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Sommario/riassunto	This white paper examines the development of a personalized digital last and the impact on the role of footwear technicians. As the personalized digital last becomes the basis of future footwear production, the role of footwear technicians may expand to include a broader definition of fit, maintaining libraries of different lasts, and maintaining quality safeguards for mass customized of footwear. Though this paper focuses on women s footwear, the issue of fit is universal for men, women, and children. The techniques described in this paper, can be utilized for most footwear segments.