

## **Exploration Of Horse Leather Material As Raw Materials In Making Footwear**

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**Abstract.** *Horse leather material has not been popular among consumers, of course, being a separate obstacle in the sale of products that use horse leather material. Horse leather is a material that is rarely used, if this horse leather material is used appropriately, this can be a selling point for that product. In addition, if you use an attractive selling strategy, this can attract the attention of consumers and increase sales figures. Treatment of horse skin material is not as difficult as imagined, it is enough to use a toothbrush and shampoo to clean it if it is dirty and brushed in the direction of the horse's hair so as not to damage its texture.*

*The process of designing starts from seeing the trends that are taking place in the community, of course, trends related to footwear, by looking at the trends that are taking place in the community we can get a target market from which people will be the target in the design process footwear.*

*The design is done by going through several stages such as sketches, digital rendering by inserting material into the rendering to make it easier to imagine, and also making alternative colors.*

**Keywords:** *Material, horse leather, design, footwear*

### **INTRODUCTION**

Leather material is now widely used as various types of products. One of them is a footwear product. At present the production of various types and models of shoes and making shoes with a new paradigm, both formal and informal leather shoes. The alternative, with a formal appearance, but users get the convenience of using casual shoes. Shoes that are produced at this time such as types of derby shoes, boots, brogue shoes, chukka boots, sneakers, and sandals are made very carefully by using high quality materials and comfort that can guarantee durability.

The purpose of using leather is expected to have a good quality shoe because the manufacturing process relies on accuracy and diligence. Most of the uses of leather as the base material for products are leather, suede, CH.

In this study the author made a case study of casual sandals for women using the main material of the skin. Leather material used is horse leather and pull-up leather. In this design women's sandals are focused on the use of horse leather material. Horse leather material is still rarely used in sandals and shoes products in general. Hopefully this can provide its own value in the appearance of women's sandals.

The design is done by doing through several stages such as sketches, digital rendering by inserting material into the rendering to make it easier to imagine, and also making alternative colors.

## METHOD

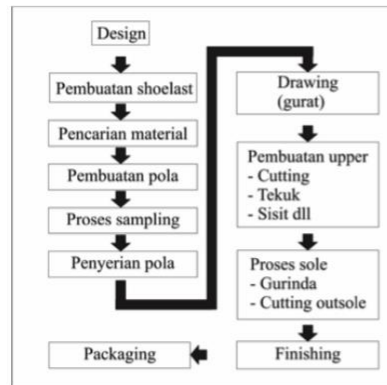
The process of designing starts from seeing the trends that are taking place in the community, of course, trends related to footwear or commonly known as footwear, by looking at the trends that are taking place in the community we can get a target market from which people will be the target in the design process these footwear.

In addition for better segmenting the target market of the Amble brand itself, seeing and selecting the target as a potential buyer can create an image of the Amble brand itself, so that the Amble brand can get its own identity in the minds of the target market community.

After knowing how the identity of the brand itself, the design team began to design a footwear whose image must be in accordance with the image of this Amble brand.

The production flow of women's shoe design is as follows:

1. Making the desired upper and outsole designs.
2. Making Shoelast which is made of wood or plastic in accordance with the upper design that has been made.
3. Looking for materials such as leather, lining, outsole, insole, and accessories such as rope, eye duck, etc. according to the design.
4. Making a pattern manually, by wrapping shoelast with paper tape so that it can be drawn and then cut in the cutting process so that the desired pattern is obtained.
5. Making samples / prototypes with selected materials and patterns produced from shoelasts.
6. After making sure the first sample is suitable, the pattern work is done for each shoe number, some by manual and some by photocopy scaled down to scale.
7. After the pattern is obtained, the next process is drawing on any material selected to be used using the pattern that has been obtained. For leather material we must pay attention to the flow of the skin. And accuracy is needed to adjust the position of the pattern cuts so that the use of this leather material can be efficient.
8. The next process is assembly, in which the upper pattern is drawn by using shoelast to get the shape, then the bottom of the upper nail is fixed so that it gets the desired upper shape, then after the upper is finished the next step is to merge the upper part with the selected sole.
9. The finishing process, includes cleaning up the remnants or marks of pens, glue, thread stitches that are not neat.
10. Packaging, the process by which finished shoes are checked again so that they are put in a box and ready to be marketed



**Figure 1**

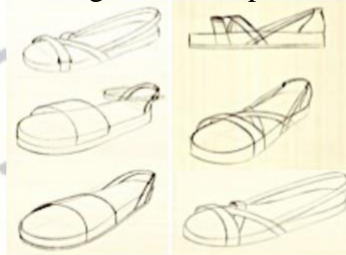
Design Flowchart

(Source: Author's Documentation, 2015)

## Design Process

### 1. Skecth Idea

An idea sketch is a sketch created in the context of searching for shapes by considering the use of horse leather material without compromising the image. These sketches are still very basic in nature and the shape is still fairly rough. Here are a few sketches of ideas made in the context of searching for the shape of women's sandals:



**Figure 2**

Sketch Ideas 1 Shape of Sandals for Women

(Source: Author's Documentation, 2015)

In the process of designing this product underwent several revisions of the female sandals model that the author is working on. Input from various parties at Amble has also become one of the important considerations for writers to apply to the final sketch so that it can be in accordance with the wishes of those parties that we commonly refer to as consumers.

