



JANINE VAN DEN BOSCH

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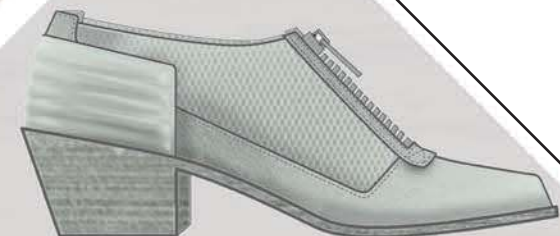
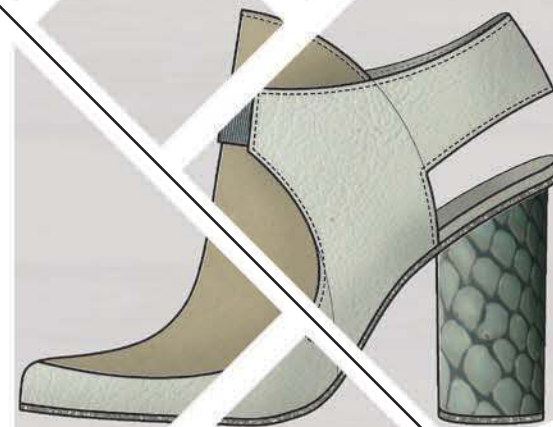
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INDUSTRIAL FOOTWEAR
DESIGN



Education

2006 - 2010

Product Design, Hoge School voor de Kunsten Utrecht, artschool. Specialized in textile development.

Internship at Bart Hess; knowledge of materials, thinking outside the box, concept development.

Graduated top of the class.

2010 - 2013

Shoemaking course, Dutch Shoe Academy

Internship at René van den Berg; refined finish, thinking in solutions, craftsmanship.

Unanimously selected top of the class.

2015 - 2016

Industrial Footwear Design, Dutch Shoe Academy. Assignments among others by K-Swiss, Dungelmann en Durea.

Graduationproject at G-Star Raw; commercial insights, concept development. With excellent as final, unanimously selected as top of the class.

Janine...

- has a great feeling for all kinds of materials, can create luxurious looking fabrics out of simple everyday materials.
- is capable of finding solutions for complex designs
- has an excellent knowledge of materials, patterns and production proces, and knows how to make a perfect fitting shoe.
- quickly adopts the style of the brand.
- has a great sensibility for concept development.
- Excellent understanding of trends, footwear high-quality materials and detail oriented
- translates ideas in clear illustrator and photoshop files.

Shoe-experience

2012 - present

Owner at Studio Janine van den Bosch

- Hand made production of shoes for René van den Berg
- Shoedesigns for Anna van Mills and others
- Design and realisation of exclusive tailor-made shoes
- Design, realisation and presentation of collections for fashionshows:

