

ANETT PACHECO

FOOTWEAR DESIGNER

ANIA FOOTWEAR

ANIA FOOTWEAR IS A SUSTAINABLE FOOTWEAR BRAND THAT WAS CREATED IN 2020.



DOING GOOD=LOOKING GOOD

I BELIEVE THAT THE FASHION INDUSTRY CAN BE SUSTAINABLE AND ETHICAL BY DOING SMALL THINGS.

ANIA FOOTWEAR aims to be as sustainable as possible. Providing your materials locally and avoiding the use of animal products as much as possible.

Another mission of ANIA FOOTWEAR is to "educate" the consumer about the ethical practices of the fashion industry (and industrial production in general), by trying to raise awareness of fair pay to producers, and the life cycle of its products.

In ANIA, I have worn many hats. I do the designs, coordinate sampling and production, search and source materials, take care of import/export account, follow up with client, create content and manage social media accounts.

SOLID COLLECTION



SOLID Collection has two models: COPE, an ankle boot, is made in only two pieces. Upper is made with Desserto's cactus leather and for the lining, we use tricot fabric.

ANIA, is a heeled mule, upper is one piece only, made with Desserto's cactus leather and for the lining, we use a synthetic material with antibacterial properties.



SOLID is the first collection on ANIA's portfolio. It is intended to have timeless shoes, with basic colors, that are meant to be used for any occasion.



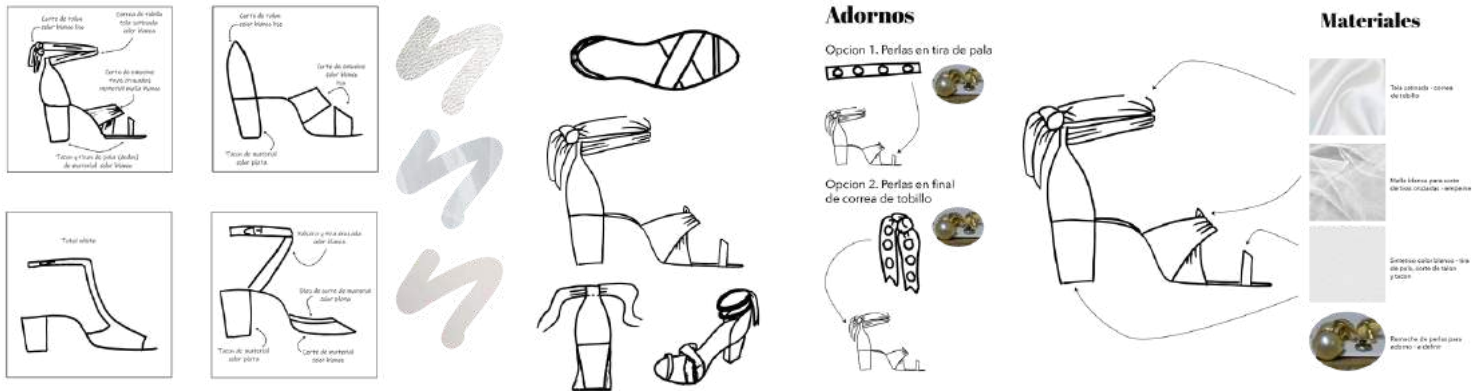
For the SOLID collection, the main material is manufactured by a company called Desserto.

The materials were tested for the first time in December 2020, having two rounds of samples before the finished design was settled.



CUSTOM FOOTWEAR

My work as a shoe designer has not only been working on my collections, but also providing customized design and made to measure footwear.



With custom design I've had the opportunity of working with a very specific market, which is bridal footwear.



AMAZING FOR A BRIDE!!

