

WILL THE VIRTUAL REALITY CATCH UP THE SHOE INDUSTRY?

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Shoe industry depends on fashion. In the past, two or three collections have been developed (summer and winter). Today, the number of collections is increasing. The fashion trends are changing very often and have been influenced by media spontaneously. The shoe industry has to adapt even to this challenge to be on the market just in time. The number of models increased and that means considerable expenses. But time is significant too. The right trends have to be on the market just in time. Therefore, suppliers need the necessary information from the shoe manufacturer as early as possible. 3D-CAD systems have been used rare, because they do not comply with the requirements of the designer, which are working more direct at the object - the last.

Virtual reality offers possibilities, which approach the customary working procedure of the designer. So they are able to combine the different shoe components to a new model virtual and so early decisions are possible. It is not necessary to produce all the combines or a model of them before. That saves time and money. The basics of this new working procedure of shoe industry have been developed in the frame of two research projects.