



2024

SHOE DESIGN COURSE 101

DESIGN
SCHOOL
CAIRO

About the course

Shoe designing is the most interesting and challenging part of the fashion industry. Meeting the needs of those who want to start a successful shoe brand in terms of quality of design and profitability, this course aims at preparing the designer to turn his or her dream into a successful reality.

Shoe designing is a challenging field since there are several technical challenges a designer must overcome in order to reach the desired end product. Therefore, in shoes you need to be very well informed of the interrelated technical aspects in order for your brand to see the light.



About the Course



In this course you will not only learn how to design a successful collection but also how to have it produced the way you want. The course will take you step by step till you are ready to create and launch your own shoe line. The course will also support you to learn how to quantify your outcomes, i.e. will learn how to turn this into numbers and build a profitable sustainable business out of it.



- .-Basics of sketching (easy and simple steps to that enables anyone to draw shoes).
- The Shoe Glossary
- All components of the shoes.
- Research methodology (How to research to create your collection)
- Design and study of materials - technical perspective (Types of leather)
- Production techniques.
- Production process and stages.
- Fundamentals of designing a collection.
- Creating the identity of your brand to be

Learning Focus

- Creating the identity of your brand to be
- Creating your mood board
- How Shoe Pattern is made
- Designing your own collection.
- Sourcing the necessary materials for your collection.
- How to create a specs sheet for the factory.
- Introduction to Fashion PR and Marketing.
- Basics of costing and pricing.
- Basics of the business plan and financial plan
- Competition and SWOT analysis.



Learning Outcome

- The ability to sketch an explanatory sketch/design for the manufacturer
- The ability to create a mood board for your collection
- The ability to start designing your collection
- Understanding the components of shoes
- Understanding the pattern making and production process
- Sourcing the necessary materials and inputs for your designs
- The capacity to properly cost and price your collection
- A chance to get your design(s) produced at MISURA factory
- Understanding how shoes are made
- The capacity to launch your own line.
- Capacity to write your business plan

Instructor's Bio

(Omar Abou Tera)

Omar Abou Tera comes from a long line of leather crafting generations in his family starting with the well-known Leather Home Stores to his current and Well-established brands Misura Designs. He is the Founder, Creative Director and CEO and has definitely revived the essence of quality shoe making and shoe production in Egypt with his contemporary, hip and modern designs.

He studied Shoe Design at Modainpelle Academy in Milan-Italy (Under the International Shoes and Accessories Academy) and has more than a decade of experience in both shoe design and shoe making.





Who Should attend this course

-This course is designed for students who are interested in shoes but have minimal or no background about shoe design. It is also recommended for students who are planning to start their shoe brand but have no previous knowledge about shoe design, shoe making and the entrepreneurial side of the shoe brand business.

SUCCESS STORIES

Over the past 3 years we met a lot of wonderful people who came to our school to learn and get inspired. We are proud that a lot of them graduated to become successful shoes/bags designers and launch their own successful brands at a very high rate that makes us proudly the first shoes/bags design school with such success rate in the Middle east



SUCCESS STORIES



Katee by Kristina
Jarii

Ghazali Designs

Bonz

Anchelle

Tolaga

VOW.World

Studio.SEDI

SKAF

SARAH WAGDY

MIIZAN

LOLA.K

Melli's

SAHARA.EG

AGLAEA

Nadine Hafez

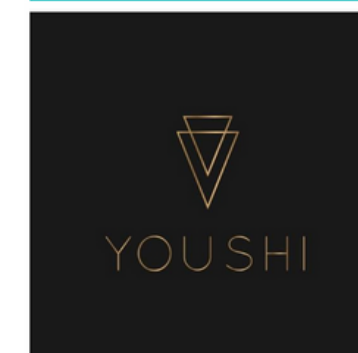
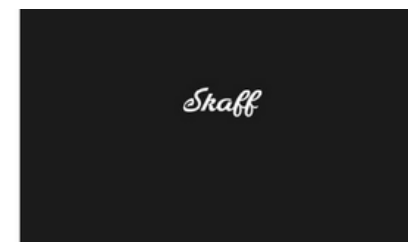
MAD Designs

Designs.Lakki

RAME By Rame

YOUSHI Designs

LEI.eg



Dates and Venue

Live one on one classes via zoom

Classes will take place twice a week for 90 - 120 minutes each

Course Duration is 4 weeks sometimes extended to become 5 weeks if needed

Dates are customized based on Student's needs and availability at our end.

Fees and payment plans

Fees for private one on one course 400 USD

Bank details will be sent after confirmation from both sides
Payment and confirmation should happen a week in advance

For any more questions please do not hesitate to
contact us via email info@designshcoolcairo.com or
call us on 00201001524496