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# DESIGN EMPOWERS THE DEVELOPMENT OF THE SHOE INDUSTRY IN CIXI CITY, ZHEJIANG PROVINCE

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## 1、 Foreword

Cixi is a city located in Zhejiang Province, China. which shoe industry has been in the market for more than 40 years, from baby shoes (children's shoes) and beach shoes to animal slippers and thermal shoes (cotton shoes), she has undergone changes from generation to generation.

The third children's shoe factory is the earliest individual enterprise, allowing hundreds of farmers to get employment opportunities (including packaging, cutting, inspection, sewing, management and other positions); At the beginning of the 21st century, a young man introduced the Korean brand "Rogue Rabbit", and since then Cixi has opened the door to foreign trade. At present, rogue rabbits are still the best in the industry, more than 600 laborers work for it, have cotton mops, cool mops, is

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one of the few manufacturers in the county with its own laser facilities.

With the development of the times and the advancement of science and technology, Cixi is now 780% of the country's cotton mop production area. But at the same time, she also faces many opportunities and challenges. The footwear industry in Cixi City has a history of more than 40 years, but no one has ever recorded and summarized its development history and current situation. In order to contribute to Cixi and the industrial upgrading of the footwear industry in Cixi, we start with intelligent technology, empower traditional design, and achieve design breakthroughs and iterations

## **2、 Current situation of Cixi slippers industry**

As a necessity of daily life, slippers are convenient and comfortable to wear, and the demand is large, and with the development of society, slippers also have fashion characteristics, and have been significantly improved in materials, styles, appearance, and even functions. The slippers industry has obvious characteristics: low barriers to entry, low technical content, fierce competition between each other, and low profits. Compared with foreign countries, there is still a lack of slippers brands with regional or even national influence in China, and the construction of slippers retail channels is almost blank.

As the production place of more than 90% of the country's cotton mops, Cixi's industrial characteristics are that there are many small factories distributed and fierce competition between them, which causes many follow-up problems. In response to this problem, Cixi City put forward the strategy of rural area group development,

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professionally called industrial cluster development, this paper adopts Michael Porter's definition of industrial cluster: industrial cluster is a group of geographically close related enterprises and related institutions, linked by commonality and complementarity, including the provision of upstream products such as components, downstream channels and customers, manufacturers providing complementary products, and enterprises belonging to other industries with relevant skills, technologies or joint inputs, and even government or non-governmental organizations.

Foreign research on industrial clusters can be traced back to Marshall's research on external economic theory at the end of the 19th century. Subsequently, Weber's industrial location theory in 1909, Coase's transaction cost theory in 1934, Krugman's theory of increasing economies of scale in 1991, Michael Porter's new competition theory in the mid-to-late 20th century, etc., all discussed and studied the formation of industrial clusters and the internal mechanism of their characteristics from different perspectives.

Cixi mainly has two self-created brands and OEM for world-class companies. At present, Cixi footwear has a relatively high share in the domestic market, and the foreign market has been developed for three years, and the market is optimistic. Cixi Footwear has a complete procurement and design team, continuous learning and research and research and development of new fabrics and styles to meet market demand, forming a production and sales in one of the enterprises. However, there is a single product problem, lack of design innovation, and no independent innovation ability.

### **3、 Cixi slippers product upgrade**

## (1) Common slippers styles

At present, there are three indoor cotton drag styles on the market:

### a) Open slippers - front opening indoor cotton mop (Figure 1-1)

This cotton mop is mainly aimed at people living in the north, because its home has heating, open slippers are not easy to accumulate bacteria, in a warm room will not feel stuffy and breathless, the plush fabric is also very comfortable, cleaning is also very convenient.



(Figure 1-1)

### b) All-inclusive and cotton drags (as shown in Figure 1-2)

The main target user group is people living in the south, because the winter in the south is wet and cold, and the all-inclusive slippers have a warm effect. But if you wear it for a long time, it will step on flat, become damp, and affect the comfort, so you have to rotate several pairs and take it off and put it on the balcony to dry. So



each household should have a few more pairs.

(Figure 1-2)

c) Half pack with cotton drag (Figure 1-3)

The main target user group is living in the south where it is not too cold, because this half-pack and slippers can play a certain warmth role, but the warmth effect is not as good as the all-inclusive and slippers. But for all-inclusive heel slippers, half-wrapped heel slippers are more detrimental to the growth of bacteria in the shoe.



