

DESIGN  
SCHOOL  
CAIRO

**2026**

CAIRO

# BAGS DESIGN COURSE

Launch your dream Brand  
with the Middle East's most  
successful program.

# Welcome

Welcome, future designers, to Design School Cairo! Step onto our launchpad, not into classrooms. Here, success stories echo around every corner – Dreamers who built realities from sketches and stitched dreams into brands. **Our instructors?** Industry veterans, your blueprints for greatness.

Forget theory, ignite practice. Sketch and craft under studio lights, design in the city's vibrant streets. **Your classroom?** The runway, the bazaar, the world waiting for your creations.

So lace up your ambition, and let's rewrite the Bags game. **Design School Cairo:** your launchpad, our applause. The masterpiece? Yours to create. Let's walk the world, together.



## About the Course



Ever dreamt of seeing your own bag designs strutting down the street or gracing magazine covers? This comprehensive bags design course is your launchpad to transforming your passion into a thriving brand.

From blank page to boutique, we'll equip you with everything you need to:

- Master the art of bag design
- Navigate the fashion industry:
- Build a brand with a bang

This course is not just about technical skills. We'll nurture your creative confidence, foster a supportive community of fellow bag enthusiasts, and provide the guidance you need to launch your brand with a runway-ready roar.

# Learning Focus



- .-Basics of sketching (easy and simple steps to that enables anyone to draw handbags).
- The bags glossary (Types of bags and its names)
- Bags Anatomy (all components of Bags)
- Production process
- How the pattern is made.
- Study of Leather and materials.
- How to create your brand identity.
- Creating the mood board for your collection.
- Designing and creating your collection.
- Creating the pattern of a bag (Practical training)
- Study of the brands
- The business side of bags (Pricing, sales, marketing)



# Learning Focus

- Sourcing the necessary materials for your collection.
- A field visit to a bag making Factory.
- Introduction to Fashion PR and Marketing.
- Basics of costing and pricing.
- Competition and SWOT analysis.
- Contacts for suppliers and manufacturers



# Learning Outcome

- The ability to sketch an explanatory sketch/design for the manufacturer
  - The ability to create a mood board for your collection
  - Designing your collection
  - Understanding the components of handbags
- Sourcing the necessary materials and inputs for your designs
  - Contacts to suppliers and manufacturers
  - The capacity to properly cost and price your collection
  - A chance to get your design(s) produced with MISURA
  - The capacity to launch your own line.
- Capacity to analyse your competition and make your SWOT analysis



# 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 ModaPelle 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 Bags but have minimal or no background about bags design. It is also recommended for students who are planning to start their bags brand but have no previous knowledge about bags design, bags making and the entrepreneurial side of having your own bags brand.



# Become a Success Story



**Launch your dream Bags brand with the Middle East's most successful program.**

Our commitment doesn't end at graduation. We offer **dedicated mentorship beyond the classroom**, connecting you with industry experts and guiding you through the realities of brand-building and manufacturing. Offering you contacts to all the suppliers you shall need.

