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Issue Article

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ON THE IMPORTANCE OF INCLUSIVE FASHION IN THE FORMATION OF THE SIGNIFICANCE OF CLOTHING FOR HUMAN LIFE BY MANUFACTURERS IN DIFFERENT PERIODS OF RUSSIAN HISTORY

Abstract: *In the article the authors analyze the inclusiveness of fashion in costume as the most important element that helps a person to adapt to new climatic and geographical conditions, because it is best able to characterize the picture of life of society at each stage of its development. At the regional level, the study of costume has mainly a historical and cultural focus, and ethnographic studies of costume are also needed, which would accurately describe the subject of study, its graphic image, design and technological features, since over time the invaluable experience of its production will be forgotten and lost. The article considers 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 considers 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 shoe market indicates 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. This article considers footwear (clothing for feet) of men, women and children of the population of the regions of Russia, starting from its archaic versions to modern ones; shoe production methods (woven, sewn, molded), materials for the manufacture of footwear - plant origin (tree bark, reed stems, hemp ropes), animal origin (leather, wool) and chemical (rubber), as well as its*

design and technological features. The authors of the article, in addition, examine the reasons for the widespread use in the language of names of obsolete types of footwear. The words "shoe covers", "valenki", "lapti", "boots", "cheboty", "chuni" and others are used with ironic connotation to name modern footwear. Following G. Schuchardt, one of the main representatives of the "Words and Things" movement, we have attempted to explain the name of a thing through the history of the thing itself and to give it a historical coloring.

***Key words**: footwear, leather, felt, bast shoes, pistons, chuvyaki, shoes, ankle boots, wool, puttees, stockings, boots, orders, exhibits, cords - frills, puttees, foot wraps, stockings, boots, orders, exhibits, thigh-high boots, shoe covers, berets, cheboty, wet shoes, slippers, boots, footcloths.*

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Introduction

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Historical development of society entails cognitive complication of the world, all spheres of human activity, the material sphere, including the sphere of footwear. Footwear is gradually improving: the style becomes more complex, the functions they perform expand, the number of shades increases. As a result, footwear becomes comfortable, functional and beautiful. Some footwear disappears, some are borrowed from other nations, new footwear appears, for which new names appear or existing ones are used. As noted in our studies, the level of human knowledge in a certain sphere of life, the degree of its study, are largely due to changes in the quantitative composition of a particular semantic field. Fragments of the linguistic picture of the world, reflecting the phenomena of material culture, are subject to modification changes to a greater extent than spiritual phenomena. The study of the lexical-semantic group of shoe names made it possible to identify interesting semantic processes. The process of limited use in the language of historicisms that name disappeared realities, or dialecticisms understandable only to residents of a certain locality is considered natural. It seems unusual when such vocabulary is widely used in modern Russian. This happened with some names of shoes that have long since gone out of use or have received another name. These obsolete words and dialectisms have entered the national literary language, although sometimes they have an ironic connotation.

The distribution of footwear in a certain territory was most often determined by the human environment. Wicker footwear is considered the most archaic. The presence of wicker footwear among the first settlers of the regions of Russia is indicated by its presence in the museum exhibits of the studied territories. One of the most common types of wicker footwear is considered to be bast shoes - footwear made of tree bark. Bast shoes were put on wrappers (onuchi, foot wraps) or woolen stockings. Bast shoes were fastened to the foot with long cords - frills. Bast shoes were widespread, were considered a hot commodity and at the end of the 19th century. A pair of bast bast shoes cost only one kopeck. During the First World War, in some regions of Russia, bast shoes were issued to Cossacks in the summer instead of boots. Sometimes shoes were woven from reed stems, crocheted from strips of fabric, hemp ropes, coarse wool. Since in some regions of Russia quite a lot of cattle was slaughtered, the main footwear of the population in such regions was, of course, leather footwear. Leather footwear was divided into two types of soft construction and hard. Shoes of soft construction had only basic parts - the upper blank (from one or two parts) and the sole, if there was one. The development of shoe upper cutting techniques went along the line of increasing the number of parts that give the shoe a rigid fixed shape. Almost all residents could make the simplest footwear - pistons or shoes - for their everyday use. Valuable footwear: ankle boots, shoes, thigh-high boots, galoshes were bought mainly in shops and stores, or at fairs; mid-range footwear: boots or half-boots, were sewn themselves or ordered from shoemakers, or such footwear was purchased at bazaars and fairs. Footwear is gradually improving: the style becomes more complex, the functions it performs expand, the number of shades increases. As a result, footwear becomes comfortable, functional and beautiful. Some footwear disappears, some details are borrowed from other nations, new footwear appears, for which new names appear, or existing ones are used. As noted by the authors, the level of human knowledge in a certain sphere of life, the degree of its study largely determine the change in the quantitative composition of a particular semantic field. Fragments of the linguistic picture of the world, reflecting the phenomena of material culture, are subject to modification changes to a greater extent than spiritual phenomena. The study of the lexical-semantic group of shoe names made it possible to identify interesting semantic processes. The process of limited use in the language of historicisms, naming disappeared realities, or dialecticisms, understandable only to residents of a certain area, is considered natural. It seems unusual

when such vocabulary is widely used in modern Russian. This happened with some names of footwear that have long gone out of use or received another name. These obsolete words and dialectisms entered the national literary language, although they acquired an ironic connotation, but this does not prevent them from being widely used in everyday life. The distribution of footwear in a certain territory was most often determined by a person's environment. Wicker footwear is considered the most archaic. The presence of wicker footwear among the southern first settlers is indicated by its presence in the museum exhibits of the studied territory. One of the most common types of wicker footwear is considered to be bast shoes - footwear made of tree bark. Bast shoes were put on wrappers (onuchi, foot wraps), or woolen stockings. Bast shoes were fastened to the foot with long cords. Bast shoes were widespread, considered a hot commodity, and at the end of the 19th century a pair of bast bast shoes cost only one kopeck. During the First World War, in some units, bast shoes were issued to Cossacks in the summer, instead of boots. Sometimes shoes were woven from reed stems, crocheted from strips of fabric, hemp ropes, and coarse wool.

Since there was quite a lot of cattle slaughtered in the mountain villages, the main footwear of the population of these regions was, of course, leather footwear. Leather footwear was divided into two types: soft and hard. Soft footwear had only basic parts - the upper (from one or two parts) and the sole, if there was one. The development of shoe upper cutting techniques went along the line of increasing the number of parts that gave the shoe a rigid fixed shape. Almost all residents of these southern regions could make the simplest footwear - pistons or shoes - for their own use. Valuable footwear: ankle boots, shoes, thigh-high boots, galoshes, were bought mainly in shops and stores, or at fairs; mid-range footwear: boots or half-boots, were sewn by themselves, or ordered from shoemakers, or purchased at bazaars and fairs. Shoes of the simplest design were usually sewn from homemade rawhide. To make rawhide, the raw hide was placed in salted kvass for one to one and a half weeks, so that the leather would "soften", then the leather was dried and the hair was scraped off it with a scythe, after which it was crumpled and greased with tar. The tar softened and colored the product black; rawhide that was not treated with tar had a natural yellow color. Home-made leather was very rough, quickly dried out and hardened; products made from such leather were greased with vegetable oil to soften. The tanning of more valuable leather goods for making shoes (soles, yuft, opoek, rostok and goat) was a rather complex production, therefore, small tanneries or local large tanneries were engaged in the production of such leather goods.Today, in 2023, global shoe production has decreased by 1.5 billion pairs. Last year, 2022, the global footwear production figure was the lowest in the last ten years, excluding 2020 and 2021, which fell during the pandemic. The loss of 1.5 billion pairs was due to a decrease in consumption in major 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 almost 9 out of every 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 the second place in the ranking of footwear consuming countries 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..In terms of value, leather footwear accounts for 38% of global exports due to its higher average price. But in pairs, rubber and plastic footwear still account for half of global 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 research still seems relevant today due to 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 conditions of strong competition, sewing enterprises are forced to make management decisions on issues of forming product range and sales policies.

The consumer market is in constant motion: in the context of globalization, digitalization, greening, conscious consumption and other factors, the demands, needs and expectations of buyers are changing, and organizations must anticipate them. All of the above reasons influence the formation of the product policy of fashion industry enterprises. In this regard, we are supposed to prove the importance of the product policy of an enterprise in the context of inclusive fashion:

it is necessary to evaluate 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 based 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 based on the principle of complexity: this involves the implementation of a whole set of measures to improve both the qualities of the product itself, its characteristics and ability to satisfy the needs and requirements when purchasing. At the same time, the management of enterprises must 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 the extraction of profit from its activities, but also the intention to bring importance and special meaning to the organization's activities, 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. Developing social and marketing programs, they change people's worldviews, demonstrating the need to provide assistance to those who need it. If we take into account and consider shoe manufacturing enterprises, we can safely note that they are just subject 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 production and sale of footwear are very closely connected with fashion and are particularly sensitive to its changes, transformations and alterations. Fashion is entirely determined by the world in which we now live: everything that happens in modern society and everything that worries it immediately affects fashion trends. Hence the relationship between fashion and the main purpose of the activities of enterprises. 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, recently the tendency to introduce "inclusive fashion" has become especially noticeable.

Main part

Having thought about the reason for the popularity of obsolete names used for modern types of footwear, we were faced with the need to study the footwear items themselves, which have long since fallen out of use, but have “left a deep mark” on the language. A dictionary description does not always give a clear idea of the object. And in order to understand the reason for the name of an item, you need to turn to the history of the item itself. The problem of “words and things” has been touched upon in works on philosophy, cultural history, and linguistics.

Thus, from a philosophical point of view, the problem of the relationship between “words and things” is considered by Michel-Paul Foucault, a French philosopher, historian and cultural theorist. His work “Words and Things: An Archaeology of the Humanities”, published in 1966, examines those historically changing structures that determine the conditions of possibility of opinions, theories and even sciences in each historical period of time, and calls them “epistemes”. The main organizing principle within each episteme is the relationship between “words” and “things”. In the European culture of modern times, M. Foucault identifies three “epistemes”: Renaissance (16th century), classical (rationalism of the 17th – 18th centuries) and modern (from the end of the 18th – beginning of the 19th century to the present). In the Renaissance episystem, words and things are identical to each other, directly related to each other and even interchangeable (word-symbol). In the episystem of classical rationalism, words and things are deprived of direct similarity and are related only indirectly - through thinking, in the space of representation (word-image). In the modern episystem, words and things are mediated by "language", "life", "labor", which have gone beyond the space of representation (word - sign in the system of signs). Finally, in modern literature, language, the further, the more, closes in on itself, reveals its independent existence. Word-symbol, word-image, word closed in on itself - these are the main vicissitudes of language in new European culture.

The Renaissance episystem is based on the involvement of language in the world and the world in language, on the various similarities between the words of the language and the things of the world. Words and things form a kind of single text, which is part of the natural world and can be studied as a natural being. In the classical episystem, words and things are measured against each other in the mental space of representation no longer by means of words, but by means of identities and differences. The main task of classical thinking is to build a universal science of order, the instrument of which is no longer natural signs, as in the Renaissance episystem, but systems of artificial signs that are simpler and easier to use. The position of language in the classical episystem is both modest and majestic. Although language loses its direct similarity to the world of things, it acquires the highest right - to represent and analyze thinking. The end of the classical episystem means the emergence of new objects of knowledge (life, labor, language) and modern sciences (biology, political economy, linguistics). In the modern episystem, history becomes the main mode of existence of objects of knowledge. It is life, work, language that serve as the conditions for the synthesis of ideas in cognition. It should be noted that "language" in M. Foucault is not "language" in the linguistic sense of the word. It is a metaphor for the possibility of commensurability and mutual existence of heterogeneous products and formations of human spiritual culture, the general mechanism of spiritual production. As history is a laboratory of the possibilities of understanding, so language is a laboratory of the means of this understanding, the resources of culture. Hence, the unity of history and language in M. Foucault's concept. "Language" is the level of initial structuring, on the basis of which socio-cultural mechanisms of higher levels, for example, rational-logical, come into force. The language of the world (Renaissance), the language of thought (classical rationalism), language as a closed being itself (modern episystem) - this is a conventional designation for various methods of such structuring in different historical periods. In linguistics, the idea of studying the history of a word in connection with the history of a thing belongs to the linguistic school "Words and Things", which was formed in 1909, when the journal of the same name, published by R. Meringer, began to be published. The scientists of this school stated that "a word exists only depending on a thing" and put forward the principles of studying vocabulary in connection with the culture and history of a people as the main ones. The scientists were interested in the historical changes experienced by the primary form and meaning of a word. Much attention was paid to the history of the word, while etymology as the biography of a word was used in contrast to the understanding of etymology as the origin of a word. One of the main representatives of the "Words and Things" movement, the Austrian linguist Hugo Schuchardt, believed that the study of words is not able to withstand the influence emanating from the science of things. The study of things and the study of words must go together; they must penetrate each other,intertwine and lead to results that are equally necessary and valuable for both areas. The conjunction "and" in the expression "things and words" must be transformed from a symbol of addition into a symbol of multiplication; it is necessary to create a history of things-words. Touching upon the question of the relationship between word and thing, G. Schuchardt wrote that a thing exists entirely and completely for itself; a word exists only in dependence on a thing, otherwise it is