### 2. Alternative Designs and Alternative Colors

When the form has been accredited from an idea sketch, the next step is to make a rendering to apply the texture of the material to the design of women's sandals that have been acc previously, in addition the author also includes several alternative colors. The following are alternative designs accompanied by alternative colors:





**Figure 3**

Alternative Design and Color Rendering 1 Women's Sandals  
(Source: Author's Documentation, 2015)

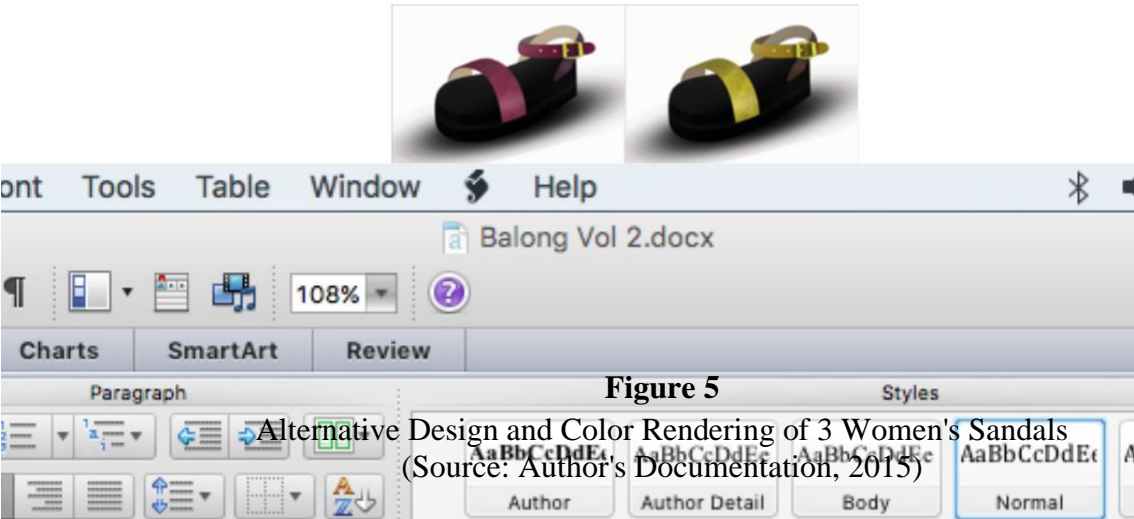
Alternative 1 has a simple form and greatly accentuates the horsehair material used in these women's sandals products. But in alternative 1 it has the disadvantage of the size of the rope for the ankle is too small so it is not balanced with the size of the stripes in front, this fear will make the user feel uncomfortable. In addition, the size of the outsole that is too thick is also a drawback of this alternative 1, the outsole that is too thick feels uncomfortable and makes heavy footsteps, this was felt when testing prototype 1. So that prototype 1 underwent revision for the outsole, the size of the rope ankle and wide than the front stripes.



**Figure 4**

Alternative Design and Color Rendering of 2 Women's Sandals  
(Source: Author's Documentation, 2015)

Alternative 2 has the advantage that the ankle strap is enlarged in size, making it more comfortable when used. However, in alternative 2 the size of the outsole has not been changed so that it is still of little value in alternative 2. In alternative 2, the front stripes are also reduced, but this turns out to be a drawback, because the small size of the stripes turns out to make these women's sandals look unbalanced, and look less aesthetic.



**Figure 5**  
Alternative Design and Color Rendering of 3 Women's Sandals  
(Source: Author's Documentation, 2015)

Alternative 3 has undergone various revisions from previous alternatives so that the end result of Alternative 3 has approached in accordance with a request from Amble. But when the prototype of alternative 3 was made and tested right, the problem lies in the front stripes, it turns out that a single stripes model like that is less comfortable when it is worn directly.



**Figure 6**  
Alternative Design and Color Rendering 4 Part 1 Women's Sandals  
(Source: Author's Documentation, 2015)



**Figure 7**  
Alternative Design and Color Rendering 4 Part 2 Women's Sandals  
(Source: Author's Documentation, 2015)

Alternative 4 is an alternative choice that passes the acc and is chosen to be the final sketch. Then for the alternative color selection the alternative color is chosen 1. Namely the front upper uses black and for the ankle strap uses white. Then for the color of the outsole use a hard black sponge. The choice of color is based on the selection of monochrome color themes.

