



MATERIAL INNOVATION FROM FASHION, TECHNOLOGY AND PERFORMANCE POINT OF VIEW

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The general concept of innovation applies to both products developed by a company but also to the entire range of processes within the value chain. The “operation” processes such as manufacturing, logistics, marketing and sales, and customer service. The “support” processes like procurement, technology, human resources, etc. are for sure affected by innovation as well. A store where the customer is deeply involved in an extra-ordinary experience can be considered a “process innovation” just like when a new equipment for the production line is purchased.

If we try to focus only the products of a company (even if it is often difficult to keep products and processes separated) and we go more in depth of how shoes have been innovated along the years we can choose different points of view and investigate different aspects.

The aim of this lecture is to offer the specific view of a technical school that for over 60 years has been teaching how to design and develop shoes and, since ever, has been working side by side with a publishing house that analyses accessories fashion at a worldwide level.

Taking advantage of the huge historical archive of our company we will try to explore evolution of footwear along the years: evolution of style lines and models, evolution of materials, evolution of soles and heels.

Our aim is to show, in a very simple way, how style lines, upper materials and bottom components have contributed, with different strength along the decades, to the innovation of the footwear products during these last fifty years of history. We hope that a “flash back” analysis can positively “flash forward” our industry.

It is clear that our contribution, differently from the other lectures, will be much more focused on styling rather than on technology. In many examples we will notice how technology has driven and enabled style (e.g. material finishings and technological process for soles development) but you will notice that in our industry innovation has often been application of “beauty” and “savoir faire” typical of the craftsmanship that since ever has been an intimate characteristic of our industry.