

Male

Female

Functional



Fashion



Main Observations.

1. Material choice will give the sandal its 'sex'.
2. Male sandals are more functional.
3. Sandals are either designed for a specific task, or provide minimal support.

Sandal

Market Overview: The Unisex Question?

in shoes

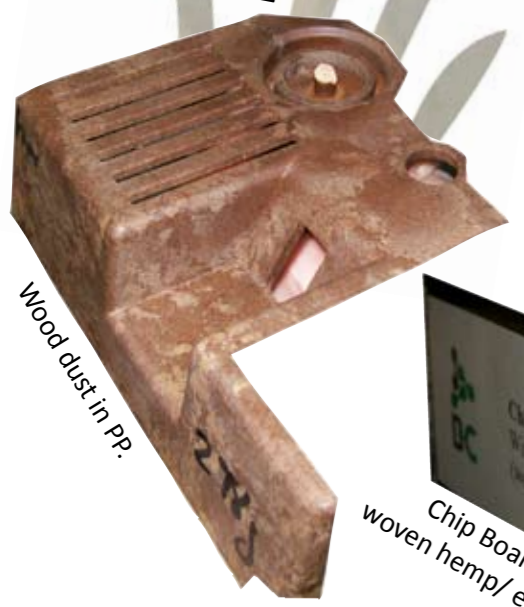
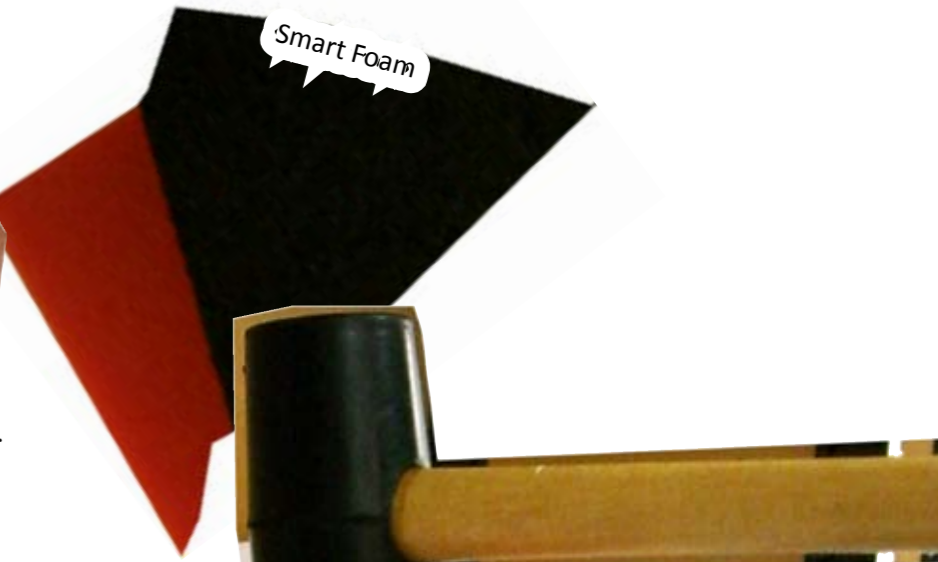
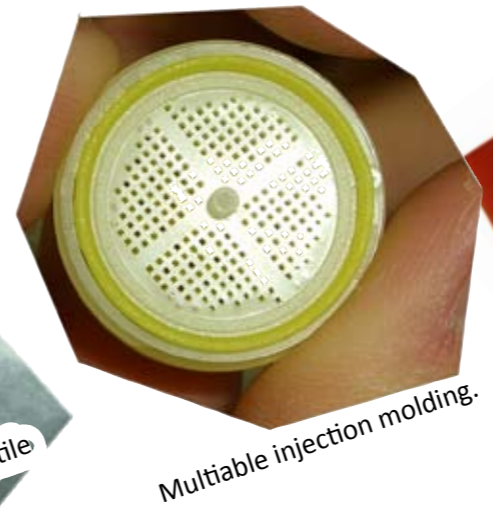
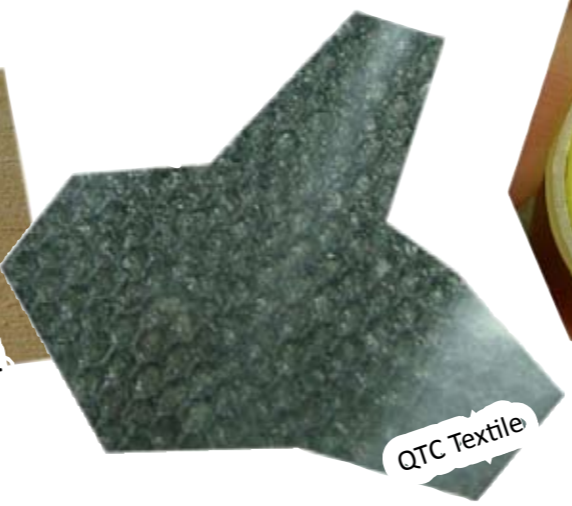
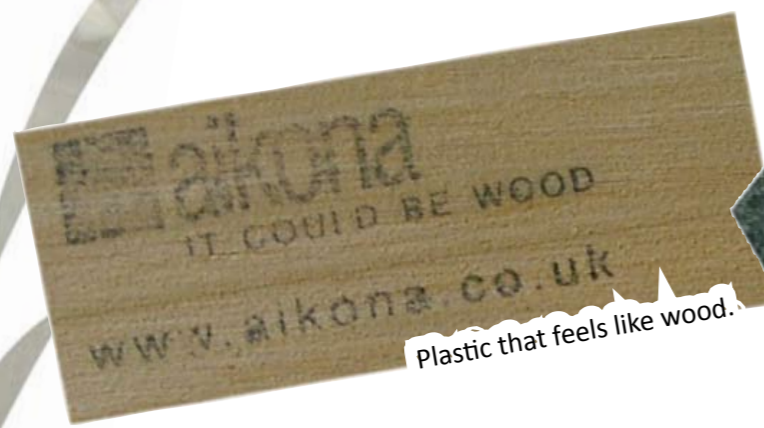


