

**Need and Importance of Customized Fitting
in
Footwear**



By

Fareeha Sardar

ID: 12020089001

For

**Partial fulfillment of the requirements for the
degree**

MS Textile

**School of Textile and Design
University of Management and Technology
Lahore 2016**

Certificate of Submission

Thesis titled “**Need and Importance of Customized Fitting in Footwear**” is being approved for submission for completion of MS Textile degree from School of Textile and Design, University of Management and Technology, Lahore, Pakistan

Name of Student: Fareeha Sardar

Student ID: 12020089001

Supervised by:

Dr. Mumtaz Hasan Malik _____ Date: _____
(Dean, Professor STD)

Dr Mudassar Abbas _____ Date: _____
(Associate Professor)

Muhammad Naveed Akhtar _____ Date: _____
(Assistant Professor)

Acknowledgement

This work could not have been accomplished without the blessings of ALLAH Almighty. I truly acknowledge and indebted the support and corporation made by Dr. Mumtaz Hasan Malik, Dean School of Textile and Design, University of Management and Technology. I owe a debt of gratitude to Vice Chancellor Pakistan Institute of Fashion and Design (PIFD) Ms. Hina Tayyaba, without her continuous support, care and encouragement I never would have been able to achieve my goals.

I also would like to express my sincere gratitude to my parents specially my father who have shown me unconditional love and support and continuous encouragement. My loving spouse Azeem Iqbal: thank you for your love, patience, tolerance and sacrifice. To my friends: thank you for your love and encouragement. My greatest gratitude is with people who helped and supported me throughout my thesis. I would also like to express my sincere gratitude to my teachers specially Mr. Naveed Akhtar, Dr. Mudassar Abbas and Mr. Muhammad Awais for their support and studies in the department. And very special thanks to Advisor Professor Dr. Mumtaz Hasan Malik whose knowledge, energy, enthusiasm and outstanding thought were critical to this effort. And also I would like to sincere gratitude for his mentoring and guidance throughout my thesis study and providing me with constant inspiration and encouragement. And in the end I would like to say thanks to everyone who supported and help me doing my thesis work and also thanks to those people whose name I forget to mention for which my sincere apologies.

Fareeha Sardar

Student ID: 12020089001

Spring, 2016

Declaration

I hereby certify that I have prepared the content of present thesis work “Need and important of customized fitting in footwear” independently and only using the specified literature. I also declare that my thesis work has not been used for any degree or diploma of a university or any other institute of higher learning.

Student’s Signature: _____

Name of Student: Fareeha Sardar

Date: Spring, 2016

Abstract

The research titled, “Need and Importance of Customized Fitting in Footwear” focuses on the importance of footwear and the need of proper fit healthy shoes for the general public. The standard sizes of Footwear are based on length and width of the foot. But there are many other factors which must be considered while designing footwear in order to provide proper fit and comfort to the wearer. So a system of customized footwear making is required to improve the satisfaction level of customer with provision of proper fit and comfort. Nowadays foot problems are part of our life. Some of them are by birth and some are developed due to our habits and life styles. Most of them can be medically treated through surgery and medicines. Some foot problems can be eased out with the help of healthy good fitted shoes. Industry and Customize shoe designer can help the people to make these problems less uncomfortable to their foot. The vision of this research is to contribute to the field of footwear making with the concept of healthy footwear in terms of fitting. The research is based on mixed-method approach. Both qualitative and quantitative research have been employed. The tools range from interviews to open-ended questionnaires as well as surveys. The research is exploratory in Nature as it aims to examine the needs and importance of foot impression foot anatomy, foot problems, foot exercises and pressure points of the foot for good quality fitted footwear and also on measurement analyses for the shoe making. The sample of the study is all consumer and clients that are connected to the footwear industry of Pakistan. The study focuses on their needs and it provides vital information to the reader about the gap that exists in the fittings. The results indicate that the design of shoe inserts require the interface of foot pressure and shape through foot print. This means that the market needs to be provided with fittings adequate for the local shoe requirements. The result provides recommendations for future planning in the footwear industry within Pakistan.

Key words: foot impressions, foot problems, uncomfortable footwear, shoe sizes, comfortable inserts, fittings, and breathable linings.

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Chapter 1

Introduction

Introduction

The purpose of study was to recognize different foot problems and to recommend concept of healthy footwear by using customize fitting in footwear.

This research was planned to study different types of foot shapes, foot structures, foot pressure points, foot measurements, foot impressions, last length, last shape, important construction points of last, fitting, and measurement standard in order to provide qualitative interpretation of current needs for manufacturing foot-friendly shoe fitting customization.