an empty sound. Thus, a thing in relation to a word is something primary and stable, while a word gravitates toward a thing and moves around it. Not an accidental, but a natural and necessary role is played by representations in the relationship between word and thing. A representation is invariably located between a thing and a word, since it does not replace a word. G. Schuchardt attaches great importance to the transition from considering things and words in a state of rest to considering them in development. Activity creates and shapes things. Words that name things are reproduced countless times and also become history, and this history is mainly the history of the speaker. As proof of his thought, the scientist draws an analogy: just as two words, when combined with each other, form a new word, so two things, when combined, give birth to a new thing; and since such a combination leads to the most diverse consequences, the same difficulties arise in studying the continuity of material forms as in studying the connection of verbal series. Things and words, despite their independent development, are closely intertwined with each other. To understand the history of words, we must begin with things, taking into account that they enter into a connection with words only through ideas, and the latter arise in us only to the extent of the transparency inherent in words. Analyzing the development of the relationship between a thing and a word, the researcher notes that a change or non-change in a thing does not always entail the corresponding behavior of the designation. In reality, a designation is just as often preserved unchanged if a thing undergoes a change, as it is changed if the thing remains, at least in essence, unchanged. The latter is explained by the fact that the same thing is viewed and evaluated by different people in completely different ways. The main reason lies in the extremely different individual interests of each. A thing can change, but the word, on the contrary, remains unchanged. This happens when the general, which is felt as its essence, is preserved in all modifications of the thing. Sometimes the purpose of a thing alone, with other features changing beyond recognition, is enough for the thing to retain its old name. How and when a new designation, which initially arose alongside the old one, replaced it, can be established only in individual cases. The main reason for this replacement is the need for it felt by one or another individual. This need is caused by a certain advantage of the new designation over the old one.The Austrian scientist considered one of the main tasks of his research methodology to be the explanation of the basic relationships between “things and words”. In his opinion, “if we were not aware of the ancient methods of cooking goose liver or some similarly exquisite dish, we would not be able to understand the Romance words meaning “liver”. In addition, words reflect the cultural significance of a thing. Numerous examples clearly demonstrate the connection between the geography of things and words. Sometimes a word can tell a lot about the history of a thing. Thus, this or that old word is preserved as the name of some thing, and a change in this thing is indicated by adding another word to it, usually contradicting the main one. For example, Silbergulden - a silver guilder - literally means silver gold. Thus, studying the history of things (in our case, footwear) helps us understand the preservation and use in modern language of seemingly long-obsolete names. Such items of footwear as shoe covers, bashmaki, bast shoes, cheboty, chuni were once widespread in Rus'. We find confirmation of this in the language. The lexemes "boots" and "lapti" are among the richest in the lexical-semantic group "footwear" in terms of the set of semes and the number of phraseological combinations they are included in. It is interesting to trace the use of these lexemes in phraseological combinations. Thus, phraseological combinations with the lexeme "lapti" reflect the features of rural, peasant life. Laptem shchi khlebat' means "to live, vegetate in poverty, ignorance; to be uncultured". The expression v lapot' zvonit' is used in the meaning of "to engage in obviously fruitless activity". Otkinut' lapti means "to die". The phraseological combination lapti plesti ("to do something ineptly, to confuse", "to conduct an intricate, florid, confused conversation") reflects the name of one of the realities of Russian life, Russian crafts. "Personal work" - weaving bast shoes, mats, baskets from bast - did not require any special skills. Therefore, the figurative meaning of the verb to weave ("to arrange something complicated, intricate, "to say something absurd, stupid") is closely related to the direct meaning, associated with an extremely simple, uncomplicated matter. The expression obut' v lapti ("to cleverly deceive or trick someone") is based on the persistent association of bast shoes with the poor and simple people in comparison with boots, which the rich and noble showed off. The expression was used among Moscow market dealers and swindlers and had an expanded version obut' iz sapog v lapti. It meant "to buy up everything that has any value, to exchange the best dress for the worst", or even directly "to rob inexperienced sellers, forcibly taking away their dress." The expressions otozhit' (to retreat) on a bast shoe (on three bast shoes), vkhod' v odnoy bast shoe reflect the use of a bast shoe by peasants as a unit of measurement. In the old days, a linden bast shoe played the role of a measuring device during communal alterations, when small patches of good soil were of great importance for equalizing everyone's rights of ownership or the triumph of communal justice.The plowmen stood opposite each other and, counting out loud, placed one bast shoe against another. Therefore, half a bast shoe was taken into account, and two agreed to "enter one bast shoe". A shoe was also used as a unit of measurement in Rus'. In ancient times, the number of worn shoes

determined the distance, as well as time. The phraseological combination of shoes has not yet worn out ("about women's inconstancy, a quick change of affections") is built on this meaning. The phraseological combinations to be under someone's shoe, to find oneself under a shoe, to hold under a shoe ("to be in complete dependence, unquestioning submission; usually about a husband's dependence on his wife") reflect the cultural and historical traditions of the Russian people.

Methods of studying the "history of things" allow us to explore, through history, the demand for various, interconnected aspects of material and spiritual culture and the environment in which the bearers of this very history lived at a certain historical stage.

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 sale 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, 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 way of life. 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 has given 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, all processes are optimized based on digital transformation, 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 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 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. The interface of the online fitting program "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 the 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 - designing and developing 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 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 contributes to the implementation of two opposite functions, namely:and those without special physical development features is the most promising and priority direction of the fashion industry. Such products can be equally convenient and aesthetic for all groups both in unchanged form (due to the specificity of designs), and due to changeable 55 elements, the possibilities of its transformation, adaptation to physiological features. 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 flow lines, but this will be enough to significantly expand the consumer segment and provide fundamentally new opportunities for people with special physical development features. 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Firstly, high-quality brand design forms the image and recognition of the manufacturer in the market, using Internet technologies, and expands the target audience;

Secondly, the studio of branded inclusive footwear increases the social significance of people with disabilities in society.

In order to involve the consumer in the process of creating shoes at the design stage, it is proposed to use a formed 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 stiffening elements, foot fixation method, and also indicate personal medical indications and recommendations. Creation and accumulation of component elements of the database, development of modified design bases and additional transformable elements, adaptation of standard 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 provide new opportunities for both consumers with special physical development features and manufacturers. The conducted pre-project research and 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 objective of the survey was to study the style and subject matter of footwear preferred by wheelchair users, specifying the constituent elements of footwear, such as the materials used for manufacturing, the method of fixation on the foot, and additional rigid structures. The survey revealed the interest of such a complex consumer in footwear manufactured in a complete set and in a single design with an orthosis or additional rigid elements. The development and manufacture 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. The development of design solutions for removable structural elements of varying rigidity will increase the variability of fixation methods for people with varying degrees of foot deformity through minor design changes. The creation of branded inclusive footwear, the involvement of the consumer in the process of creating products at the initial stage, the creation of a highly specialized studio for this consumer opens up a new consumer niche for manufacturers, and, in addition, in accordance with Russian legislation, increases opportunities and promotes social adaptation and integration into society of people with special physical development needs.

Part of the assortment is based

According to Russian language dictionaries, the lexeme, or booties, has a direct nominative meaning of "peasant footwear, in the form of leather or birch bark half-boots, fastened in front with straps", "for fishermen and hunters: soft leather boots with thigh-length shafts on braces". The Explanatory Dictionary of the Living Great Russian Language by V.I. Dahl also illustrates its widespread use. In modern Russian, the lexeme бахил, or booties, is more commonly used: "special protective stockings worn over shoes (for surgeons, nuclear scientists, etc.) Canvas booties". However, the use of the lexeme бахил in colloquial speech to name large, oversized (usually rough, shapeless) footwear seems interesting. These are not shoes, but real booties. From colloquial speech: Get your booties out of the way! It is impossible to get through! The lexeme бутмаки has a Turkic origin. In the old days, бутмаки were mainly women's elegant (usually with a slit on the instep) shoes made of leather or fabric (velvet, satin), sometimes with heels, clasps, bows and other decorations. In modern Russian, the lexeme бутмаки has acquired an ironic sound. Bashmaki are rough, heavy, uncomfortable shoes. The Big Explanatory Dictionary illustrates this meaning with the following

examples: to walk in torn shoes. To drag around father's shoes. The lexeme chebuts, according to the explanatory dictionary of V.I. Dahl, has the primary meaning of "men's and women's shoes, a high shoe, ankle-length, boots with pointed toes". In the meaning of shoes, boots, the lexeme chebuts has been preserved in dialects. Buy chebuts. Stomp chebutami. Mend chebutami. In modern usage, the lexeme cheboty has acquired an ironic connotation. This is how they say about rough, inelegant footwear. What kind of cheboty are you wearing? The name wet-shoes was suggested by the Slavophiles who fought to preserve the originality of the Russian language and against borrowings from other languages. It was assumed that wet-shoes would displace the French word galoshes from use. This did not happen. Galoshes have survived in the literary language, but wet-shoes have also come into use, albeit in a humorous sense. This is how they say about high waterproof boots or shoes with thick rubber soles, about rubber footwear in general. Put on wet-shoes. Examples taken from articles and conferences on the Internet clearly demonstrate the modern ironic use of the word: The main thing she showed in the photo is that she is in "Grinders"... What a cheapskate... These wet-shoes have long been out of fashion. In wet-shoes, but with a mobile phone. We had seats in the stalls, and among the dressed-up public, my Americans in jeans and some special wet shoes bought for the harsh Moscow winter looked somewhat dissonant. The lexeme baretki means "closed street shoes with laces or fasteners." In this sense, the lexeme "shoes" is used in modern Russian, and the lexeme "baretki" seems appropriate in colloquial speech, where it receives an ironic, humorous coloring. Examples serve as an illustration,taken from the Internet: But there is a sea of fuss [before the wedding], namely: get up at the crack of dawn, shave yourself clean, iron your breeches, put on your jacket, tie a rope, polish your sandals, choose a broom, and get ready for the wedding. The company called "Palmira" is, in particular, "Monarch" footwear (a store-warehouse of crappy sandals - you probably know that). But I am a respectable man, you can see for yourself, a black three-piece suit, sandals, and a hat that sits like it's on a nail. The lexeme lapti has the direct meaning of "peasant footwear, woven from bast, birch bark or ropes, covering the foot. Sandals made of alder bast." Sandals woven from bast are considered the first and most common footwear in Russia. Outside the city limits, the population wore them until the beginning of the 20th century. Despite the fact that bast shoes have long since gone out of use and are made only as souvenirs, the word itself is used ironically in modern language. Here are some examples taken from the Internet: ... Where would we be, in bast shoes, behind a locomotive... Our asses are bare, our bast shoes are checkered, we are fulfilling the five-year plan. (Ditty).

The lexeme chuni in colloquial speech is synonymous with the lexeme lapti: "lapti made of hemp rope. Rope chuni". Currently, the lexeme chuni is used in the language in the derivative nominative meaning of "rubber or leather footwear in the form of galoshes, put on bare feet when working in mines, quarries. Rubber chuni". However, the modern ironic sound of this lexeme is of interest: according to the plaintiffs, the insult was the article by the editor-in-chief of the newspaper Vyacheslav Semerikov "It's not a big deal for a respected person to kiss chuni. For real interest!", which, according to the prosecutors, contained offensive and indecent expressions addressed to the current head of the administration (Example taken from the Internet). Thus, it is clear from this material that some obsolete and dialect names, due to the prevalence of certain types of footwear and their popularity among the population, have become well-known and have ironically entered the vernacular literary language. Similar semantic processes can be observed in the example of some borrowed names of footwear. The lexeme Боты comes from the French bottes - boots. In the 12th century, this was the name given to soft footwear, similar in style to shoes. Later, боты came to be called footwear that covered the legs from the foot to the knees. The Large Explanatory Dictionary of the Russian Language describes the meaning of "high waterproof or warm boots, usually worn over other footwear in damp or cold weather." However, in modern colloquial speech, the lexeme Боты often acquires an ironic connotation: What kind of boots are you wearing? The lexeme the shoe comes from the German Stiefeletten - men's low shoes with laces or elastic bands on the sides. Pointed-toe boots. Patent leather ankle boots. Heelless ankle boots. In modern colloquial speech, the lexeme ankle boots sounds ironic. Here are a few examples taken from the Internet: Greetings from old ankle boots! Stop staring at men's ankle boots of foreign manufacture. Don't think that Magnitogorsk shoemakers lack the skill to sew good shoes. I will drink rum alone in a hot room, writing with a pen, I am in ankle boots from Gucci. (Shaul Reznik) The presented borrowings have also become obsolete. However, ironically colored, they continue to live in the language. The simplest footwear, made from a piece of rawhide without a sole or heel, were pistons. Pistons were worn over the underlying footwear (boots, leggings, stockings, footcloths, puttees), as well as on bare feet. Judging by the original exhibits of shoes of the simplest design in museums, there were two types of pistons in the linear villages: with one seam on the toe and with two seams._on the toe and back. Pistons with a seam on the toe are a piece of rawhide in the form of a rectangle folded in half or a blank in the form of an elongated trapezoid. One edge of the rectangle or the

wide edge of the trapezoid was sewn together, obtaining the toe of the shoe. Holes were made along the upper edge and a strap or hemp rope was pulled through them, which gathered the leather of the piston around the foot, securing the piston at the ankle. A more complex version of pistons with a seam on the toe and back. The blank of such a piston was in the form of a pentagon; when folded, a closed toe and the same back were obtained. The piston part was connected with two seams: one passed along the back, the other along the toe, going to the front part of the sole. Cuts were made along the open edge of the piston, into which straps were pushed. With the help of these straps, the footwear was fastened to the foot at the ankle. Among the Cossacks, there were also pistons with a belt laced seam along the foot and pistons with a seam on the side on the inside of the leg; such footwear prevented slipping and was indispensable in mountainous terrain. Another type of pistons called "chevyaki" was also in use among the Cossack population. Since 1856, the uniform of officers and lower ranks in the mounted Cossack regiments included "knee-padded leggings and Asian-style chevyaki", and in 1885, upon entering service, Cossacks were required to have a pair of boots or chevyaki with leather leggings.

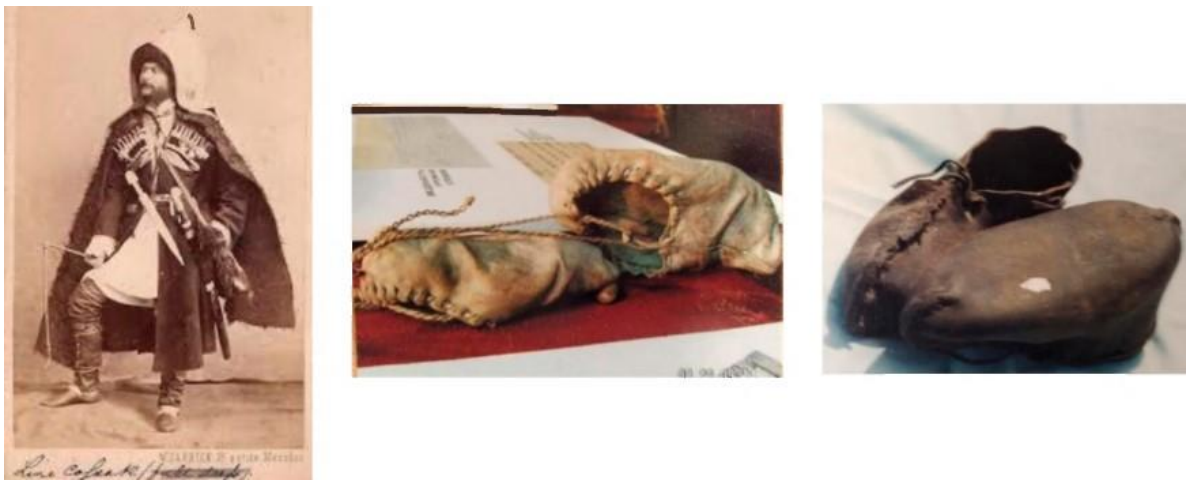


Fig. 1. a) the historical photograph shows footwear: chevyaki, nogovitsy, naka-niks; museum exhibits-shoe liners: b) chevyaki (a Abinsk), c) pistons with a seam on the toe and back (st. Nadezhnaya, Krasnodar Territory)

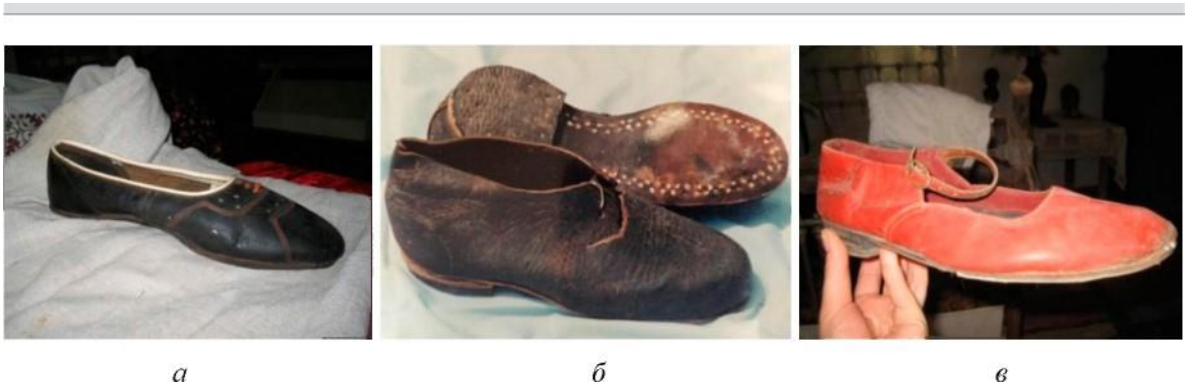


Figure 2. Museum exhibits - original shoes:
a) Chuvyaki (Giaginskaya settlement, Krasnodar region),
b) shoes with dryers, the sole is connected to the upper part of the shoe with studs made from the trunk of a pear tree (Nadezhnaya st., Krasnodar Krai),
c) Baretki shoes (Varenikovskaya station, Krasnodar region)