Camille on Oct 11, 2021

I got these shoes for my wedding and they were INCREDIBLE! I got so many compliments and this company was amazing to work with- they were so kind and helpful to send me a new pair when they first ones I bought weren't the right size! Would recommend 100% for bridal shoes (or any shoes in general)

CUSTOM FOOTWEAR



Materiales

Opcion 1
Monochrome



Ostrich fringe arena



Gamuza color arena



Opcion 2
Sunrise sky



Ostrich fringe naranja



Gamuza color arena



Opcion 3
Afterglow sunset



Chainette fringe trim color calabaza



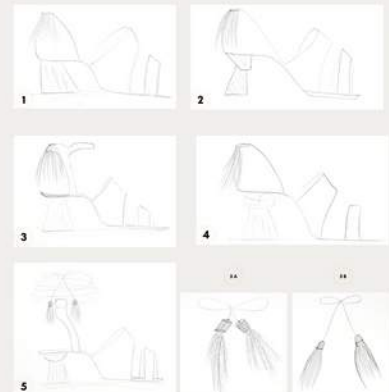
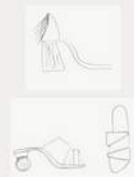
Gamuza color arena & camel



Bocetos 2

Tacon escultural de madera
Mule
Tacon impar

Materiales propuestos:
gamuza & flecos



CUSTOM FOOTWEAR

**versatilidad
simplicidad
fluidez**

CONCEPTO

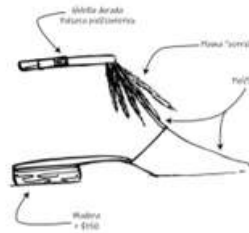


A

**zapatilla baja 1-2 cm
puntero en punta
accesorios a definir**

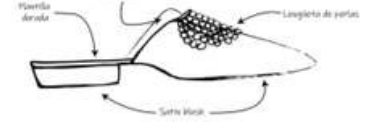
BOCETOS 1

opcion 3

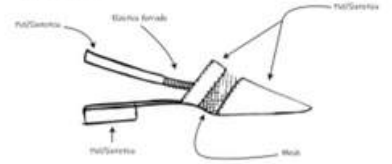


