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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 46394-2025

**Footwear - Specification for service of personalized
customization**

鞋类 个性化定制服务规范

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Table of Contents

- 1 Scope
- 2 Normative references
- 3 Terms and Definitions

Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1. Structure and Drafting Rules of Standardization Documents". Drafting. Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed by the China National Light Industry Council. This document is under the jurisdiction of the National Technical Committee on Standardization of Footwear (SAC/TC305). This document was drafted by: Zhejiang Aokang Shoes Co., Ltd., Zhejiang Xinglian Data Technology Co., Ltd., and Wenzhou Shoe and Leather Industry Research Institute. Golden Monkey Group Weihai Shoes Co., Ltd., China Leather and Footwear Research Institute Co., Ltd., Sichuan University, Ningbo Desma Industry Co., Ltd., China National Light Industry Corporation Inspection and Certification Co., Ltd. The main drafters of this document are: Jiang Wuhu, Pan Shaobao, Tang Yuling, Tan Hongxia, Shao Lijun, Zhou Jianfei, Zhang Huaqin, Ke Jingjing, and Zhang Xianfeng. Chen Xing and Chen Jingyi.

Footwear Personalized Customization Service Standards

1 Scope

GB/T 46394-2025 is the Chinese national standard covering made-to-measure footwear as a service - the foot measurement and scanning, the last and pattern derived from it, the fitting and the adjustment, the delivery time and the remedy when the shoe does not fit, and the customer data kept. First edition, under the China National Light Industry Council. In force from 1 May 2026. Issued on 5 October 2025, it has been in force since 1 May 2026.

This document specifies the management of footwear customization companies, service classification and processes, service content, handling of abnormal situations, and service quality. Technical requirements for quantity control, etc. This document applies to providing handcrafted or industrialized custom footwear services to individuals or groups; other similar custom footwear services should follow the same guidelines.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 2703 Footwear Terminology

GB/T 19001 Quality Management System Requirements

3 Terms and Definitions

The terms and definitions defined in GB/T 2703, as well as the following terms and definitions, apply to this document.

3.1 With the goal of meeting customers' needs for comfort and aesthetics, customers can participate in the design and production of footwear at different stages of production, achieving differentiated results. The process of creating and personalizing footwear products.

3.2 Customized footwear is achieved through industrialized production methods involving division of labor, collaboration, and assembly line mass production (3.1).

3.3 Customized footwear (3.1) A plan jointly agreed upon by the company and the customer for customizing a particular style of footwear.

3.4 foot shape measurement Use appropriate measuring tools to obtain the customer's foot length, foot width, toe width, metatarsal circumference, instep circumference, heel circumference, ankle circumference, calf circumference, below-knee circumference, and instep circumference. The process of collecting foot shape data such as bone height.

3.5 Toe width The projection of the foot onto the horizontal plane, and the horizontal straight-line distance between the outer protrusions of the little toe and the big toe.

3.6 jointgirthofthefoot The circumference of the foot in the vertical plane passing through the first and fifth metatarsal process points. [Source: GB/T 36936-2018, 2.1.8]