

Проскурка Марія Миколаївна

Київський національний університет

технологій та дизайну (м.Київ)

Науковий керівник – ст. викладач Краснюк С.О.

SHOES AND SNEAKERS OF THE FUTURE: NEW SHOE MANUFACTURING TECHNOLOGIES

The world around is changing rapidly: 20 years ago an electric toothbrush was considered a curiosity, and today even “smart” dentures with touch function are not surprised. The footwear industry keeps pace with the times and presents to mankind fresh innovative solutions [1].

The introduction of new technologies in the production of shoes in order to improve comfort, wear resistance, as well as maximally adapt the shoes to the requirements of the target consumer. Introducing innovative solutions, creating new models — everything is done to offer the best solution for the consumer [2].

Top 5 new technologies in shoes:

1. New technologies in shoes: sneakers with suspension. Enko recently revolutionized the world of sports shoes: the French brand has equipped running shoes with an adaptive suspension that was previously used only in the automotive industry. The suspension integrated in the sole provides perfect cushioning and absorbs impacts to the ground, reducing foot load.

2. New footwear manufacturing technologies: self-tying shoelaces Powerlace innovators have decided to turn into reality the fantasy of Robert Zemeckis, screenwriter for the movie Back to the Future, by developing sneakers with self-tied shoelaces. Automatic lacing works as follows: as soon as a person’s foot takes a comfortable place in shoes, it starts to put pressure on a hidden mechanism, it works and tightens the laces. These are such miracles!

3. Smart boots. The American company Hewlett-Packard Company combined the achievements of IT technologies with shoe production: smart shoes from the HP brand can count calories, can replace a GPS navigator and suggest the way to a given object.

4. Women's shoes: new technology for dressing shoes. Ishuu Technologies is seeking funds to implement its ingenious idea: Lithuanian IT specialists came up with stylish high-heeled shoes, the color of which changes in an instant using a special application on a smartphone. From now on, you don't need to change shoes several times a day to change your image — just get smart shoes.

5. Bionic boots. Do you dream of moving at Olympic speed? Get bionic shoes with which you can develop up to 40 km/h! Bionic Boots do not look quite standard: the bulky design has little to do with the usual shoes. The main feature of bionic boots is that they imitate the mechanism of movement of high-speed animals like a cheetah or ostrich. The shock absorber system literally pushes a person forward and allows him to move on his own feet at unprecedented speeds.

These technologies in shoes are used to improve the appearance of shoes, accelerate a person's step and simply make a person's life easier. Shoes from the future open up new opportunities for people in everyday life[1]. It is only a pity that the introduction to innovative developments is very expensive.

REFERENCES

1. Туфли и кроссовки будущего: новые технологии производства обуви// [Электронный ресурс] / Режим доступа:<https://www.wday.ru/krasota-zdorovie/sok/tufli-i-krossovki-buduschego-novyie-tehnologii-proizvodstva-obuvi/>(дата звернення: 19.10.2019).
2. Технологии в обуви Magnum// [Электронный ресурс] / Режим доступа:<https://obuvland.com.ua/article/tehnologii-v-obuvi-magnum/> (дата звернення: 19.10.2019).