A

opcion 1



opcion 2



**nude
blush
hueso**

COLOR PALETTE



A

**propuesta de materiales
accesorios a definir**

**basic forro
mediterraneo**



napa simil



**satin
rosa pastel**



**flequillo
de perlas**



**pluma ostrich
champagne**



french vanilla



A



CUSTOM FOOTWEAR

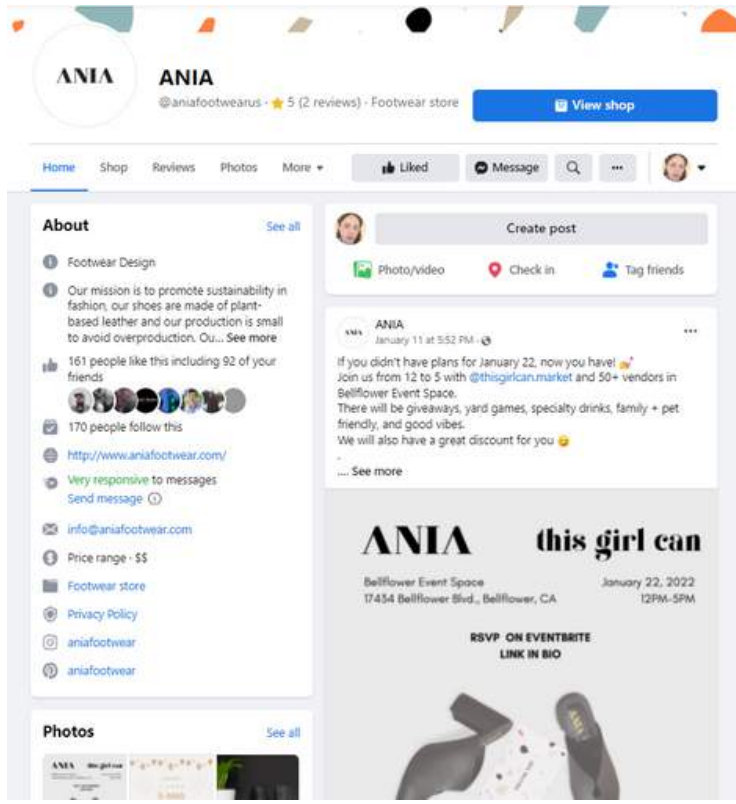
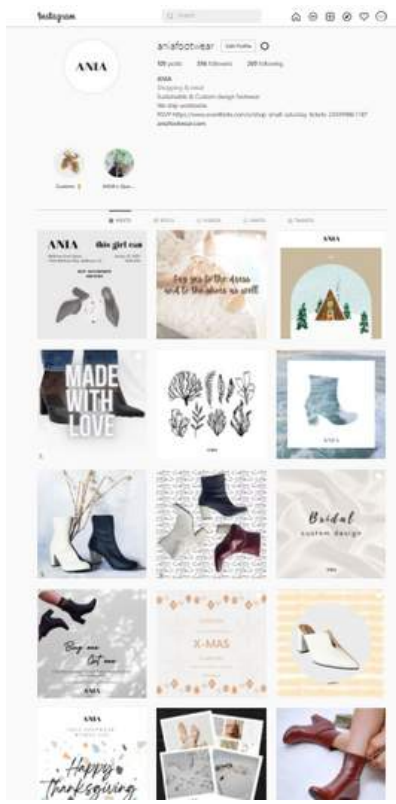
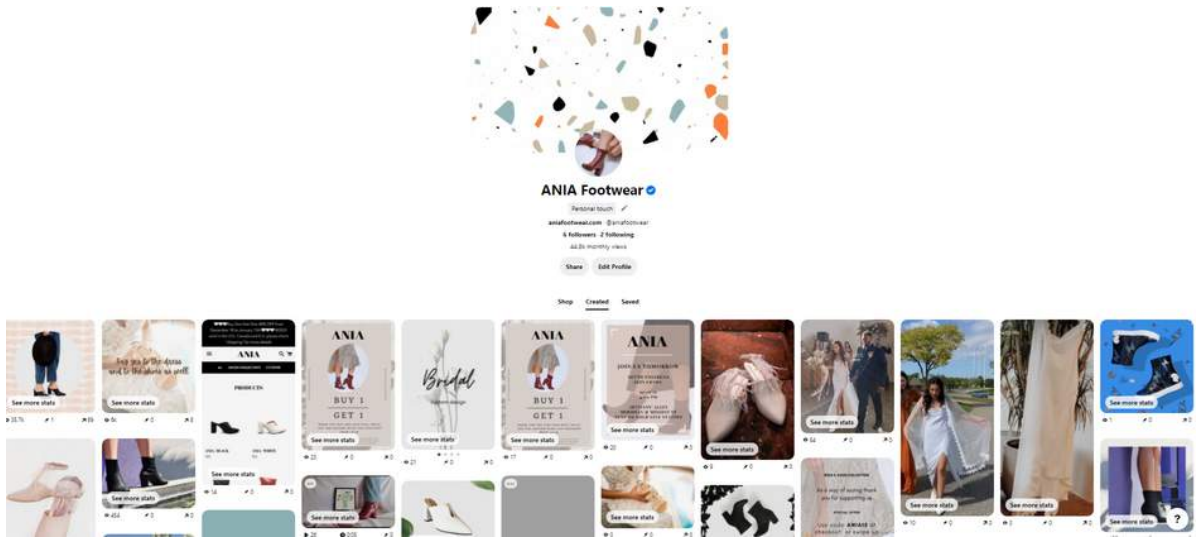


For custom projects, my process includes: creating mood boards for inspiration, color palette, visual reference, hand sketching, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom and the use of tools such as Canva for final presentation.



SOCIAL MEDIA

For social media content, I use my own illustrations, plan product photography, as well as "call to action" phrases to engage the target market, etc.



DESIGNS



MORE...

My job as a designer is published on the following websites:

www.aniafootwear.com

www.pinterest.com/aniafootwear

www.instagram.com/aniafootwear

www.facebook.com/aniafootwearus

www.behance.net/anettpacheco