Possible Sandal
Connectors



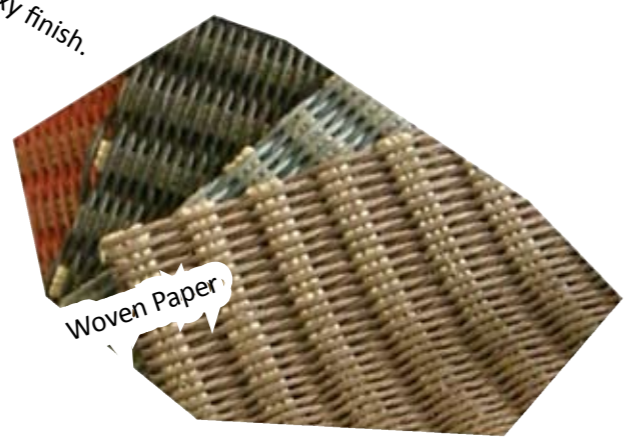
elsewhere

Bamboo Fibers mixed with cotton.



Possible Sandal Materials

Exploring possible material choices at MADE



M.A.D.E Material and Design Exchange. SW1





Influence of Crocs

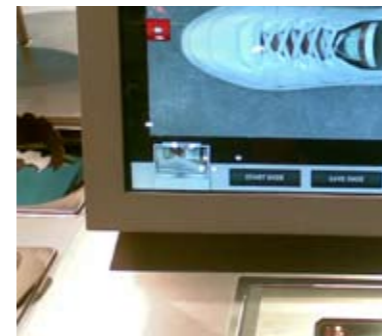
Crocs have become an overnight success that every footwear manufacture is riding. This includes the reemergence of the 1980 brand 'Jellies'.

Pretty Soles.



Exploring Market Trends. Retail.

On the 17th of October 2007, I explored the trendiest area and shops of London. This gave me a greater insight into the footwear market, the importance of footwear POS and the current problems with sandals position within this market place.



Customer Customisation

Currently at the Carnaby puma store you are able to create your own trainer by picking each individual component from a range of options located in bin silos. You then scan each one of your fabric parts to view a real time computer visualization of your trainer. You can then order you completely custom puma trainer.



Ugly Sandals.



Cheap, 'street' and patterned.

Mintel's August 2006 report into footwear suggested that "shoes have become an integral part of recent fashion looks." was evident on this visit. With many non-specialists such as H&M and Newlook offering a range of styles in footwear to match a consumers dressing style.



High End - Lifestyle footwear

High end brands create a complete 'point of sale' experience which lures the buyer into spending the extra £40 on a pair of shoes. Store POS, store layout and sales staff are a vital part in the completion of selling a brand to a consumer.



Ugly POS for Sandal

Sandals are ugly, and so is there POS. During the current analysis, sandals are out of session, but are still available in many hiking store.

The stores the stocked sandals had between 2 - 10 on display.

There were NO unisex sandals.



One Offs, and Celebrity Endorsements.

One off products and 'exclusives' are in abundance in retail at the moment. These 'exclusives' can be from something as simple as a sticker attached, to a complete redesign of the product.

Level of differential design depends on the level of celebrity.





Berghaus

When **'trust is earned'** a sandal needs to be trustworthy. It needs to be able to withstand all **terrain** and situations thrown at it.

Can a outdoor enthusiast really **trust their ankle** with a Berghaus sandal?

Can we trust a Berghaus sandal to not destroy the environment it is visiting?

The wilderness won't care for you. Will a Berghaus sandal care for you?

What can a sandal **bring to this experience?**



This is not a street.



swimming is rhythmic, and meditative. its all about technique, breathing and endurance.



i like to finish my mile swim, with a 26 mile ride and 10k run.

i need very little



love for the water



better swimming, better waves

open water is my passion, its all about the stroke

everyone showers naked.



swimming hats speed my swimming, and protect me in open water.

