

ABSTRACT

Fashion is a necessity for everyone because it greatly affects the identity and appearance of a person as usual. Fashion has several identic such as clothes, pants, accessories and one of them shoes. Shoes are an indispensable need if usually the shoes will only be functioned as footwear, then along with the development of the times, shoes will be used as a lifestyle necessity for someone to follow the existing trend. Shoes themselves have a lot of types according to certain needs and activities, this can be seen almost most women have these types of shoes because they use the base according to their needs and activities. Types of shoes or sandals used by women such as wedges, casual shoes, sports shoes and many more. Usually women who spend their time for sports or outdoor activities are more comfortable using casual shoes or sports shoes this is because it gives comfort to the feet so that the soles of the feet are not easily blistered or injured. Therefore, the design of these shoes is intended to do the design on women's casual sports shoes so that they can be used when doing activities outside. And also many trend trends that have sprung up with the development of the era where there are several models of shoes such as sneakers, retro sneakers, colorblock sneaker and many others that concern about sneak if attached to the style of women. One of the developments of the increasing trend is that shoes are caused because without a pair of shoes, the appearance will not be perfect. It can be seen that nowadays most users of shoes are women have an interest in sneakers. Therefore, how to be able to create a product that is slightly different from the product that already existed before it with more attractive packaging and also attaches importance to ergonomic comfort.

Keywords : Casual, Shoes, Sport