а *б* *в*

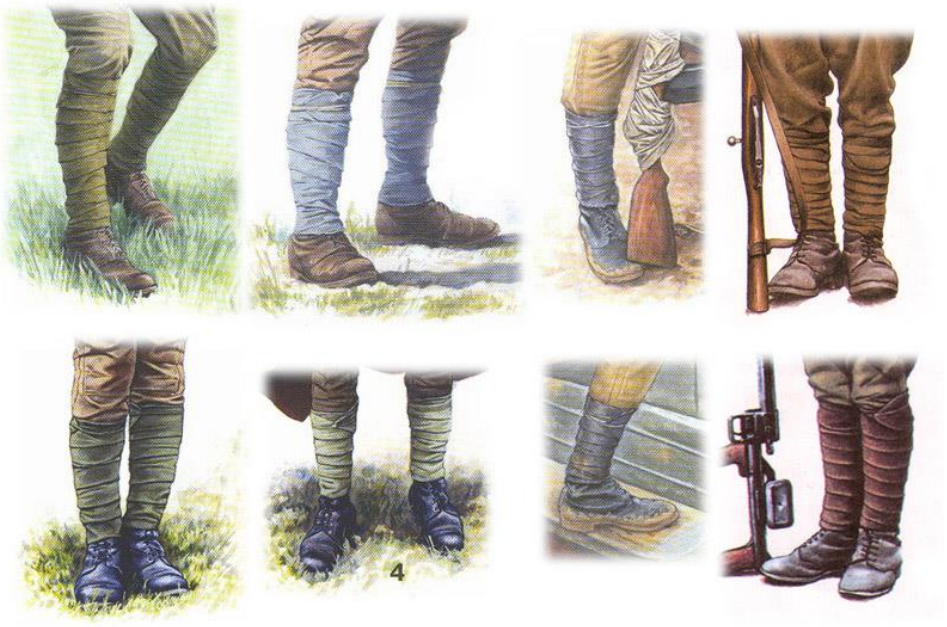
Fig. 3. Museum exhibits - original footwear of complex design: a) half-boots (&m. Udobunaya Krasnodar Krat, b, c) ankle boots and hussar boots (gusariks) (st. Nadezhnaya Krasnodar Krai)

а *б* *в*

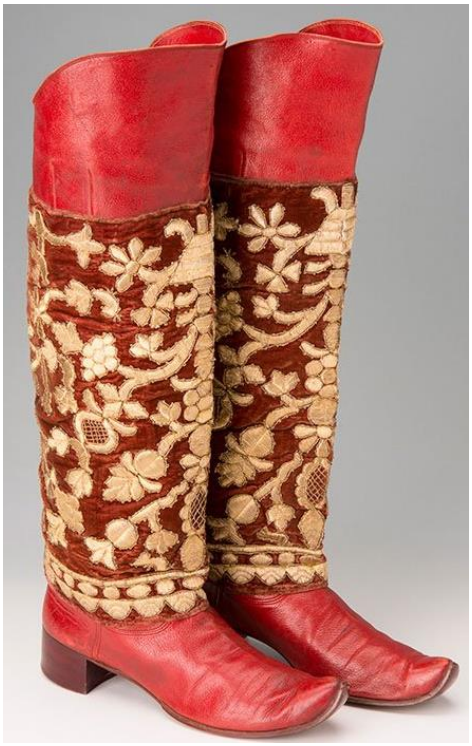
Fig. 4. Museum exhibits - original shoes (Nadezhnaya station, Krasnodar region): d) leather shoes and rubber galoshes, rubber boots, c) felt boots

The range of historical footwear is shown in Figure 5.

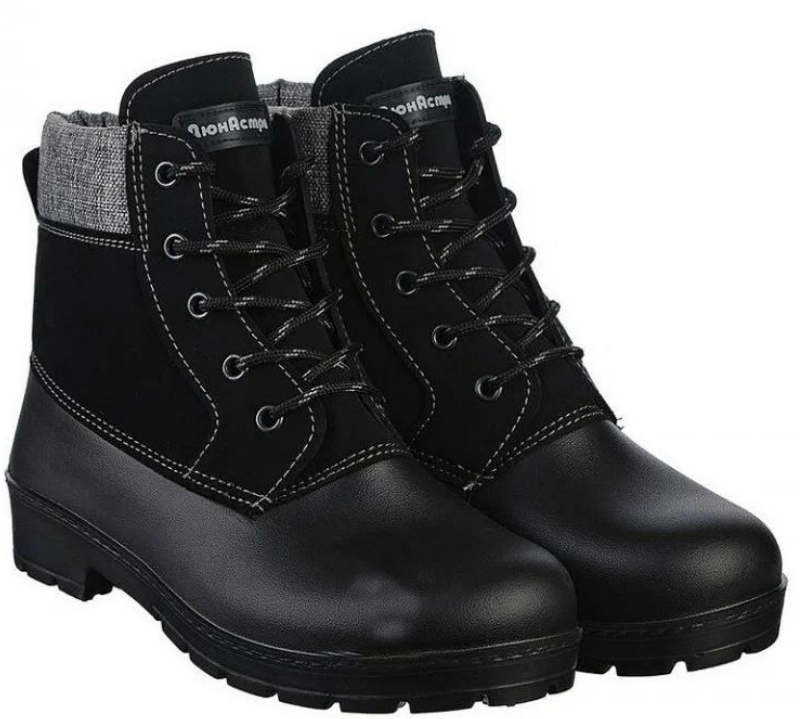
Pistons



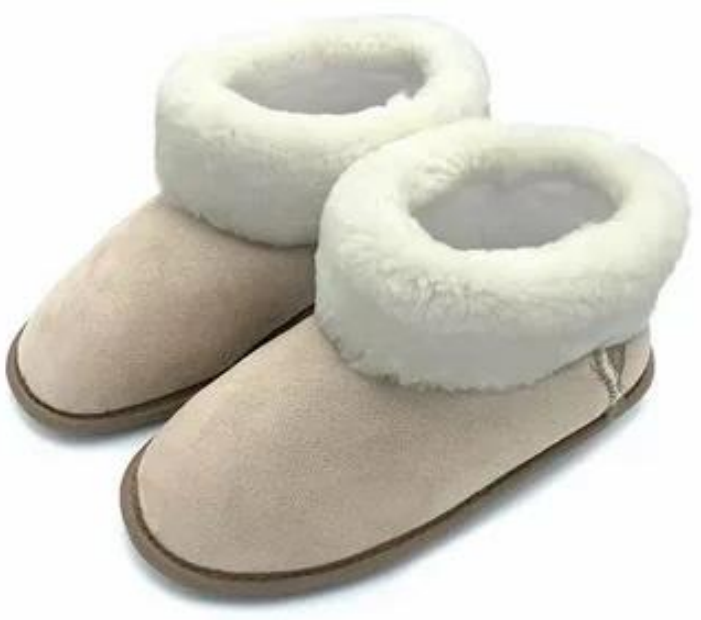
Windings



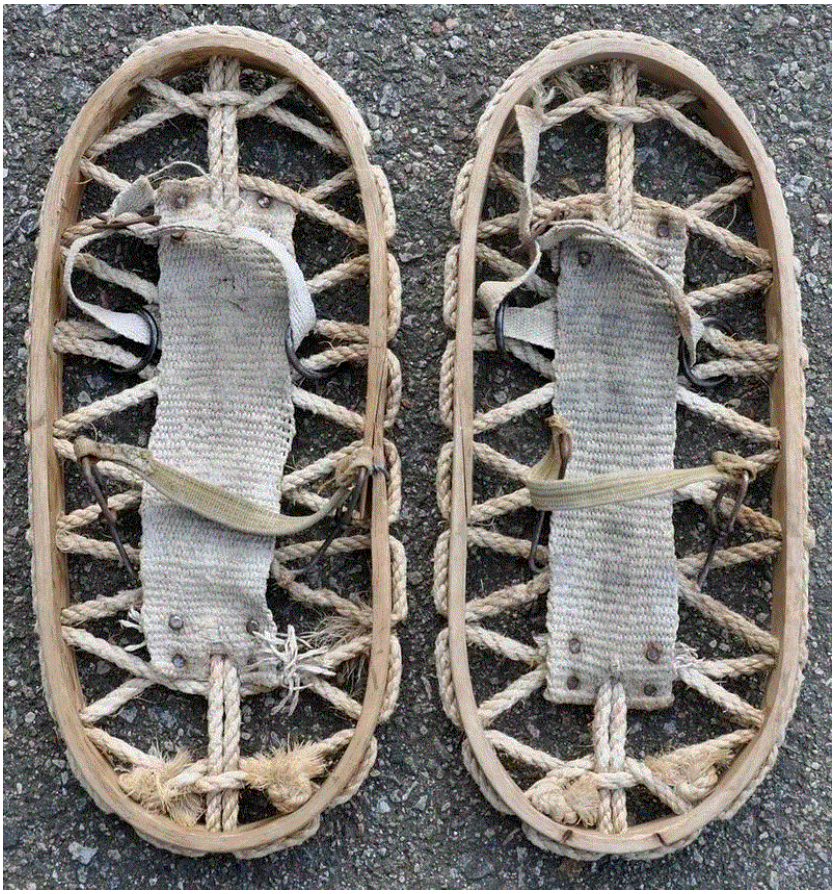
Boots



Bots

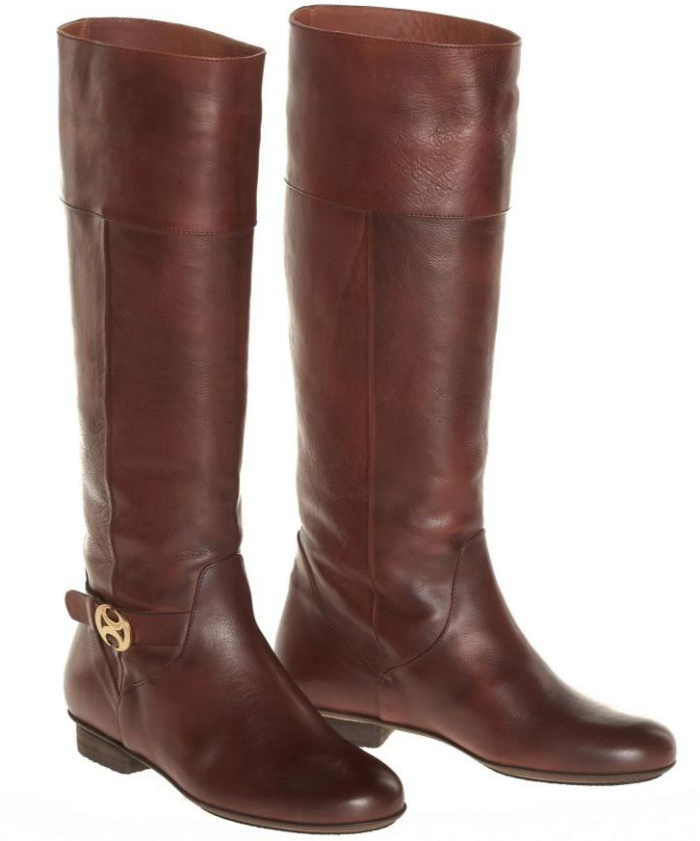


Chuni



Wet shoes

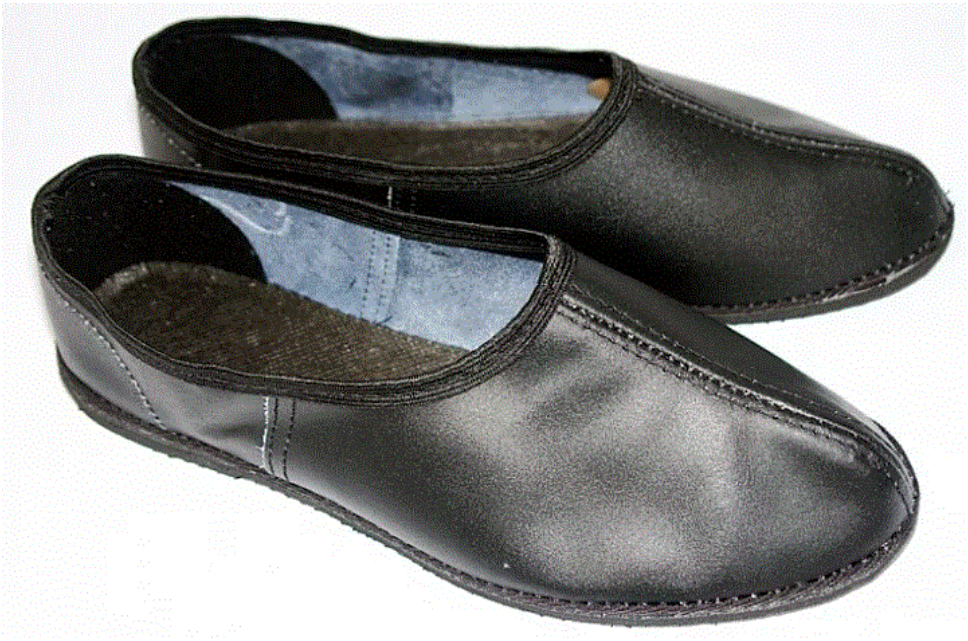
Shoe covers



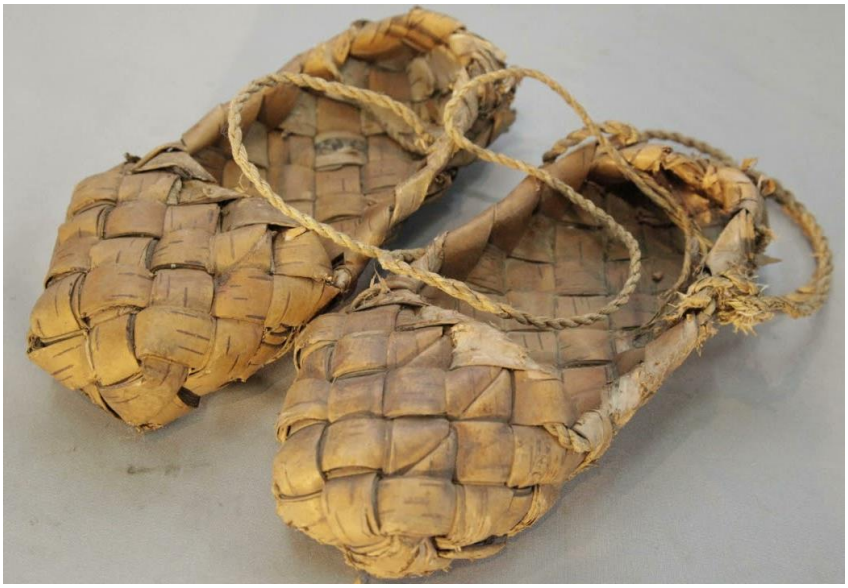
Boots

Ankle boots

Shoes

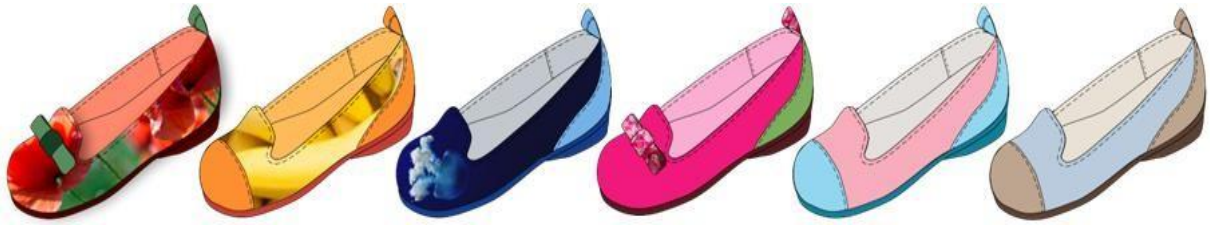


Chevyaki

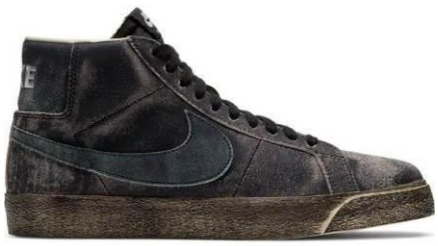


Bast shoes

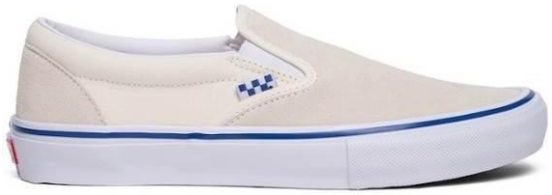
Figure 6. Assortment of historical footwear