2014 Amsterdam Fashion Week; collection 'Overpowered'

Winner Clarks Shoe Design Award

2015 FashionClash Festival; collection 'Space Invaders'

2016 Amsterdam Fashionweek; collection 'Day ° Dreamed' in collaboration with fashiondesigner Anbasja Blanken



PHOTO BY VALENTINA VOS FOR VOLKSKRANT MAGAZINE



JANINE VAN DEN BOSCH

Personalia

+31 6 36 31 88 06

janinevdbosch@gmail.com

Jacob Catsstraat 51 / 3035 PC Rotterdam / NL

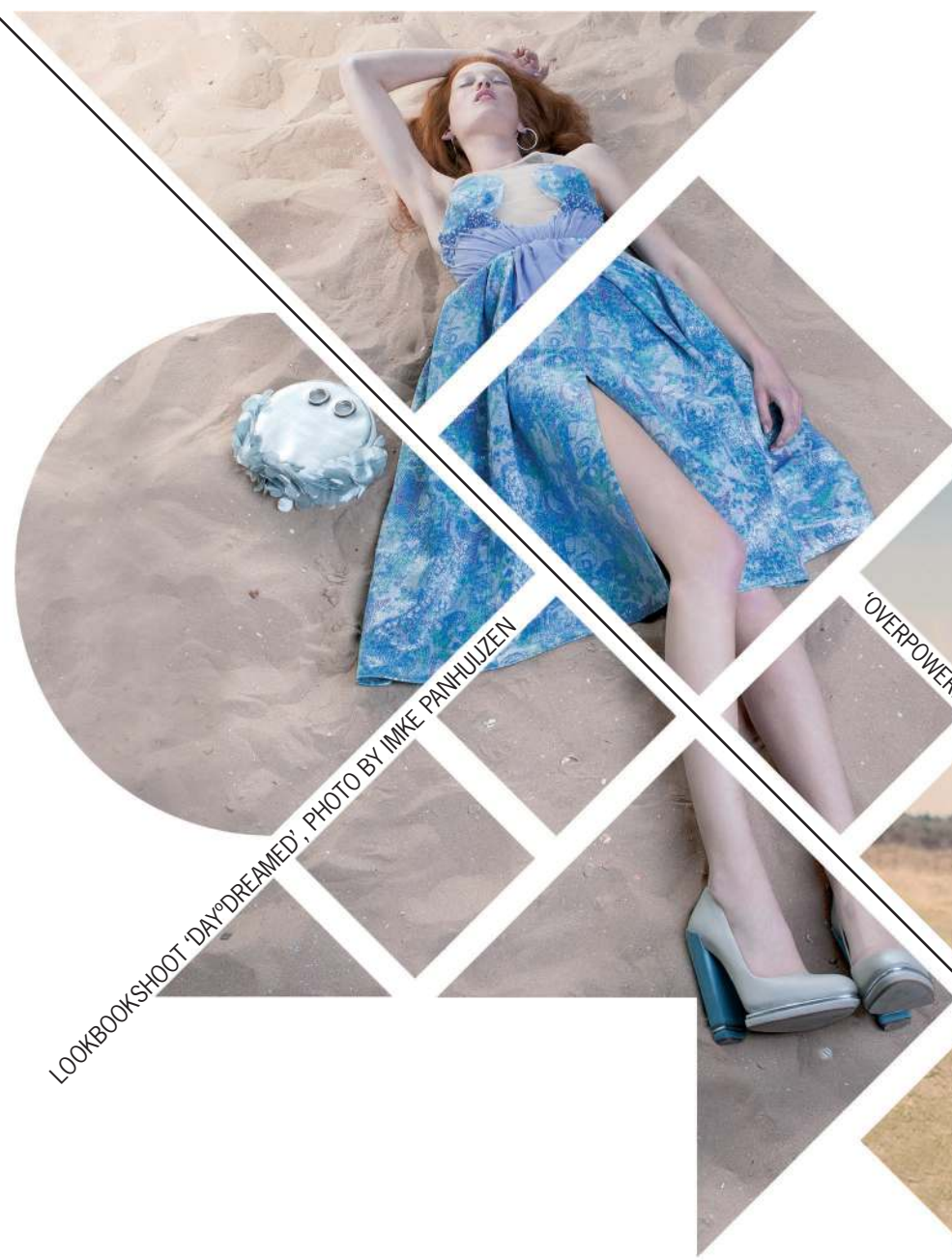
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facebook.com/Janine.vandenBosch

Janine van den Bosch Shoedesign and Realisation

www.janinevandenbosch.nl



LOOKBOOKSHOOT 'DAYDREAMED', PHOTO BY IMKE PAINHUIZEN



'OVERPOWERED', CAMPAIGNSHOT FOR HANNAH SOPHIA, PHOTO BY ESMEE FRANKEN



'SPACE INVADERS', SHOOT FOR LASH MAGAZINE, PHOTO BY SAMIR BAHRIR

HANDMADE SHOECOLLECTIONS

FROM SKETCH TO PATTERN TO HANDMADE UNIQUE SHOES TO CATWALK
Here you'll find my handmade shoecollections.
Presented at fashionshows, exhibitions and used for photo shoots.

OVERPOWERED



'OVERPOWERED' is Janine's first shoecollection. She presented them at the Amsterdam Fashion Week 2014 during a contest. She won the first **Clarks Shoe Design Award**. The jury praised her original use of materials, craftsmanship and strong unity. She made new materials out of fake nails, used staples and coffee filters. After remodeling the materials, you have to look really close to recognise the original materials. Inspired by texture in nature, she likes to play with repetition, rhythm and growth.



SPACE INVADERS

In 2015 she made her second collection called 'SPACE INVADERS'. During Fashion Clash Festival she showed her collection consisting of five pairs. While continuing using unusual materials like straws, coffebags and jute, this time she was more focused on shapes. Inspired by animals, like the shape of an armadillo and the leg of a deer, she created different kind of heels. Beside shape, another important facet in this collection was contrast. Combining several different materials to create a big contrast in colour and texture.





DAY ° DREAMED

In 2016 it was time to create her third collection 'DAY°DREAMED', her very first ready-to-wear collection. In collaboration with fashion designer Anbasja Blanken, they showed their collection at the Amsterdam Fashion Week. This shoe collection was all about clean lines, with a main focus on the silver ones. Combining various materials in three different shoeshapes, she made a collection of ten unique pairs. Even though this collection is less extreme than her previous two, it still has that recognizable 'Janine van den Bosch'-signature written all over it.



INDUSTRIAL FOOTWEAR DESIGN

FROM INSPIRATION TO SKETCH TO TECHNICAL DRAWING TO FINAL LOOK.
Here you'll find the assignments I did for different brands, during my study
Industrial Footwear Design at the Dutch Shoe Academy
in the period 2015-2016.