**Ready to walk tall in the world of Handbags? Join the program that turns dreamers into brand owners.**

KATEE BY KRISTINA

SARAH WAGDY

ZYRAH

YASMIN TAYEL

ANKHELLE

RIGASH

STEPS BY N

JARIII

GHAZALI Designs

UJA the brand

POUCHI.EG

NOU.STORE.CO

BY SASSY SISTERS

SHOPNAZ

KIGENI

STUDIO.SEDI

MIIIZAN

MELIUS

# SUCCESS STORIES

PAIRS.EG

BURGUNDY.CO.EG

LOLAK

YOUSHI DESIGNS

VOW WORLD

RAME BY RAME

NADINE HAFEZ

MAD DESIGNS

SAHARA.EG

AGLAEA

SKAFF

DESIGN.LAKKI

# BRANDS BY OUR AMAZING GRADS

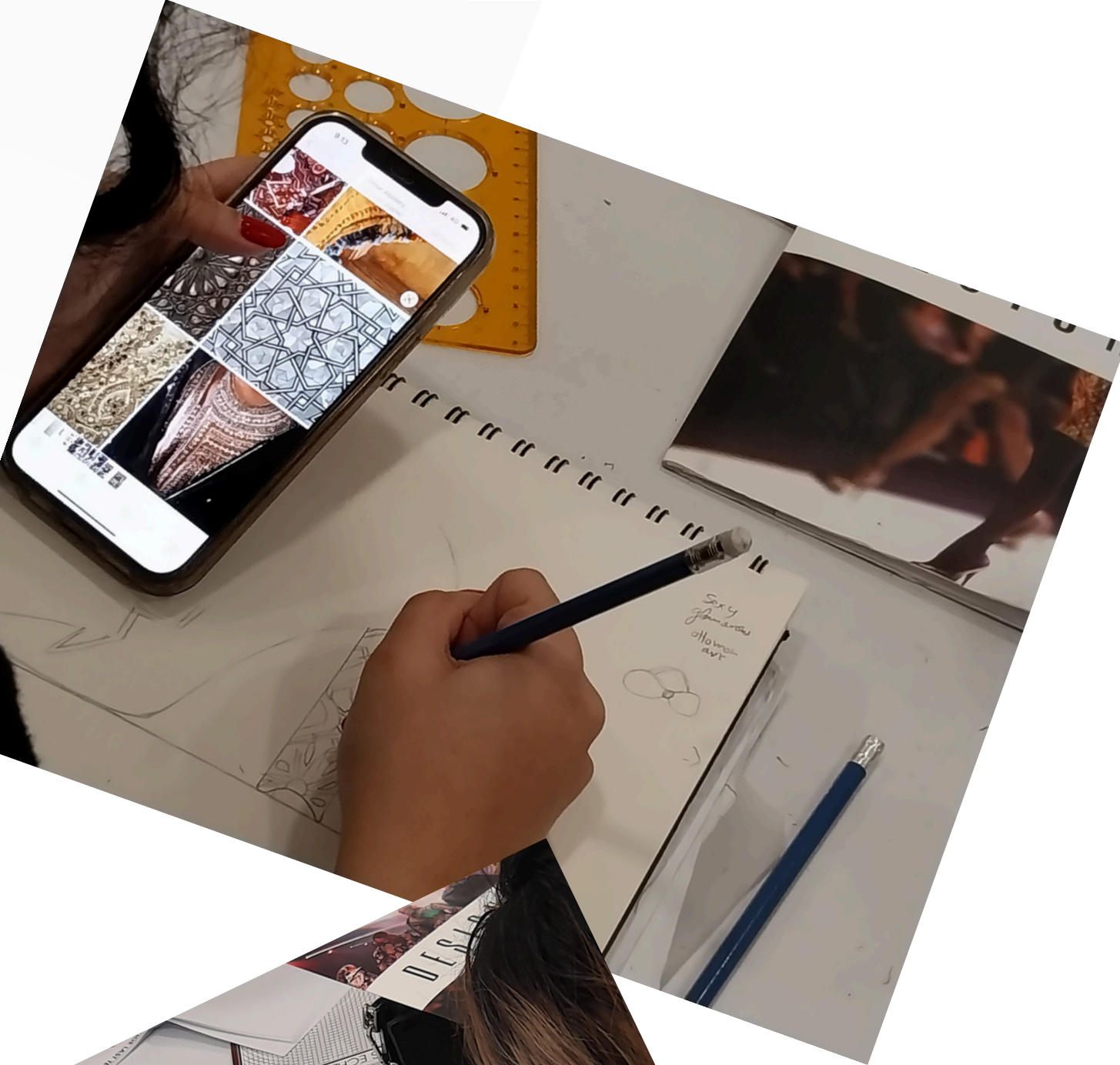


# SUCCESS STORIES





# CLASSES





## Dates and Venue

### Venue

MQR Building Cairo Business Park

Course will start on Sunday 11th of Jan till

Tuesday 17th of February

Classes will take place on

**Sunday, and Tuesday from 7 PM till 9 30 PM**

# Fees and payment plans

**Plan 1:** EARLY BIRD OFFER: Take advantage of significant savings! Pay a deposit of only 2,000 EGP before January 7th to secure your spot in the program, remaining 12500 to be settled before the 1st day of classes. Total fees 14500 EGP

**Plan 2:** 8000 upon registration and 8000 before the 10<sup>th</sup> of December fees 16000.

**Plan 3:** Pay over 6 months installments using your credit card through our online payment system. Total fees 17000

***BANK DETAILS WILL BE SENT AFTER BOOKING CONFIRMATION***

***Payments can be done via instapay, wire transfer or credit cards  
(for plan 3 only credit cards will be accepted)***

# **Fees and payment plans**

To register you are kindly requested to send us your Full name and phone number and the payment method of your choice . You can do so via email or Whatsapp

We will respond with the payment details or links for you to proceed  
You can always contact us for more details via email or give us a call  
For private courses dates are subject to availability.



# About our School

Founded in 2018 by Omar Abouter, Design School Cairo introduced the first comprehensive shoe design and bag design courses in the Middle East. Our philosophy is to teach our students not only design but also the secret of the trade.

With a vision to help talents learn their passions and create their own brands, we are proudly the School with the highest number of Brands created by its Grads

For any more questions please do not hesitate to  
contact us via email [info@designschoolcairo.com](mailto:info@designschoolcairo.com) or  
call us on 00201001524496  
MQR Cairo Business Park, New Cairo Egypt