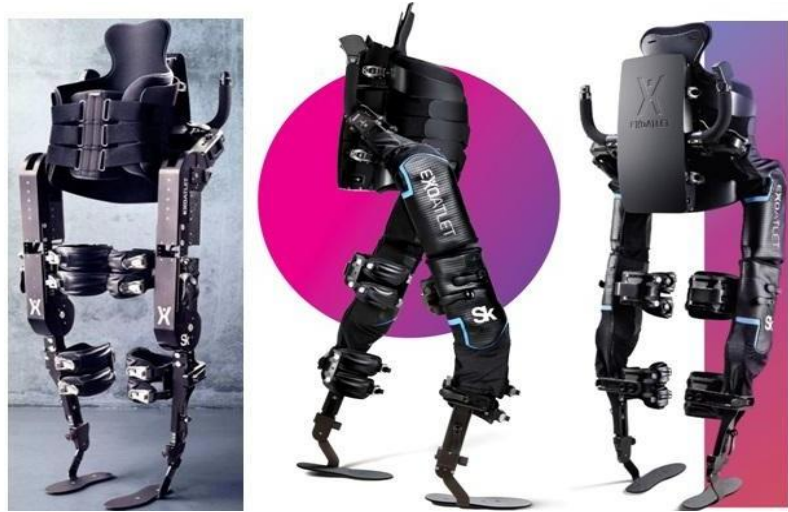
DC Central



Vans Skate Slip-On

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A b V  
Exoathlete - front view - a, side view - b, back view - c



A b V  
Examples of smart shoes "Nike HyperAdapt 1.0": a - gray; b - in black; c - white



A b  
Examples of smart shoes: a – “InShoe Wonder” 3D design development, b – “InShoe Wonder” implemented model



A b  
Sneaker Speaker sneakers: a – Sneaker Speaker sneakers; b – speakers connected to each other by an elastic belt



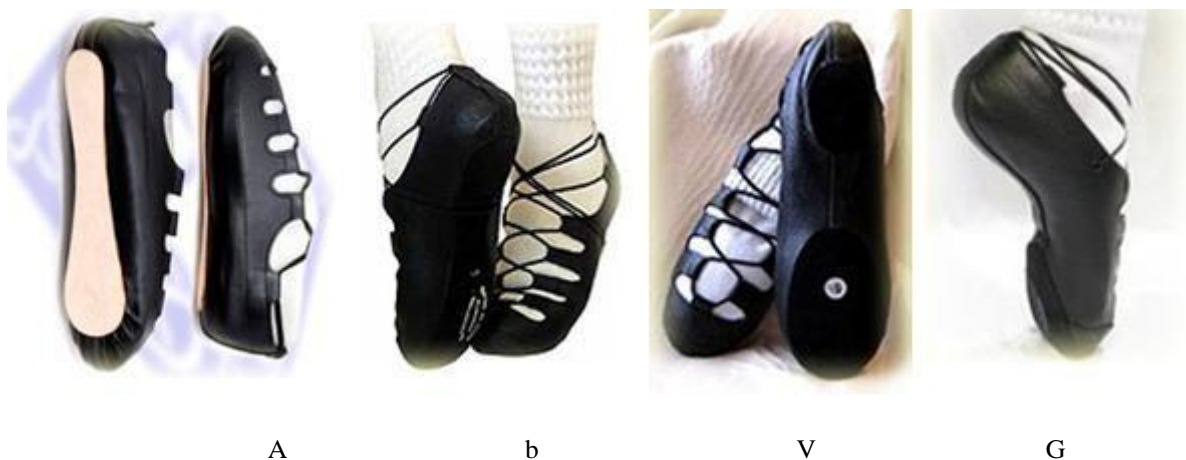
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	JIF = 1.500	SJIF (Morocco) = 7.184	OAJI (USA) = 0.350



Design - a project for a collection of casual pumps in the style of dance "gillies" under the motto "Irish disco",



A b V  
Irish gillies: tap shoes (a); soft shoes for Irish dancing (b); men's soft dance shoes (c)



A b V G  
Figure 2. Soft women's gillie shoes: models with soles made of light smooth leather (a); models with soles made of fleecy leather (b); classic models with split soles (c, d)

**Impact Factor:**

ISRA (India)	= 6.317	SIS (USA)	= 0.912	ICV (Poland)	= 6.630
ISI (Dubai, UAE)	= 1.582	ПИИЦ (Russia)	= 0.191	PIF (India)	= 1.940
GIF (Australia)	= 0.564	ESJI (KZ)	= 8.100	IBI (India)	= 4.260
JIF	= 1.500	SJIF (Morocco)	= 7.184	OAJI (USA)	= 0.350



A b V G  
Soft women's "gillies" made of patent and colored leather: Patent pumps (a); White pumps (b, c); Colour pumps (d)



Orthopedic boots of various designs:  
a - with stitched ankle boots with lacing, with a high shaft, wide soft edging, b - with stitched ankle boots with Velcro straps, with a high shaft and a long collar, c - with a zipper and elastic band, with a short collar



Orthopedic boots with zipper



Orthopedic half-boots of various designs: a – with a zipper on the outside and inside; b – with a zipper and a shaft made of elastic material; c – with a zipper and laces

## Impact Factor:

ISRA (India) = 6.317  
ISI (Dubai, UAE) = 1.582  
GIF (Australia) = 0.564  
JIF = 1.500

SIS (USA) = 0.912  
ПИИЦ (Russia) = 0.191  
ESJI (KZ) = 8.100  
SJIF (Morocco) = 7.184

ICV (Poland) = 6.630  
PIF (India) = 1.940  
IBI (India) = 4.260  
OAJI (USA) = 0.350



The Pansies Pumps Collection

Figure 3. Range of inclusive historical footwear

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