Examples of color combinations in shoes for school girls

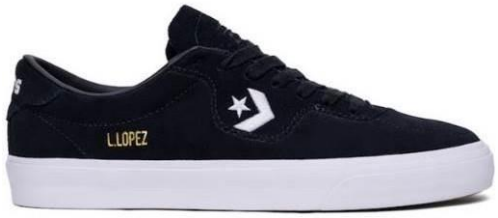


Nike SB Zoom Blazer Mid Premium

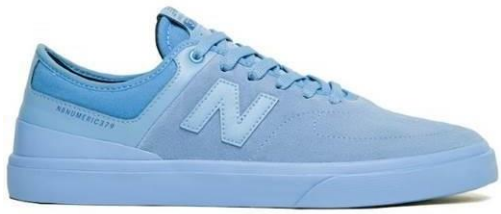


Adidas Forum 84 Low ADV

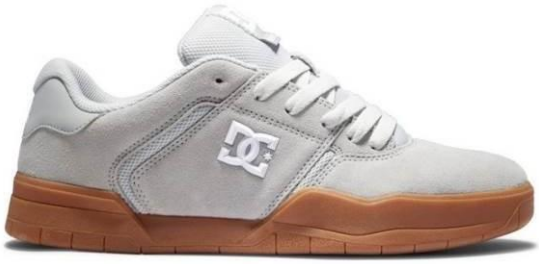
Converse Louie Lopez Pro



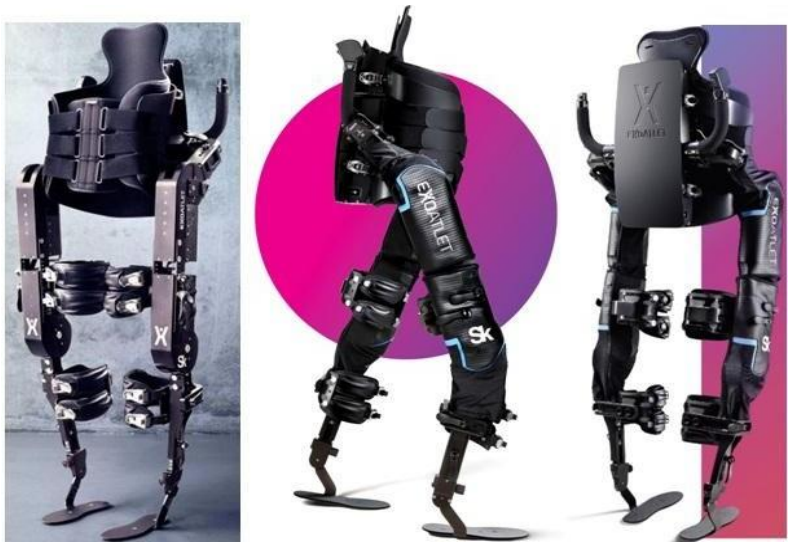
New Balance Numeric 379



DC Central

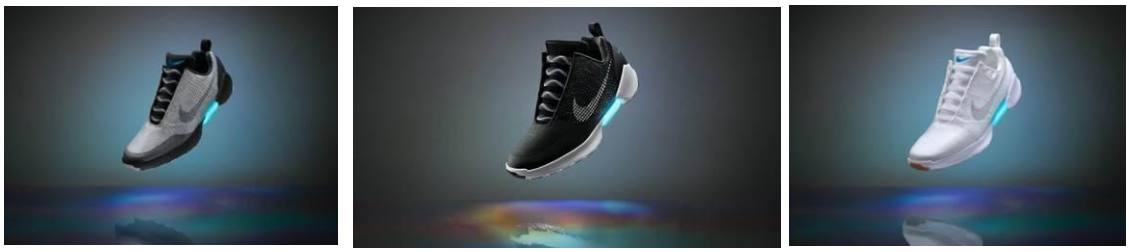


Vans Skate Slip-On



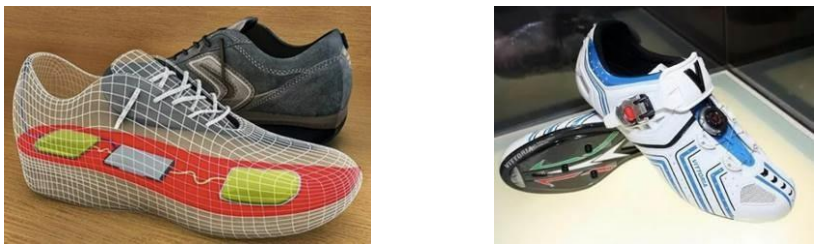
A b V

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



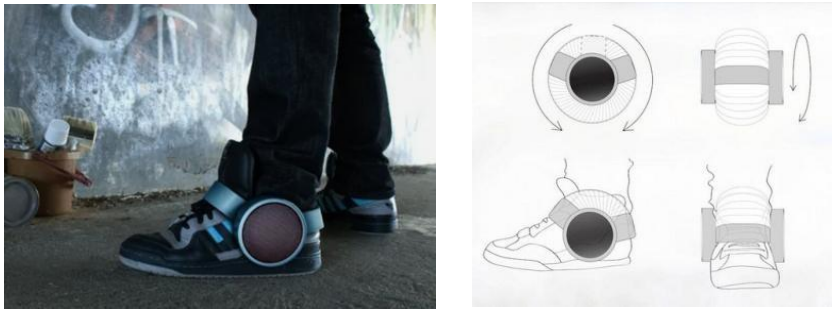
A b V

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



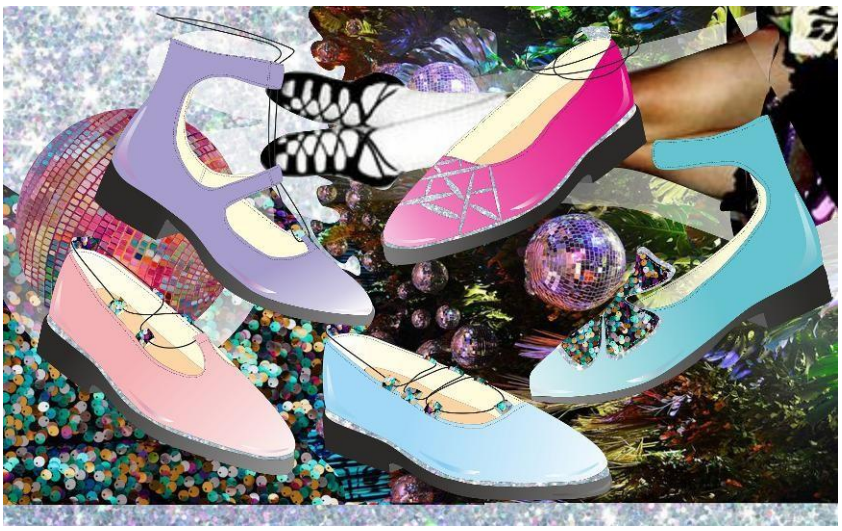
A b

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



A b

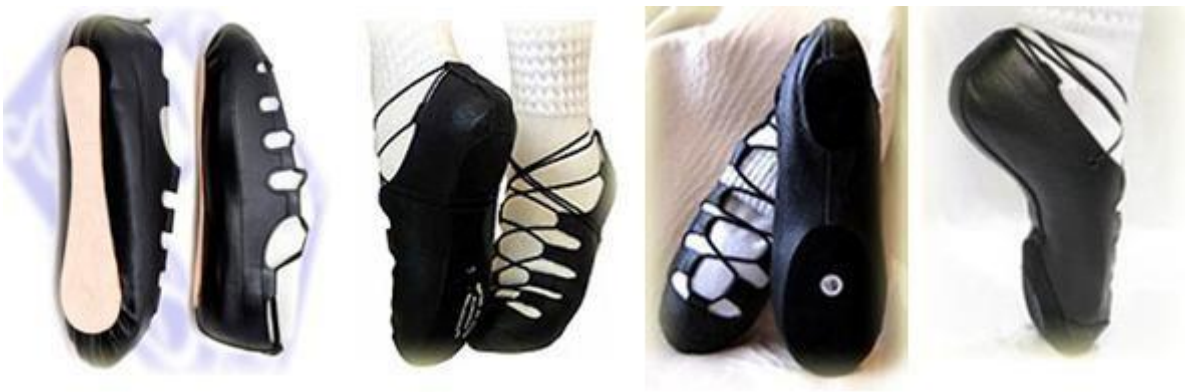
Sneaker Speaker sneakers: a – Sneaker Speaker sneakers; b – speakers connected by an elastic belt



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

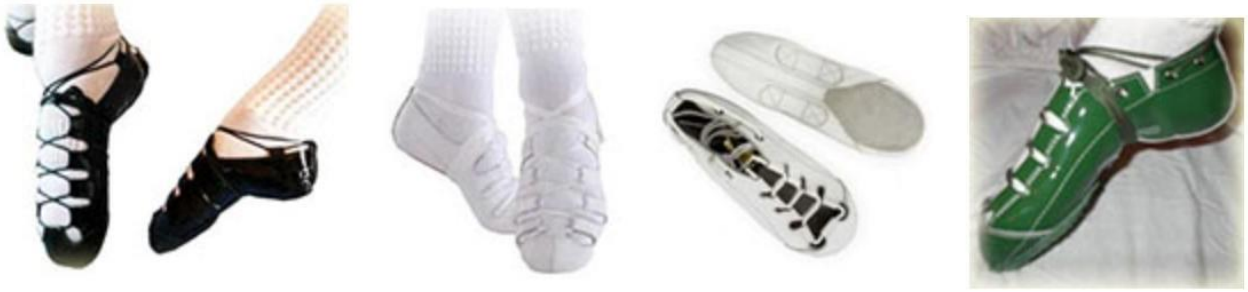
A b V

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



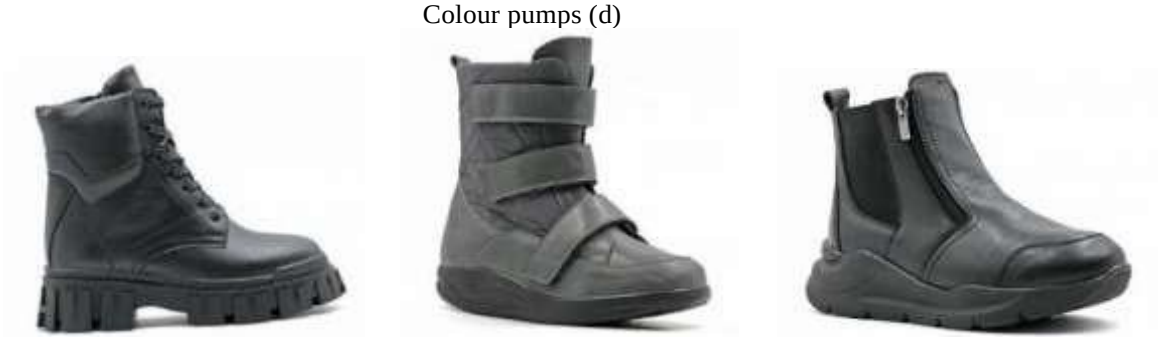
A b V G

Figure 7. Soft women's ghillie shoes: models with light smooth leather soles (a); models with fleecy leather soles (b); classic models with split soles (c, d)

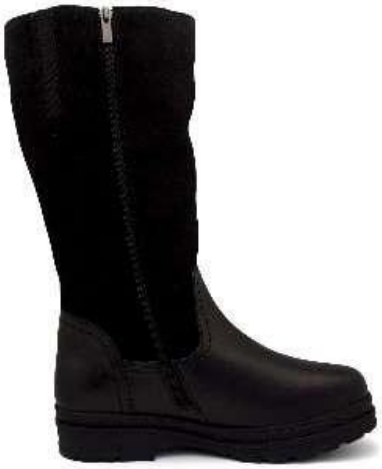


A b V G

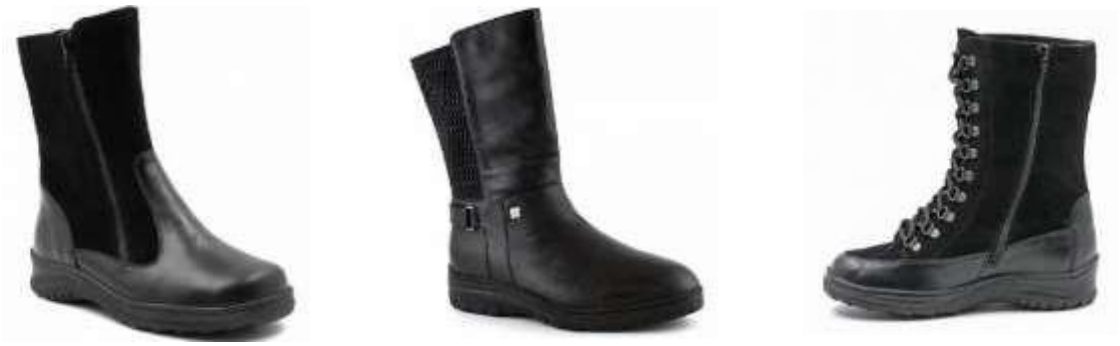
Soft women's "gillies" made of patent and colored leather: Patent pumps (a); White pumps (b, c); Colour pumps (d)