(Figure 1-3)

## **(2) Functionally innovative slipper style**

a) USB slippers (Figure 2-1)

This slippers are slippers with USB heating tablets built into the slippers. This kind of slippers mainly uses the power supply of the computer's USB port to heat. Slippers with built-in USB hot plates are generally suitable for wearing in relatively cold winters. However, this slippers has unsafe factors, because there may be short circuit and other problems when charging, if there is a quality problem, more than a

hundred pounds of people step on the USB heating sheet, which may make the heating sheet unable to bear weight and a series of safety problems. At present, there are



three indoor cotton drag styles on the market:

(Figure 2-1)

b) Illuminated slippers (Figure 2-2)

This is an American inventor Doug Vic invented a "lighting slippers". It can automatically illuminate the space within 6 to 7 meters in front of the journey in the dark, eliminating the trouble of people who frequently get up at night to worry about groping forward in the dark. This new type of slippers is equipped with a small light bulb on the front end, when the built-in sensor "senses" the dark environment or someone wears it will automatically light the bulb to illuminate the front, "smart" sensor plus non-slip sole, replaceable lithium battery and delay lights out and other thoughtful design, this "lighting slippers" priced at about \$40 uses simple principles to solve the troubles of patients or night watchmen who must get up frequently in the dark, which is very popular with consumers.



(Figure 2-2)

c) Remote control slippers (Figure 2-3)

In Yokohama, Japan, automaker Nissan has built an automated hotel, ProPILOT Park Ryokan, using its own ProPILOT autonomous parking technology. The hotel's slippers, remote control, small tables and cushions are equipped with this technology, and whenever guests run out of items, they will automatically return to their designated positions and arrange them neatly by simply pressing a button next to the wall.



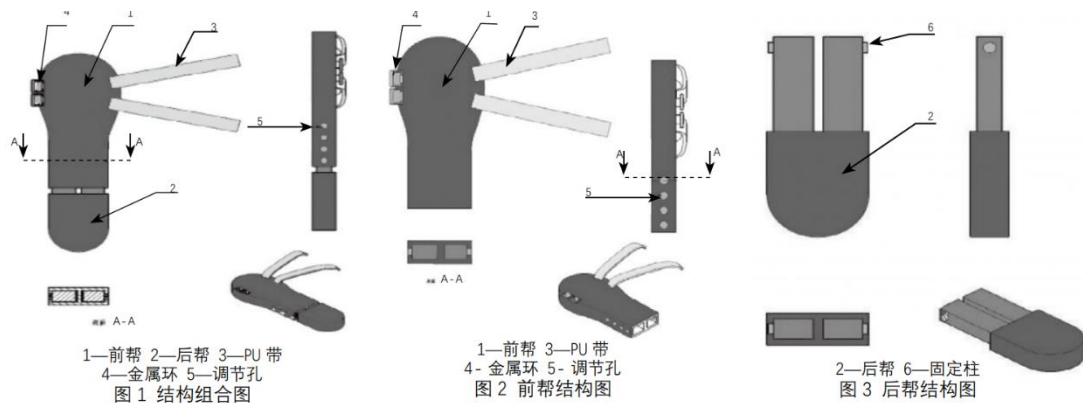
(Figure 2-3)

**(3) Structurally innovative slippers style**

a) Indoor slippers with adjustable length and girth (Figure 3-1)

The design of slippers with adjustable length and circumference can solve the problem of family greeting guests or office needs to change slippers, and can avoid

white pollution, waste, and inappropriate size of disposable slippers or shoe covers. In addition, when the slippers are stored, the back can be inserted into the front gang, which can save storage space and have the advantages of simple structure and strong practicality. The slippers can be put directly on the outside of the shoes without taking off the outer shoes when in use, which is more convenient.



(Figure 3-1)

b) Detachable combination slippers - mahabis slippers (Figure 3-2)

This is the modular slippers proposed by Ankur Shah, the founder of Mahabis, which have a removable combination of sole, foldable heel and insole, and different colors can be combined. This slippers can strengthen the connection with people, and through the user's own combination, the connection between the user and the product can be more intimate.



(Figure 3-3)