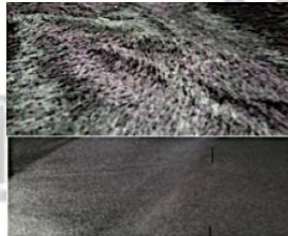
### 3. Material

In this women's sandal product the material used for the upper part consists of 2 (two) types of leather material, namely horse leather and pull-up leather. Laying horse leather material is placed on the double stripes located in front, and laying pull-up leather is placed on the ankle strap at the end. Then for the lining, it uses cream-colored synthetic materials. And for the outsole the material uses a hard sponge material and the bottom is given a sole of sand so that the outsole will not be slippery, other than that the welt uses a dark brown color to give accent to the sandals. Laying the main material of horse skin on the front in order to highlight this horse leather material compared to other leather materials



**Figure 8**

Withdrawal Process on Women's Sandals  
(Source: Author's Documentation, 2015)



**Figure 9**

Black Horse Material  
(Source: Author's Documentation, 2015)



**Figure 10**

Black Pull-Up Leather Material  
(Source: Author's Documentation, 2015)





**Figure 11**

Hard Sponge Material as Material for Outsole Parts  
(Source: Author's Documentation, 2015)

#### **4. Design Description**

The process of designing this type of sandals has several stages starting from the initial sketch to the production process. The initial stage of the process of designing women's sandals is to make an idea sketch and its alternatives, after the idea sketch is selected the next step is rendering a manual sketch to digital, at this rendering stage also includes the appearance of the material's texture to resemble the original appearance, in addition to rendering the material, at this stage also made an alternative color.

Then the next step is to submit alternative colors, after the alternative colors are acc, then the sketch is taken to the production workshop. The choice of material is chosen based on demand, a combination of horse skin and pull-up leather.

After picking and selecting materials in the materials warehouse, these materials are taken to the workshop, pattern section. This part of the pattern is responsible for making the pattern on the shoelast, transferring it to the duplex, after the duplex pattern is complete then printed on the original material, after the pattern on the original material is finished then the pattern is stitched and joined together. After the pattern is complete, then the pattern is taken to the pull part, in this part the pattern is drawn using shoelast so that the pattern can form in accordance with the shape of the shoelast, while the pattern is stretched, an outsole is made, printing the outsole pattern refers to the shape of the shoelast. After the outsole pattern is printed on the material used, after that the material is cut in accordance with the pattern and then cut to form footwear, after the shape has been obtained the next step is grinded so that the surface and sides become smooth.

After that, the outsole is combined with the upper part and combined with the insole and welt on the side of the sandals. The color selection of this sandal uses the theme of monochrome, namely the black color on the double stripes upper part that is located in front, and the pull-up skin on the front ankle, and the use of white on the back-ankle pull-up skin. The color of the outsole and insole were chosen black and the color of the welt was chosen a dark brown color to give accent to these women's sandals.



**Figure 12**

Finished Product  
(Source: Author's Documentation, 2015)

## CONCLUSION

Product design is a science that can be interpreted as knowledge relating to design or design. Both designing ideas and designing the product itself. A link will be ideas, concepts and services that ultimately produce or create products that have the value of function and usability that can facilitate and help users. Design itself is a combination of the fields of art, knowledge and technology, this is what makes the design different from pure artwork, so that a product designed based on the design will have the beauty, function, and value contained therein.

The final result of a product designer is of course the product of the designer's own work, which in the end the product will be used and interact with its users. It also becomes an important calculation in designing a product so that the product designed is effective and efficient. Consideration in designing a product both in terms of comfort, beauty, function, etc. is another important thing in the design elements of a product, and as a product designer it is an obligation to start training sensitivity to the surrounding environment and what is needed by humans to help and facilitate work, minimize personal problems, or general problems, at this point the ideas and thoughts of a designer come into play.

This footwear product certainly not only acts as a protective foot, but besides that many things must be considered in the design process as previously explained, such as comfort, material, price, model, and other factors, but in this planning process the emphasis is in the application of horsehair material to the product.

The proposed material is horse skin combined with pull-up leather. But because the material of horse leather, including material that is relatively expensive and has a unique texture, so it is quite difficult to apply it to the women's sandals product that the author is working on. Because the product the author is working on is a woman's sandals with a stripes model, so that the use of the main material of this horse leather can be minimized, but this is also a concern for the author, how not to misplace this horse leather material so that this material remains the main material that captivated consumers' attention the first time they saw these women's sandals. For the color that was applied to this woman's sandals, the monochrome color theme was chosen, which is black and white, with a combination of other colors for stripes on the back ankle using yellow to give an accent to this woman's sandals.

In the process of designing Footwear products this time the authors explore materials made from horse leather. The use of horse leather material itself is still somewhat unique because it is still rarely used. This could be based on the lack of consumer knowledge in terms of horse skin care material itself. But horse leather material has its own uniqueness and special characteristics because it is different from other leather materials.

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