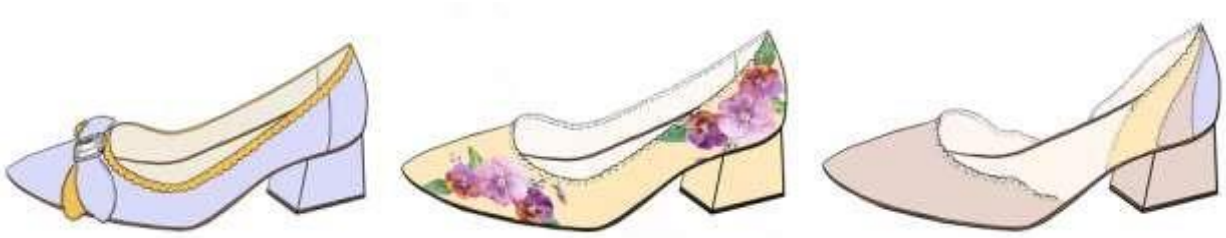
Orthopedic boots of various designs:
a - with stitched ankle boots with lacing, with a high shaft, wide soft edging, b - with stitched ankle boots with Velcro straps, with a high shaft and a long collar, c - with a zipper and elastic band, with a short collar



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



The Pansies Pumps Collection

Figure 8. Assortment of inclusive historical footwear

Conclusion

Thus, we see that many items of footwear, once popular and widespread, have gone out of use or changed significantly, have become more elegant and comfortable. However, the lexemes naming them have remained in the language to name rough, inelegant footwear. Methods of studying "words and things" allow us to explore, through the history of words, various aspects of the material and spiritual culture and environment associated with them, in which native speakers lived at a certain historical stage. Therefore, the scientific search of the authors was aimed at studying the needs of potential consumers and improving the quality characteristics of manufactured products, and expanding their range with an optimal price/quality ratio. This can be achieved both by improving known technological methods and by creating new technological operations and finishing non-woven materials of new structures and technical means for their implementation. In accordance with this, the main, most significant, priority areas of research have been formulated, which in many ways will successfully provoke the solution of the most difficult task of today - import substitution. Thus, we see that many items of footwear, once popular and widespread, have gone out of use or have changed significantly, have become more elegant and comfortable, which suggests that shoemakers today can produce comfortable and popular footwear. Methods of studying the "history of things" allow us to explore, through history, the demand for various, interconnected aspects of material and spiritual culture and the environment in which the bearers of this very history lived at a certain historical stage. At the end of the 19th and beginning of the 20th century, in the villages, "simple half-boots and shop goat boots" were very popular among girls and young women, as well as hussar boots, which the local population called "hussars". Half-boots were made with heels and copper or iron horseshoes. Half-boots were laced up the front in the center with laces, and ankle boots (half-boots) had a fastener on the side on the outside of the leg with buttons. Women's half-boots cost from 1.25 to 2.5 rubles.›ankle boots 5 p. Gusar boots (gusarki) were considered festive footwear, they had high shafts and a fairly high heel and were laced up the front. Gusar boots were made of colored kid or shagreen leather. In 1885, a pair of formal boots was included in the uniform of the cavalry regiments of the KKV. In the line villages, the Cossacks wore calf-soled boots "with a squeak" of various cuts, the shape of which depended on the fluctuations of general Caucasian fashion, as festive footwear. In the last quarter of the 19th century, in a line village, a pair of teenage boots cost from 1 to 3 rubles; boots for adults cost 2-5 rubles; the cost of calf boots was 6 rubles. During the year, a Cossack wore out three pairs of boots. The lower ranks of the KKV wore foot wraps as a layer of footwear underneath the boots; a pair of simple foot wraps cost 60 kopecks in the prices of the late 19th and early 20th centuries, a pair of woolen ones cost 2 rubles. In addition to boots, pistons, chuvyaks and chevyak, the Cossacks of the line villages, according to literary sources, wore shoe covers, jackboots and felt boots. The shoe covers were soft leather boots with long shafts that were secured to the leg with a strap pulled through a loop sewn to the back; the strap was tied under the knee. Jackboots were bought at fairs and in shops; they were boots with high shafts that covered the knees and even parts of the rider's thigh. Felt boots were made by felters (postovals) and wool beaters, who prepared the wool for rolling, and the quality of the product depended on their skills. In other linear villages, felt boots were called "katanki" (katanki), for example, in the village of Kazanskaya. To make felt boots, they mainly used "pristrazh" - wool obtained by shearing sheep in early autumn (August - September). The wool sheared from the sheep was washed, dried, then sorted by hand (skubly) and beaten with a string. Usually, a postoval worked from September to December and during this time managed to make up to 40 felt boots. Felt boots were quite expensive and were considered festive footwear. Thus, in the last quarter of the 19th century, their average price was 1.2 rubles per pair, with good white ones costing 1.7 rubles, and black ones 3 rubles. Valenki were made on a block and had a rigid shape - this is how they differed from the felt boots known

in the Caucasus. Burki were sewn from felt and looked like high boots. The seams where the parts of the boots were joined were masked using strips of contrasting leather. The upper part of the boots (the shaft) was joined to the lower part, which was also made of felt but completely trimmed with leather. The seam where the lower part joined ran along the back and sole. There were burki made from machine-quilted fabric with insulation instead of felt. In winter, valenki and burki were worn with galoshes. The fashion for wearing factory-made rubber galoshes (galoshes), according to literary sources, came at the beginning of the 20th century, however, documents indicate the presence of “deep galoshes” in the everyday clothing of the service population of the linear villages already at the turn of the 1860s and 1870s. The presence of "galoshes" in the Cossacks' chests at the beginning of the 20th century was also reported to the inspectors by the ataman of the Labinsk department of the KKV. Galoshes were worn by women and men everywhere. Two types of galoshes were widespread in the territory under study: small ones with a blunt toe and the so-called "Asian" deep galoshes with a high closed heel and a closed pointed front. The small galoshes were called "galoshes" by the village population and were worn over felt boots, with burkas and boots, over women's shoes and men's boots.

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;

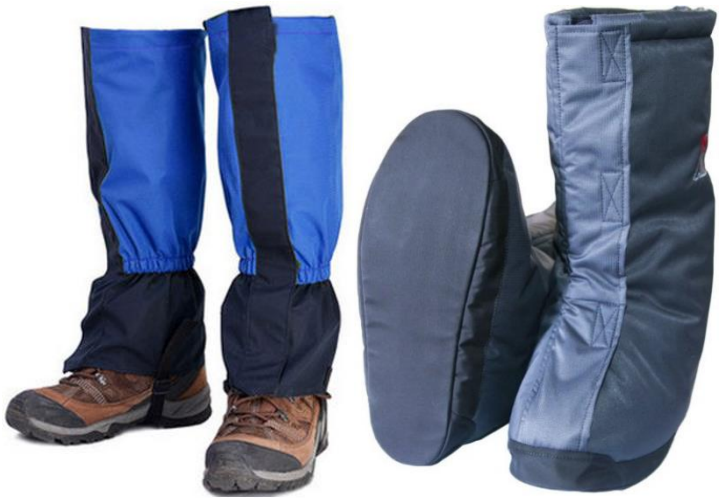
*continue working with the CIS leadership to attract the attention of the Russian leadership to the problems of the Russian leather and footwear industry and support the exhibition activities of enterprises to expand sales markets in the CIS countries.

The given assortment of footwear in its inclusive review allows us to express regret that in Russia, masters - fashion designers have distanced themselves in their work from historical roots when forming the assortment of footwear in demand by consumers in the regions of Russia. And we should be grateful to the population for their use in their everyday life of footwear names that are outdated from our obviously erroneous position. At the regional level, costume studies have mainly a historical and cultural focus, but ethnographic costume studies are needed that would accurately describe the subject of the study, its graphic image, design and technological features, since over time the invaluable experience of their production will be forgotten and lost. As a result of the wide implementation of the subject of the study of shoes that have gone out of use, their graphic image, design and technological features, since over time the invaluable experience of their production could be forgotten and lost.

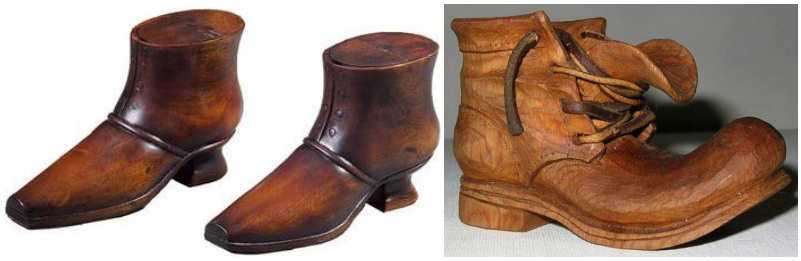
We believe that fashion designers will turn to these historical aspects, will give them due attention in inclusive fashion, forming proposals for the production of a priceless assortment of all types of footwear in exchange for the far-fetched demand for sneakers - trainers, which have displaced our - originally Russian miracle, so necessary for the

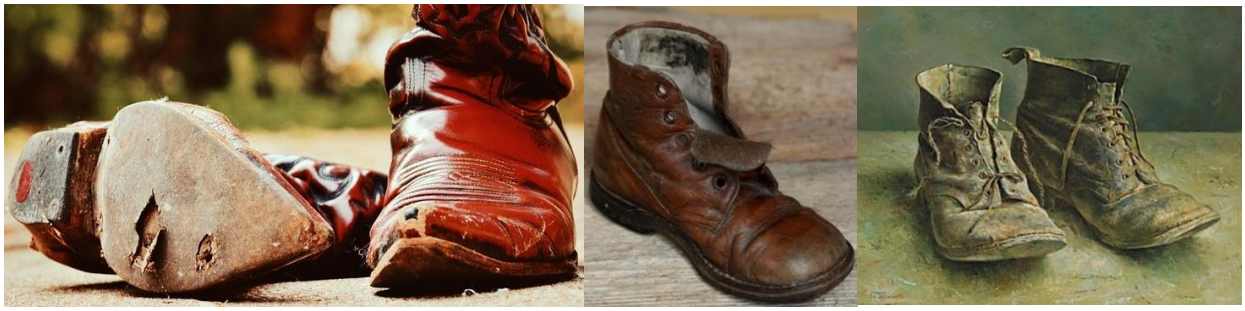
restoration of their production and demand among the Russian consumer in those regions of Russia where they will be expected and a priority, in favor of foreign manufacturers. We believe in this and will advocate with every fiber of our soul for the implementation of our Russian beauties.