SCHOOLPROJECT FOR K-SWISS

FINAL EXAM PROJECT FOR JVDB

FINAL EXAM PROJECT FOR G-STAR RAW

SCHOOLPROJECT FOR DUNGELMANN

DUNGELMANN



Design a mini-collection for fall/winter 2016/2017. Existing of nine shoes in three different productgroups.

ASSIGNMENT

Chooosed to go for the original Dungelmann customer as targetgroup. The shoes needed to be in three different heights in three similar but different styles, in order to keep the collection a whole.

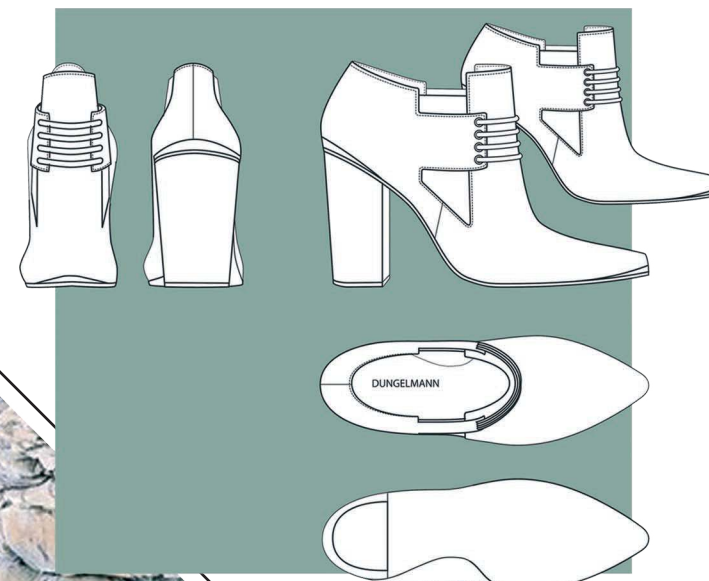
APPROACH

Sports meets chique and sophisticated. In all shoes there is a sports-shoe-detail, in the patterns or type of outsole. Combining different materials and textures to give it a luxurious feeling. Shoes you can wear to any occasion, work, after-work-drinks, casual, etc.

FINAL DESIGN

Praised for the high-end feel, extremely matching to the targetgroup. Dungelmann compared the designs to high-fashion companies like Tommy Hilfinger. Admired for the detailed and professional digital drawings.

EVALUATION





K-SWISS



Design
a new
sneaker like
the existing
tongue twister,
one simple change
to make a completely
different look.

ASSIGNMENT

In line with the new
developments in their logo, the
new sneaker needs to be more clean
and plain. An urban tennis court will be
the overall feel of the shoe.

APPROACH

No unnecessary stitching, only the reliefs to
show the characteristic five stripes. On top there's a
loose piece that can switch to the other shoe to make
a change in the look. So if you buy other pieces you can
change endless different looks.

FINAL DESIGN

K-Swiss praised the clean and high-end feel.
They were fond of the endless combinations, and the possibility to
sell extra pieces for the shoe.

EVALUATION

FINAL EXAM PROJECT

ASSIGNMENT Use these two vintage objects to design a mini collection of six formal shoes, that fits the G-Star Raw DNA for fall/winter 2017/2018.

APPROACH Find their DNA, take an existing type of shoe, seek the appealing details in the vintage objects and combine them into new shoes.

FINAL DESIGN No unnecessary additions, only functional. A clean translation of the appealing details into the footwear. Like the screwing thread translated in a ribbed texture on the curving of the heel. Using different materials in one colour, to stick to the DNA.

EVALUATION A true G-Star Raw feeling. Great translation from vintage object into shoes, staying within the boundaries of the DNA. G-Star praised the knowledge and capability to translate ideas into clear technical drawings and material sheets. Head of womens footwear wishes to add Janine to the footweardesign-team, unfortunately they had already to many on board.

G-STAR RAW



FINAL EXAM PROJECT

ASSIGNMENT Choose an existing brand or create one, choose a targetgroup that fits the brand and design a mini collection of six pair.

APPROACH Lets pretend 'Janine van den Bosch' has grown to a goodrunning company in a couple of decades. Besides handmade small unique collections, there is also a profit making commercial line 'JVDB by Janine van den Bosch'. This commercial line will be for summer 2017.

FINAL DESIGN This collection is created by using only oval shapes. They come back in everyting, even in the shape of the heels. Using signature materials, with several different textures, it gives the collection that typical 'Janine van den Bosch'-feel. There is even room for one unusual material, fly screen. And, off course, not recognisable. Combined with a super sparkling outsole she fell in love with at Lineapelle 2015.

EVALUATION Praised for the complete picture, focus for details and great knowledge. Not only going for a nice design, but also thinking about the perfect patterns so the waste will be limited. Great high-end collection that could be sold in stores immediately.

