



Lasts online

The spread of internet purchasing has been phenomenal in recent years until it would seem that there is little that cannot be ordered and paid for online. It would appear that it is now possible to order shoe lasts online as well.

Fagus, the well known German last maker, has introduced a new service whereby customers can order their lasts from an online shop operated by fellow German company 3D Schuhdesign. Data records of more than 100 last models can be downloaded and it is also possible to order sample lasts and customer-specific model work via the platform.

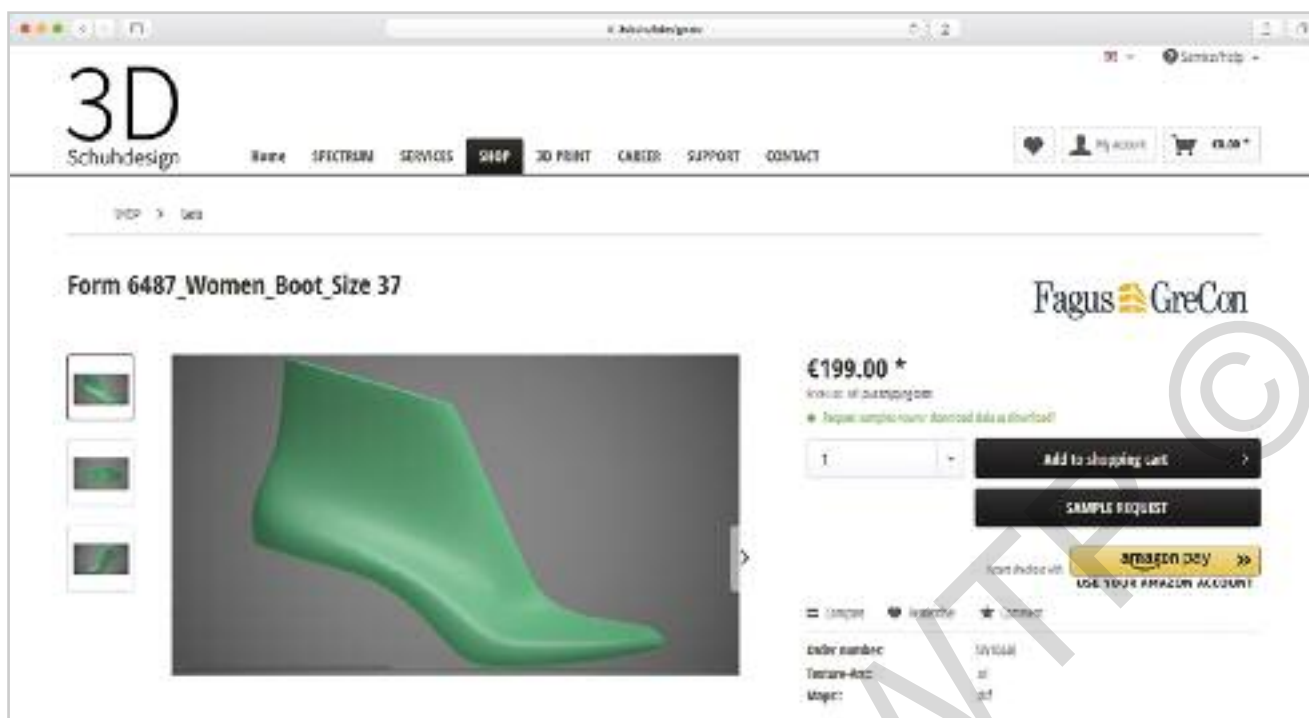
Haymo Bertram, sales manager of Fagus design, shoe lasts and moulds says that, "Rapidly changing collections inevitably require shorter delivery times. Thanks to this digital market access, the development of new models will become easier for footwear producers. The combination of a fit-proved rear part with a fashionable front part provides

customer-specific lasts with the highest possible quality and excellent fit. We made the decision regarding 3D Schuhdesign as, from our point of view, the digital interaction of all components which are needed for footwear production in an ever more digital workflow is essential."

3D Schuhdesign was chosen as a partner as it is an online platform that offers a range of shoe materials and components. Adding lasts both strengthens 3D Schuhdesign's offering and also adds an alternative method for Fagus to reach new customers and sell more lasts. As the range of products grows, so potentially does the platform's customer base and, with it, ever more opportunities to sell lasts as part of a shoemaking 'package'. 3D Schuhdesign handles all enquiries and all purchases of lasts are paid for direct to Schuhdesign which in turn reimburses Fagus-GreCon. The platform offers German, English or Italian language options and either PayPal or Amazon Pay as methods of payment.