Boots

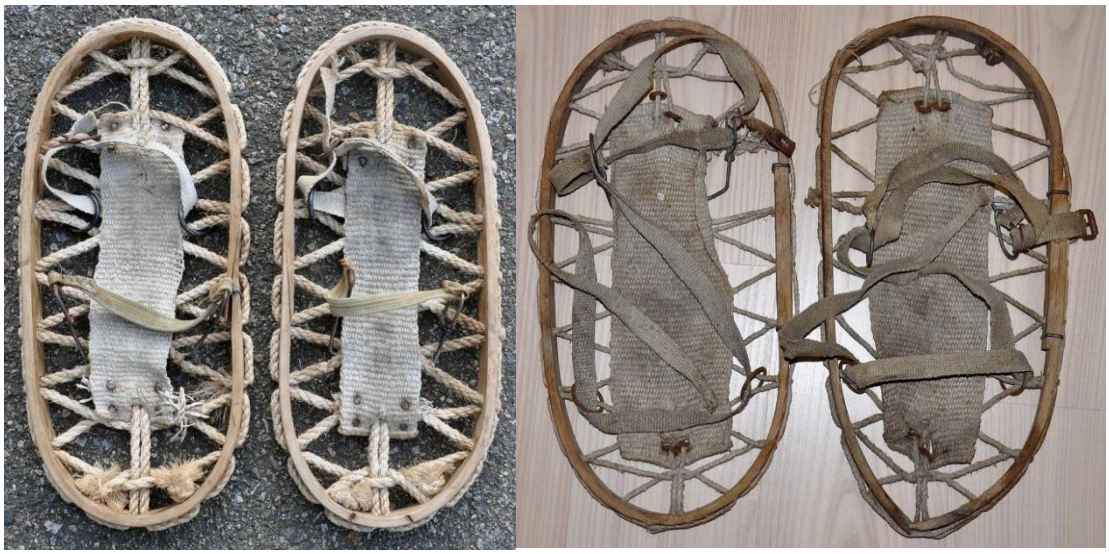


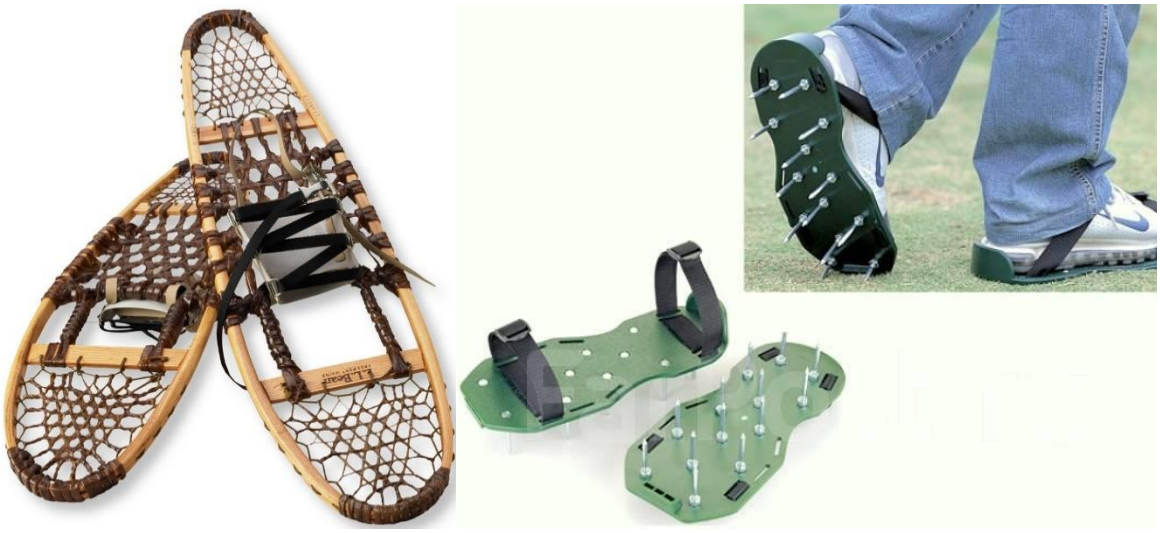
Shoe covers



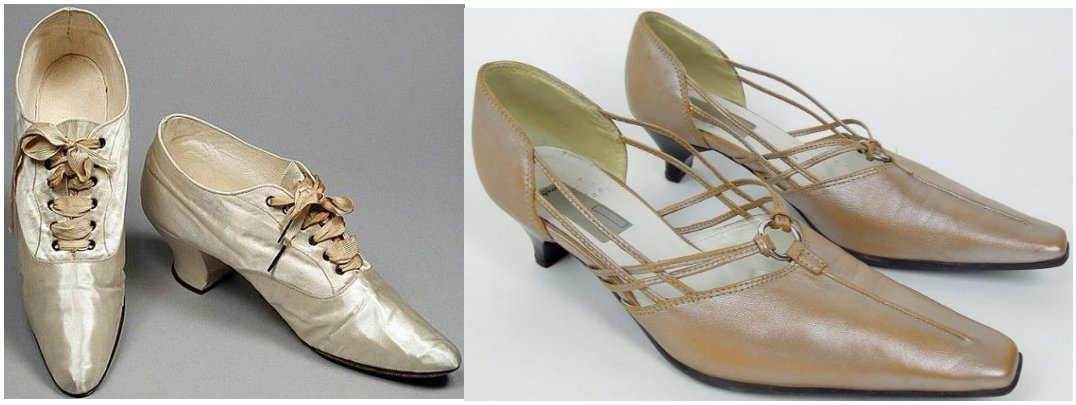


Shoes

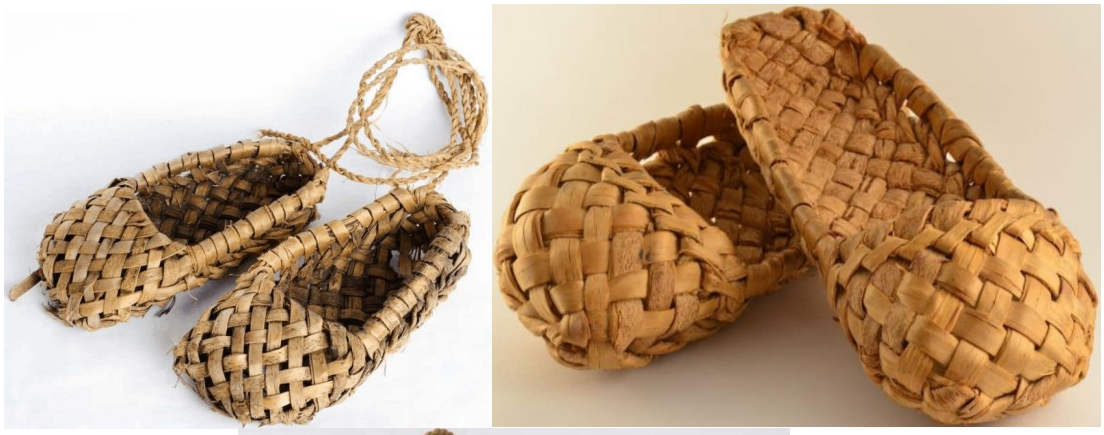




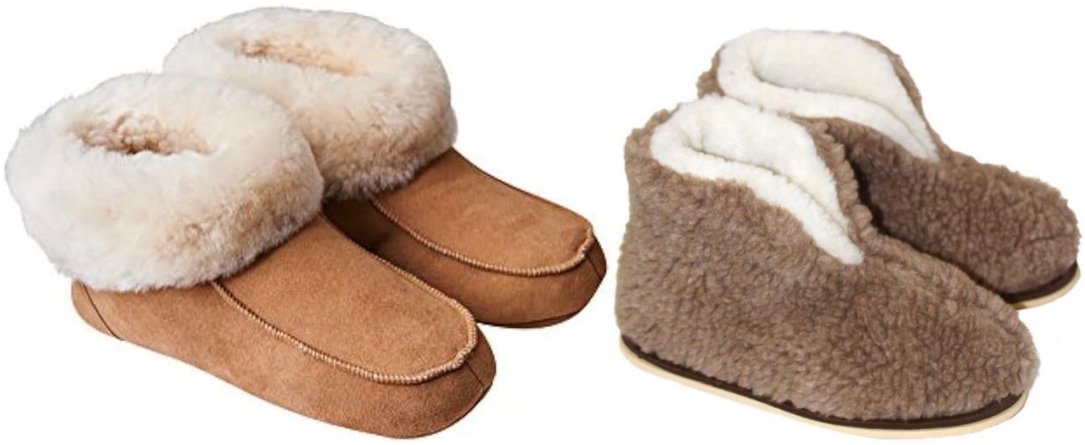
Wet shoes

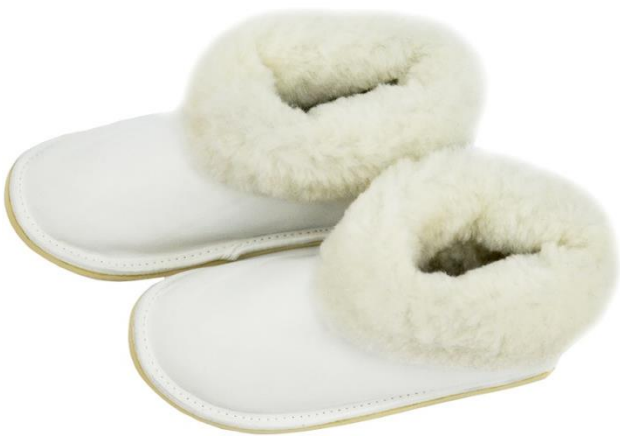


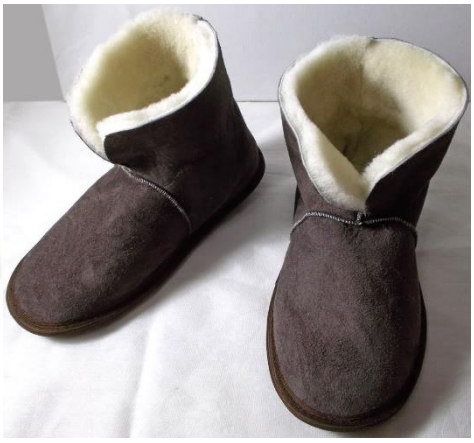
Baretki



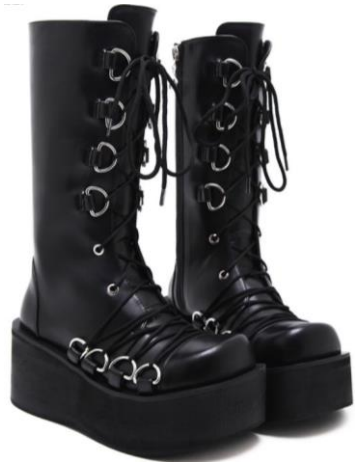
Bast shoes

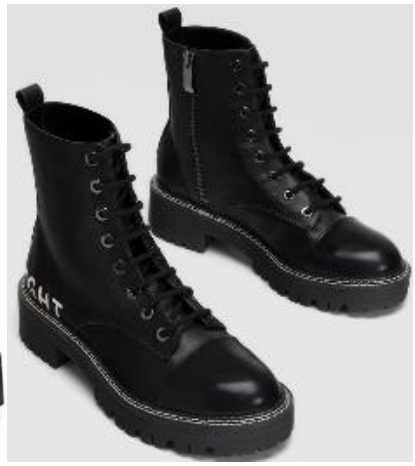


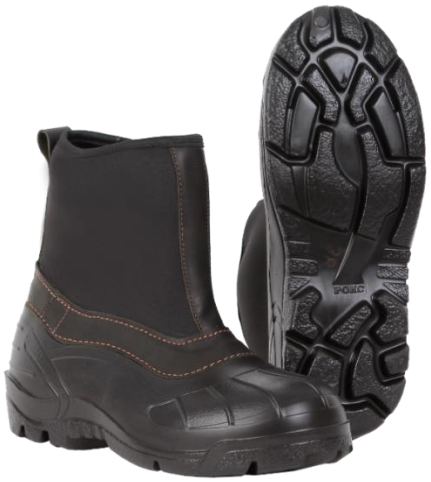


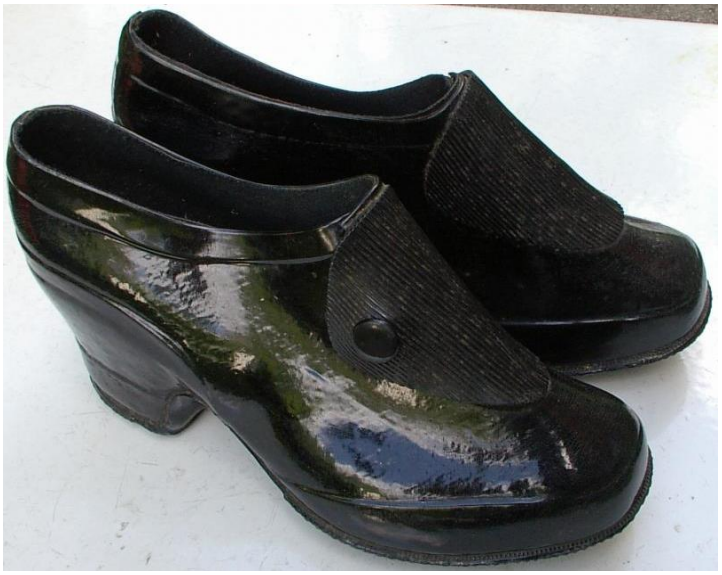


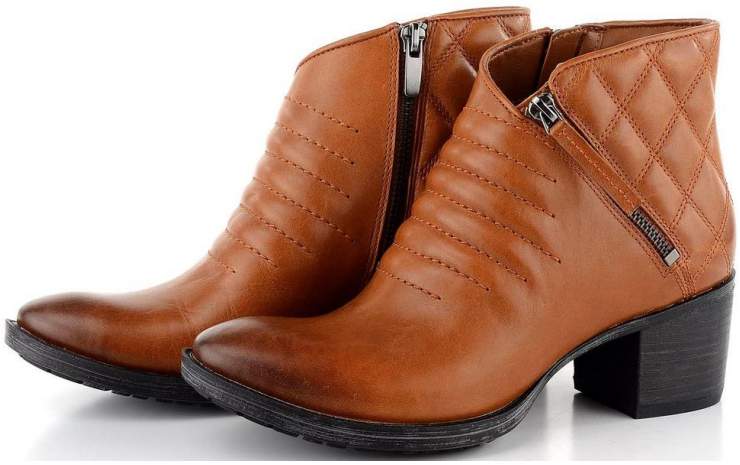
Chuni



