

ABSTRACT

This research is a project based on designing a slip-on shoe with a flexible leather upper material for travelers, aimed at expanding Torch's range of footwear products. The research methodology used is qualitative, including observations, interviews, literature study, and questionnaires. The study identifies two main issues: the lack of variety in Torch's footwear products and the need for slip-on shoes suitable for formal and casual occasions. The research aims to explore Torch's footwear products and specifications, as well as to design slip-on shoes that align with traveler preferences through appropriate material and design choices. Data is collected through observations, interviews, literature review, and questionnaires. The design outcomes contribute to the development of knowledge in designing traveler shoes and aid Torch in enhancing product competitiveness and meeting market demands.

Keywords: Traveler shoe design, slip-on, leather material.