The standard range on offer at the online shop comprises lasts for ladies', men's and children's shoes of different types, and includes lasts for casual shoes, sandals and classic shapes for both shoes and boots with varying combinations of toe shape and heel height. It is also possible for customers to be in direct contact with model makers at Fagus in order to develop their own specific lasts in the shortest possible time frame. The company has a good capacity for last developments based on one of the largest model shops in Europe and with modern CAD and design software new lasts models can be developed and uploaded to the server within a day. Hans-Martin Knerr, manager of 3D Schuhdesign says, "We are happy that the renowned last specialist Fagus-GreCon relies on the online shop of 3D Schuhdesign for the digital marketing of its shoe last models."

Data and information become the raw material of the future in times of digitisation. In its online shop, 3D Schuhdesign does not only provide the



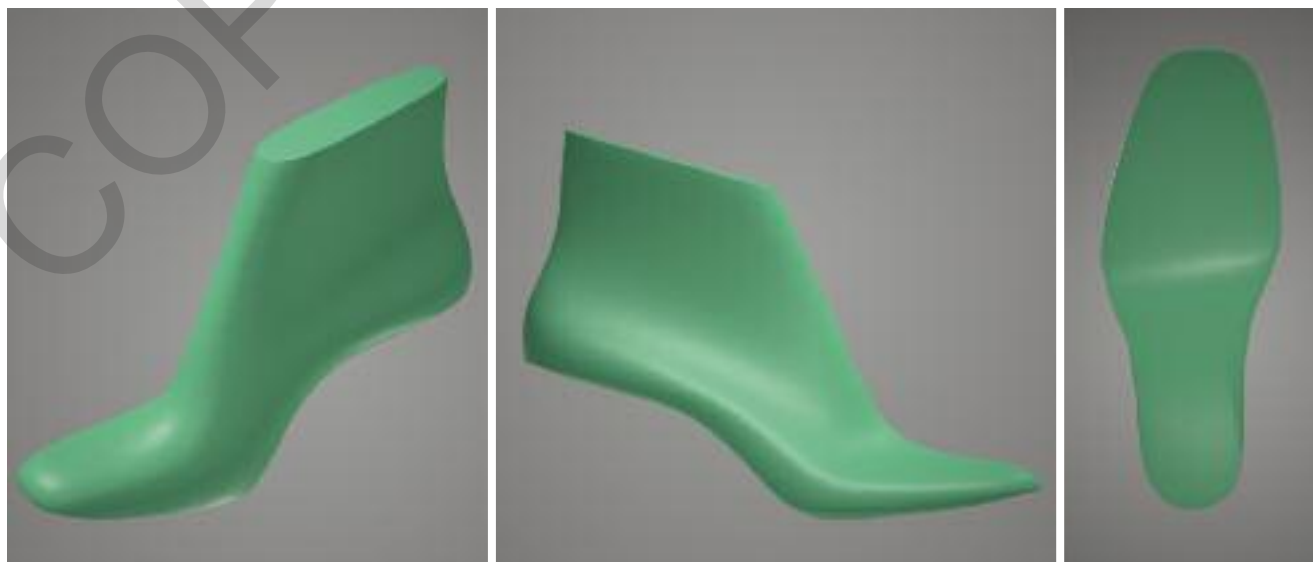
The 3D Schuhdesign platform offers German, English or Italian language options and payment via PayPal or Amazon Pay.

three-dimensional data records ready for production of the lasts but also assesses just what is possible as a result of the 3D imagery it uses. Exactly as with actual physical lasts, the virtual models in the online shop can be turned and rotated in all directions. Lasts are available immediately and worldwide as the data records are provided in conventional formats .stl and .igs, with patterns and profiles transferred as a .dxf file to any one of Fagus' production facilities wherever they are located (Germany, Czech Republic, Belarus, Portugal or Thailand) which saves both time and transport costs.

For manufacturers who wish to go beyond the standard last designs, whether it be in terms of fashion or a specialist requirement, several filters are provided to simplify their search for what they want. Fagus modellers are at their disposal to create custom lasts exactly to the customer's own requirements. Any special request goes directly to a modeller and will be answered directly by them. The final model will be exclusive to the customer and shared with them via the 3D Schuhdesign safe shop. Hans-Martin Knerr stresses that, "We especially take account of the protection of the exclusive, individual design by a

password-protected area. Only suppliers and customers have access to the data in this protected area so that competitors cannot gain an insight."

Fagus has a long history as a manufacturer of high quality lasts and has always been an innovator as far as technology is concerned. This latest venture is different as rather than change the way its lasts are designed and produced, it has used the internet to make them available to a wider global market. The convenience of online shopping has proved so successful in so many areas it is perhaps not surprising to see it used for selling shoe lasts. Whatever next? 🚀



The virtual lasts can be rotated and viewed from every angle.