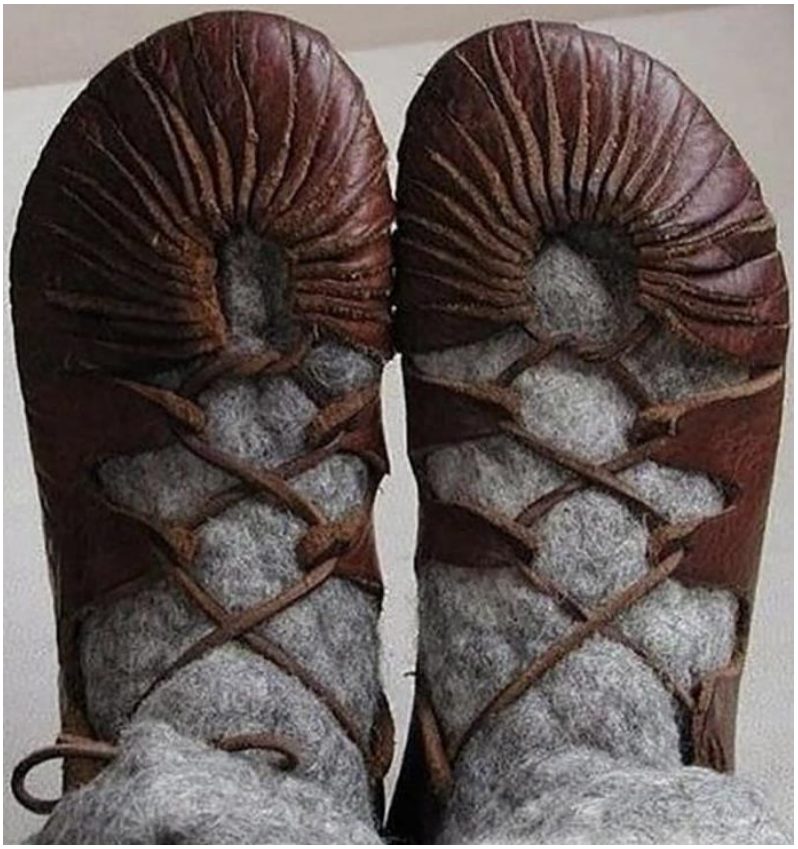


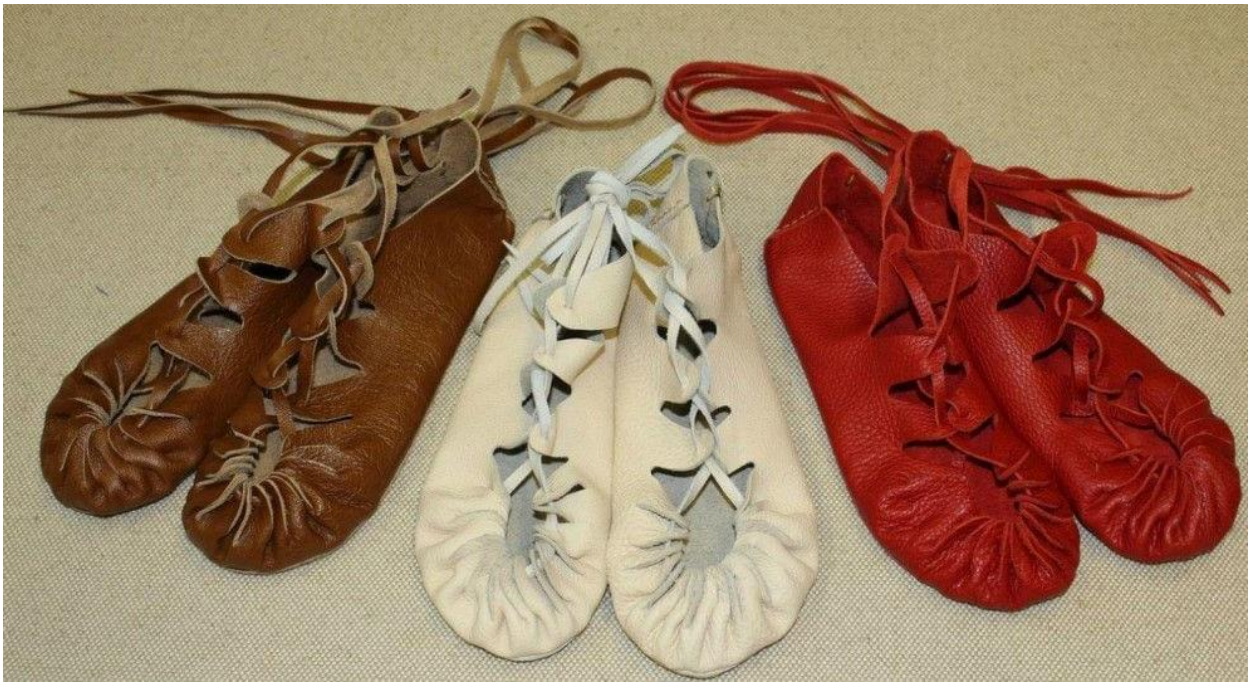




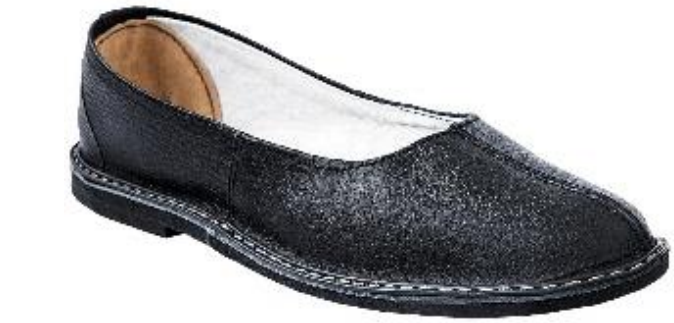


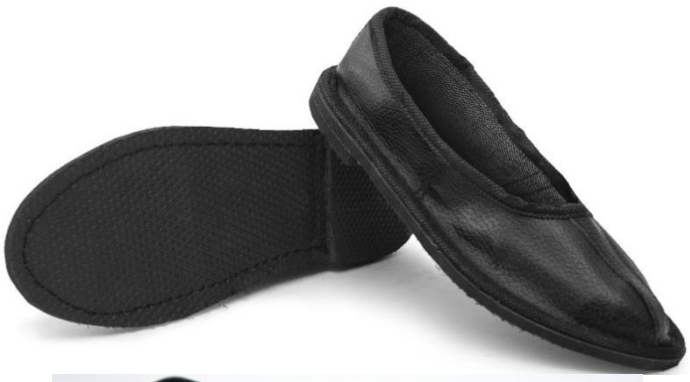
Bots

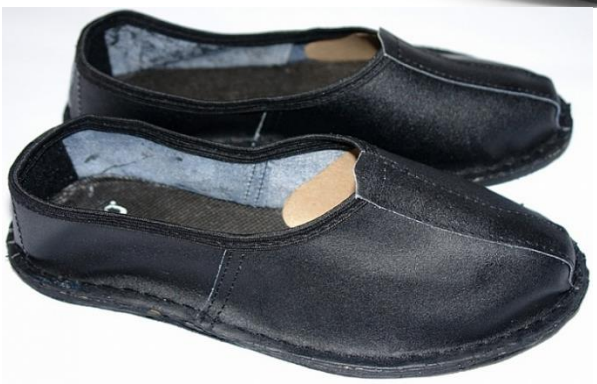


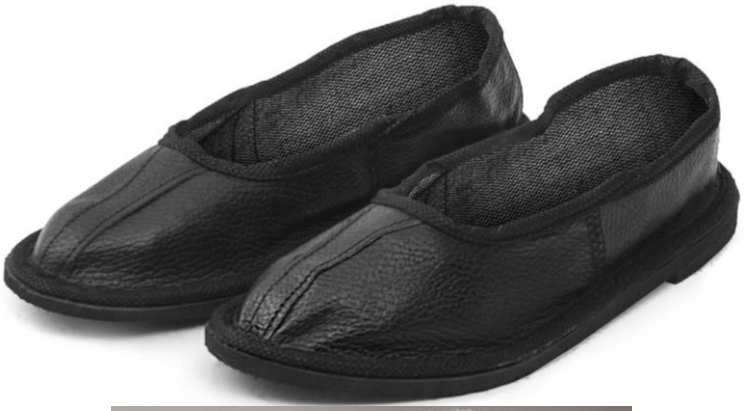


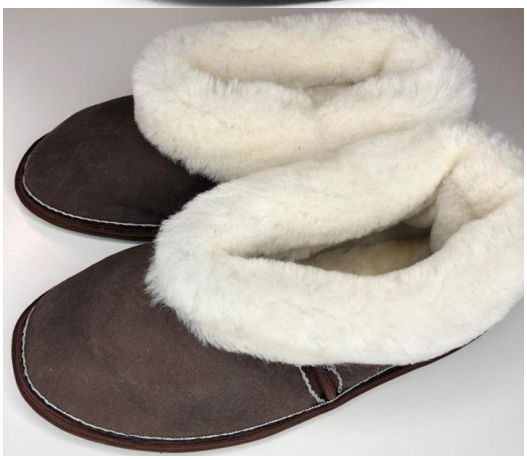
Pistons



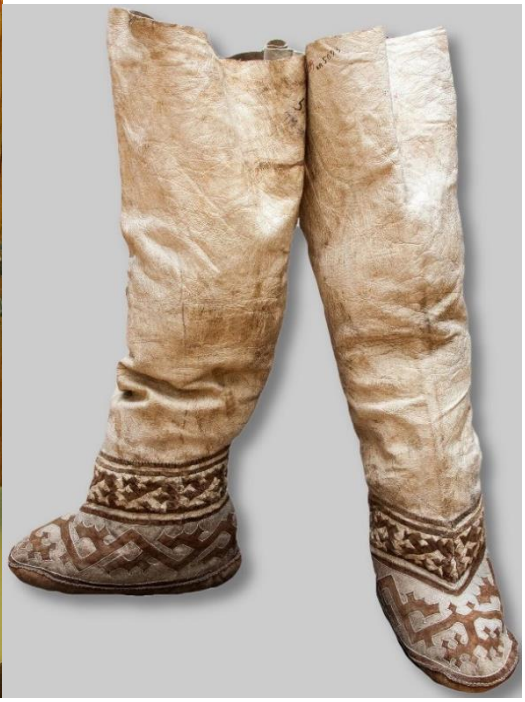


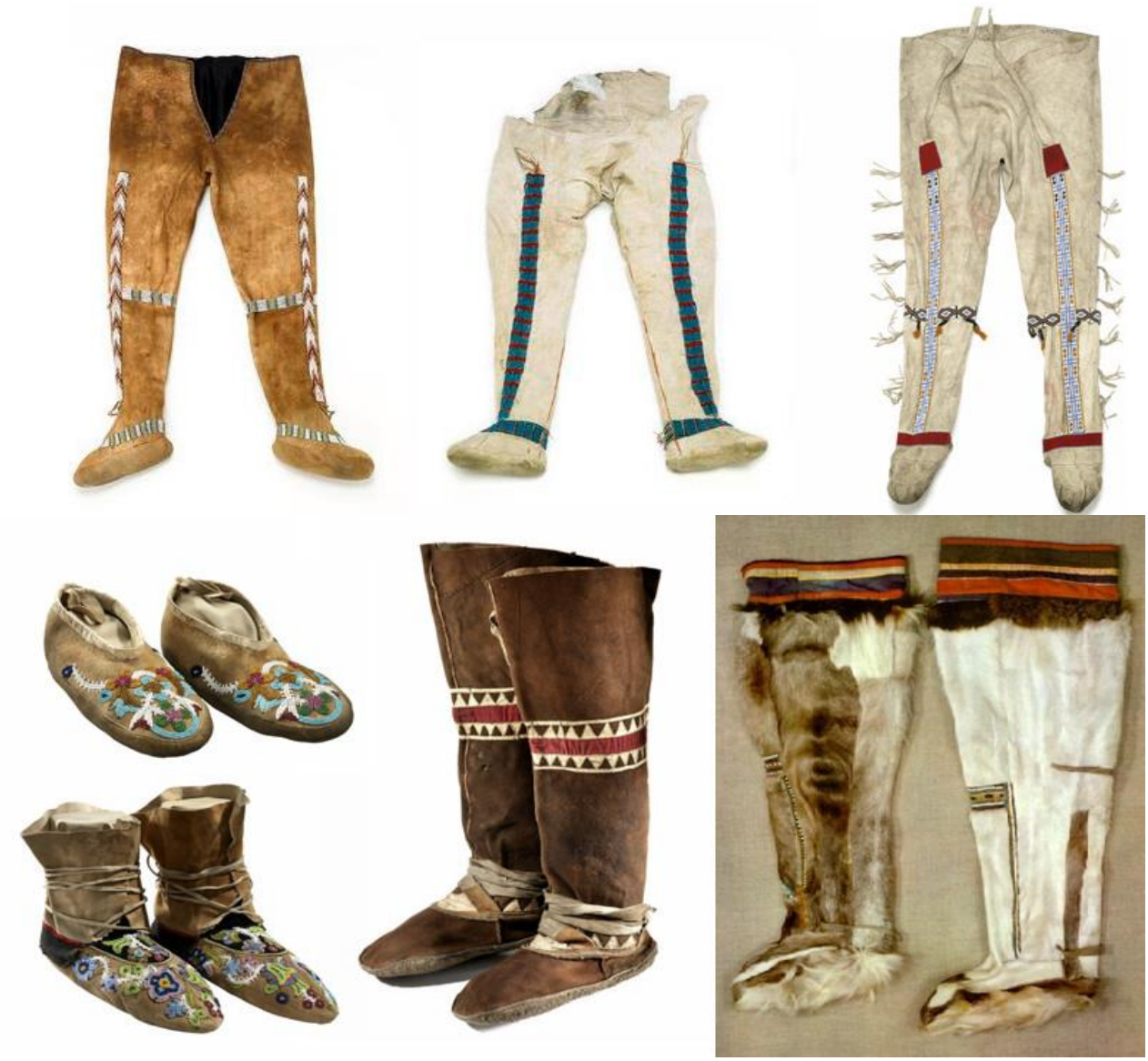




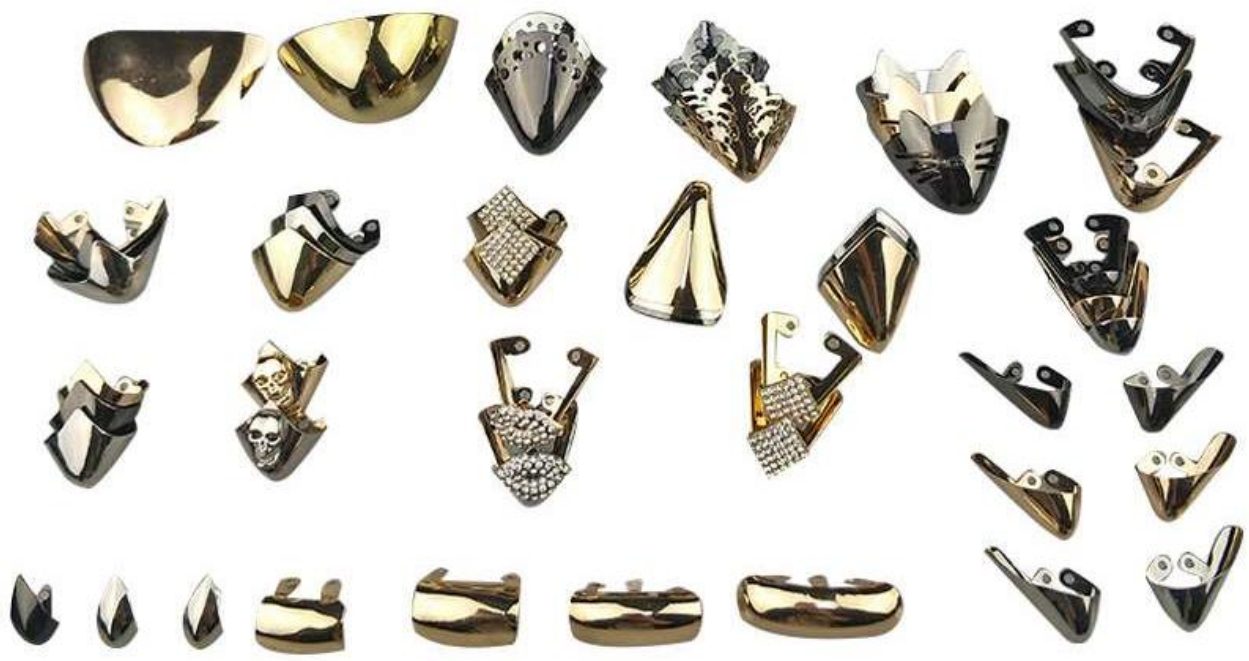


Dudes

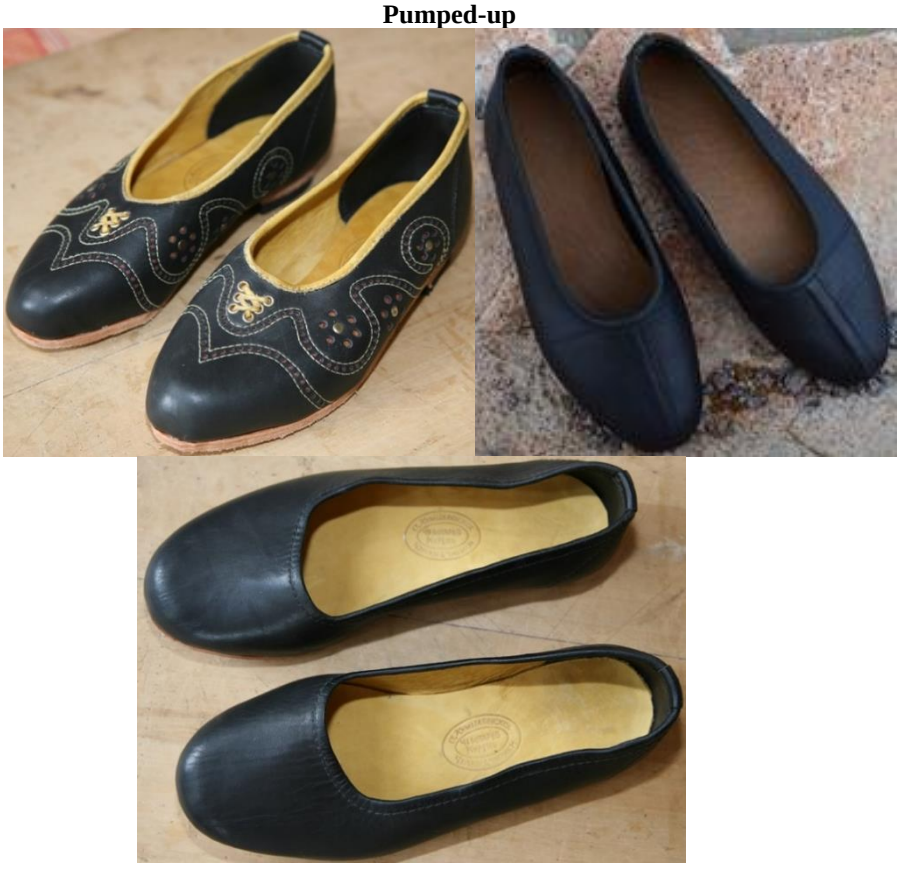




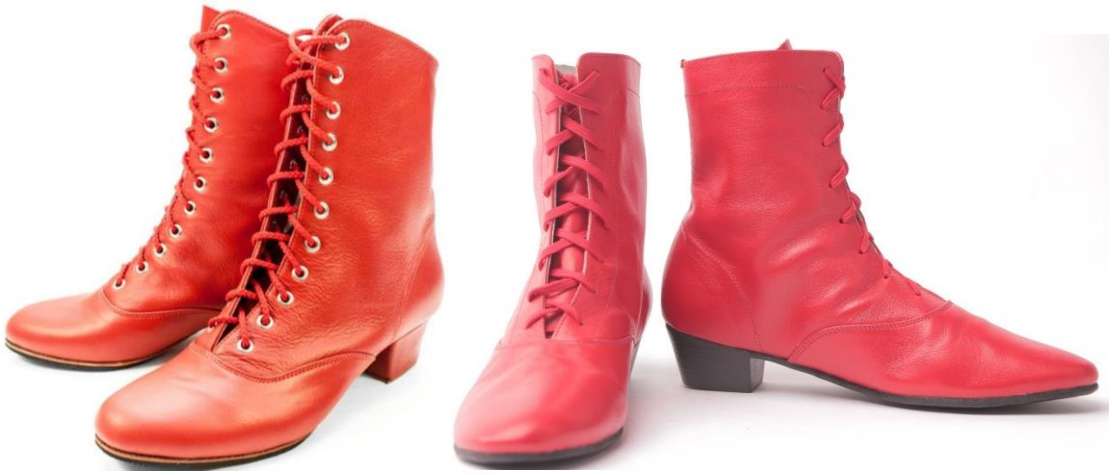
Legs

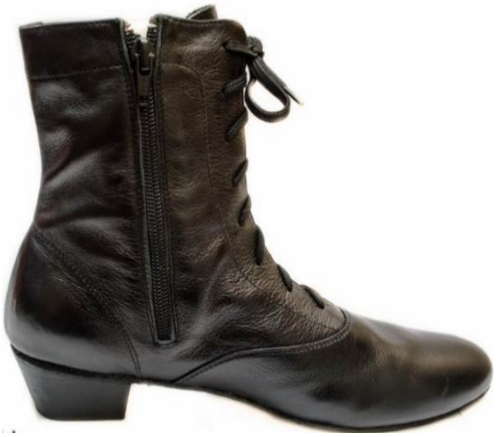


