

ABSTRACT

The development of shoes in the modern era is very rapid, now shoes not only have a function as foot protection but can be a fashion complement that can increase the user's confidence. Sneakers are a type of versatile shoe that is very comfortable and easy to combine with everyday outfits. So that it has become a well-known trend among young people to use sneakers as footwear that is used in all activities and supports the confidence of its users, however, these sneakers have fundamental weaknesses, especially in materials where the durability of sneakers in general will continue to decrease over time. This factor is very important to pay attention to again because the durability of sneakers depends on choosing the right material when starting to design a sneakers. Then a Sneakers Design is carried out with the Application of Vegan Leather Material where the Vegan Leather Material used can support the durability of sneakers because it has the properties durability is not inferior to genuine leather, so it is suitable as a support for the resistance of sneakers so that users can also wear shoes for a long time. In designing sneakers with the application of vegan leather material to support the resistance of these shoes, researchers used qualitative research methods for data collection techniques obtained through literature review, observation, and interviews with case studies at the Nokha Bandung company which focuses on fashion. The results of the data analysis, obtained that Vegan leather material can support the durability of sneakers.

Keywords: Sneakers, Material, Durability, *Vegan leather*