Pumped-up

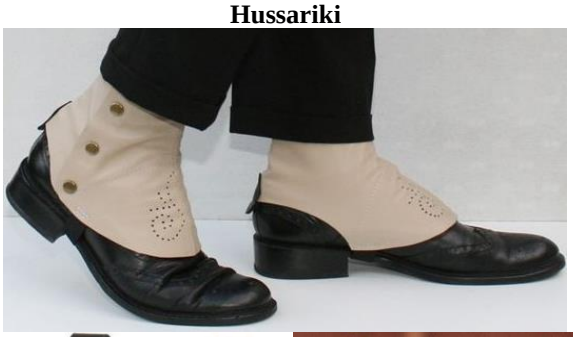


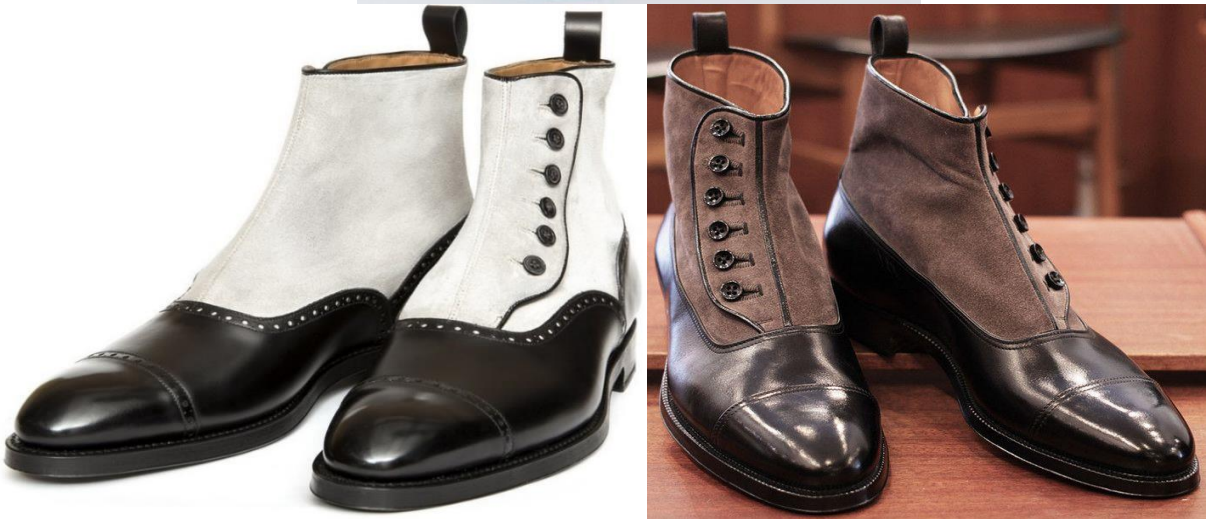
Chiriki



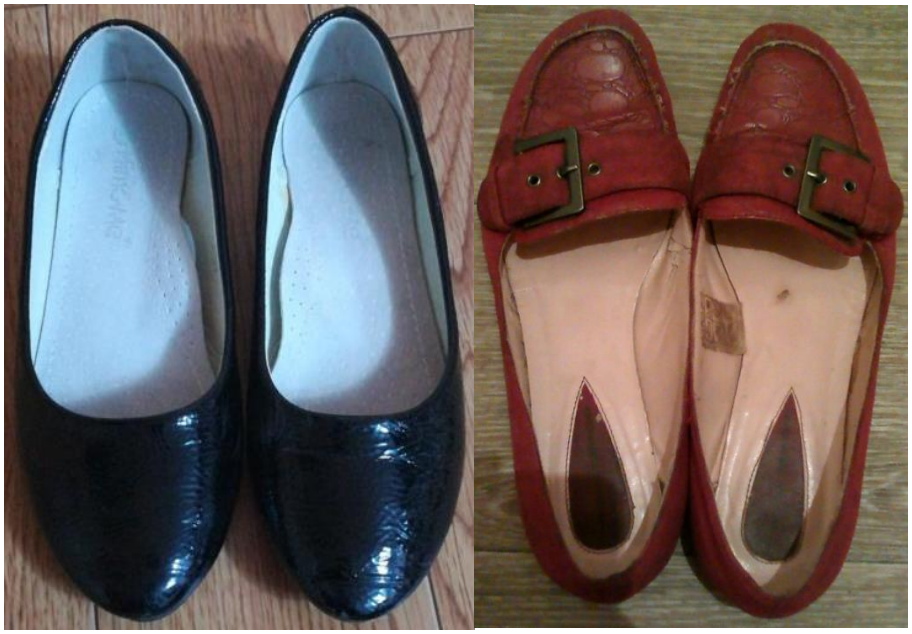


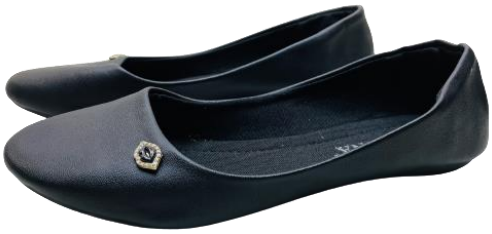
Hussariki



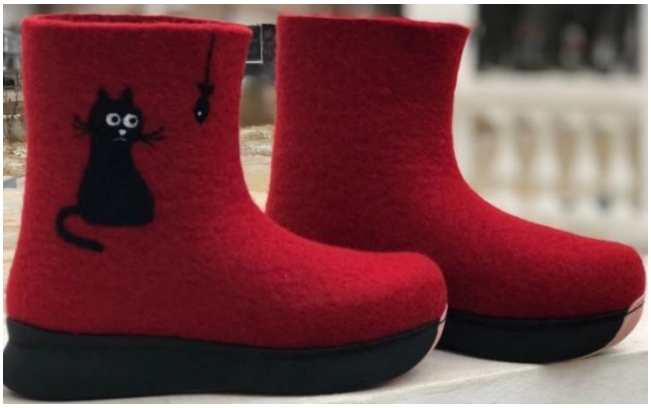


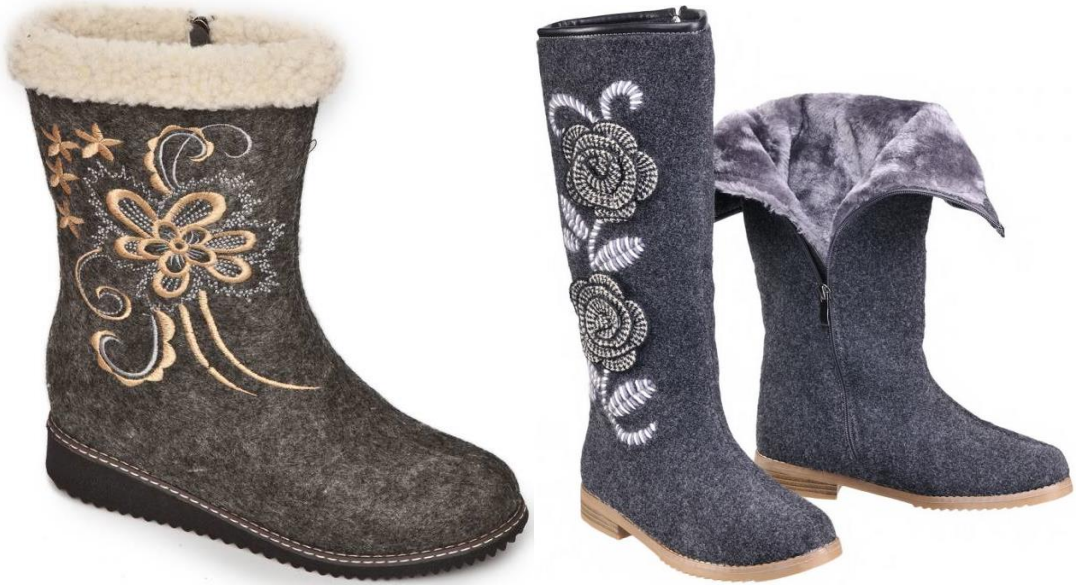
Ankle boots



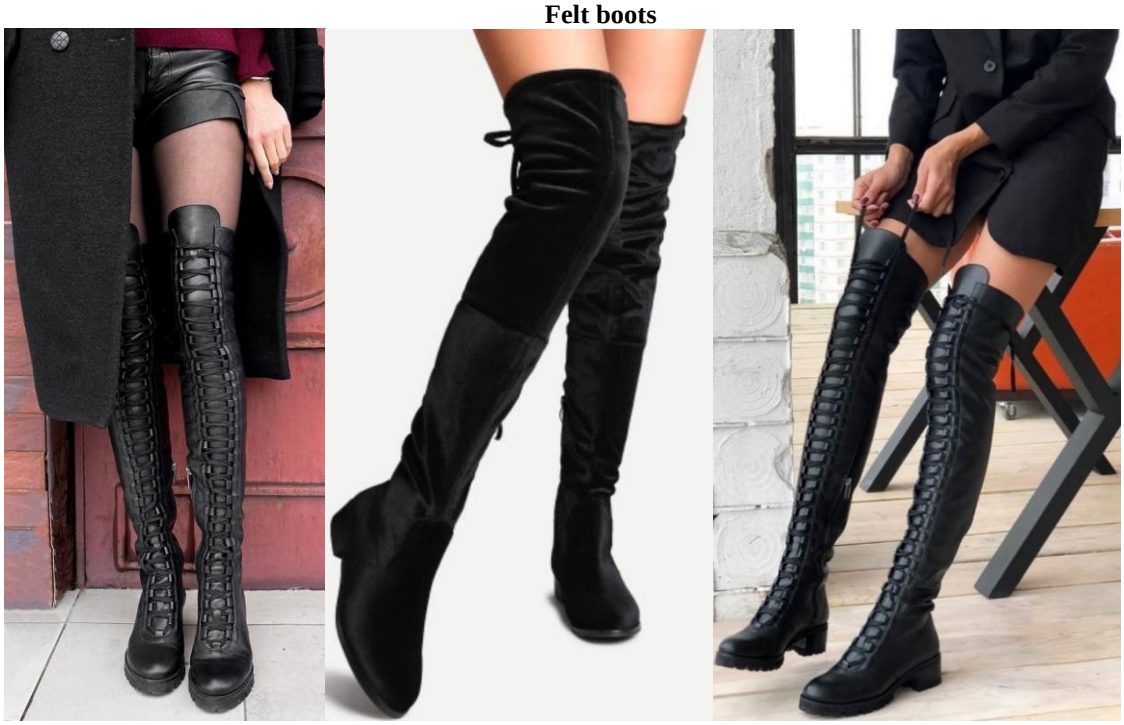


Baretki

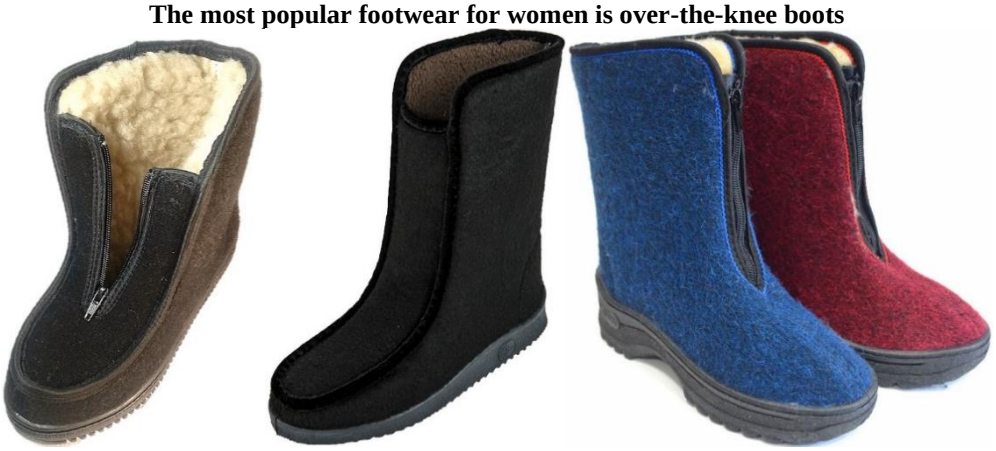




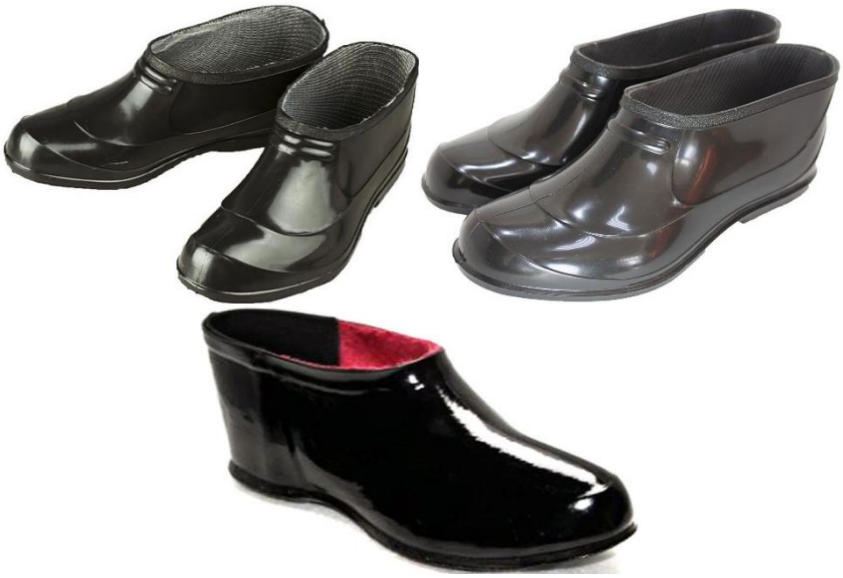
Felt boots



The most popular footwear for women is over-the-knee boots



Burkas



galoshes

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