

DESIGN  
SCHOOL  
CAIRO



**2025**

CAIRO

# SHOE DESIGN COURSE

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

# Welcome

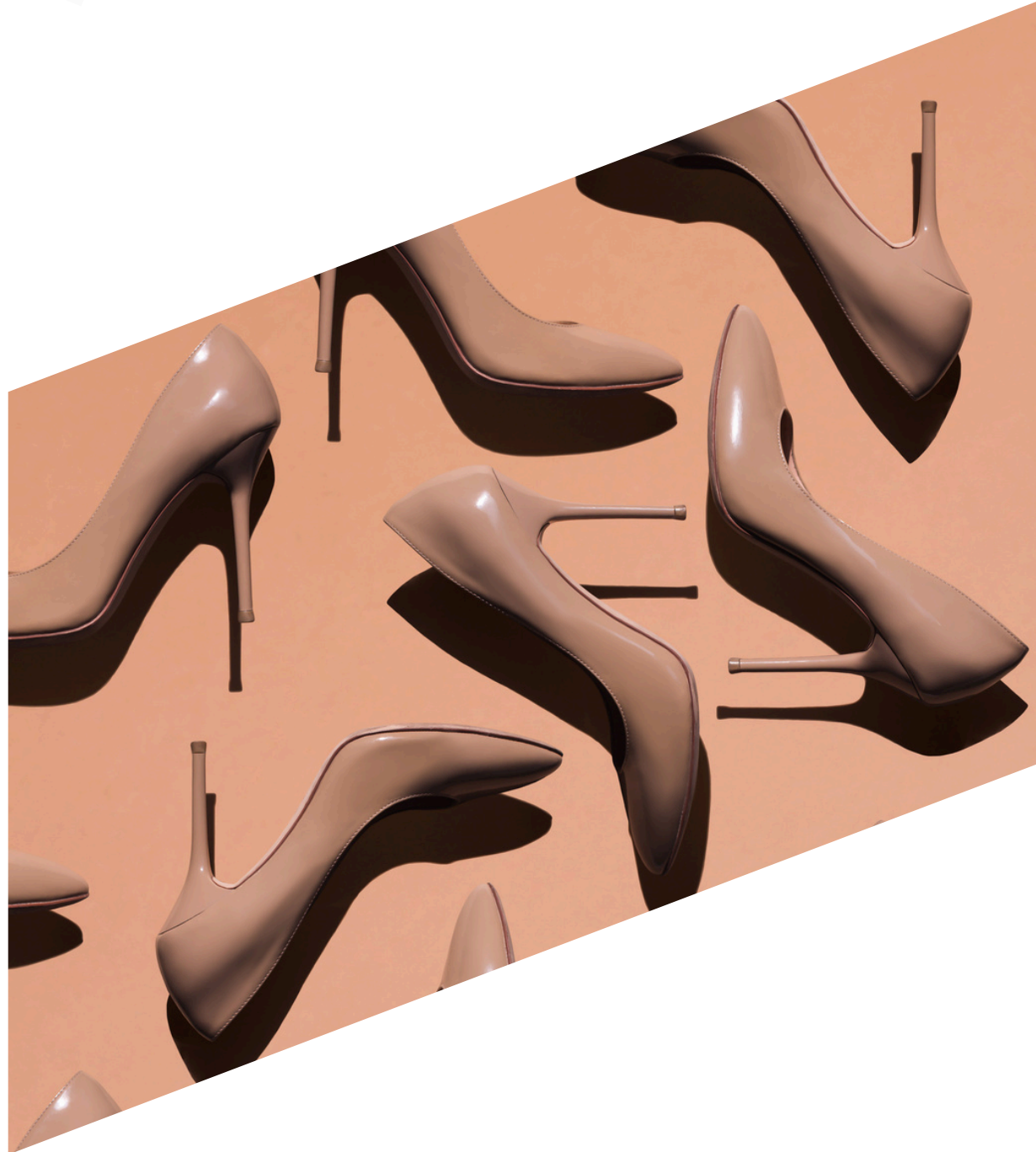
Welcome, future designers, to Design School Cairo! Step onto our launchpad, not into classrooms. Here, success stories echo around every corner – Dreamers who built realities from sketches and stitched dreams into brands. **Our instructors?** Industry veterans, your blueprints for greatness.

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 soulmates.

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



## About the Course



Shoe design is a fascinating and dynamic field within the fashion industry, where creativity meets functionality and trends collide with comfort. It's no wonder you're drawn to it!

Master everything – sketching to manufacturing, components to designs. Become a pro designer, unleash your vision, and conquer the industry. Launch your own brand, not just dreams. Walk your path – the red carpet of footwear awaits.

**Lace up your creativity. Enroll now.**

# About our School

Founded in 2018 by Omar Aboutera, 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



# 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.



# Learning Focus



- 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 Leather and materials
- Shoe production process.
- How a shoe pattern is made.
- How to design your collection.
- How to create your brand and designs identity.



# Learning Focus



- Creating your mood board
- Sourcing and buying the necessary materials for your collection.
- How to deal with shoe factories and suppliers and where to find them.
- 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
  - Knowledge about how shoes are made and designed.
  - The ability to create a mood board for your collection
- The ability to design your collection and have it manufactured.
  - The ability to create a brand identity.
  - Understanding the components of shoes
- Sourcing the necessary materials and inputs for your designs
  - The capacity to properly cost and price your collection
- Understanding how each kind of shoe is made and what it takes to make it
  - The capacity to launch your own Shoe Brand.



## 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.



# Become a Success Story



**Launch your dream shoe 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 footwear? Join the program that turns dreamers into brand owners.**



KATEE BY KRISTINA

Zyrah.official

DA PIECE

JARII.FOLLOWERS

GHAZALI Designs

POUCHI.EG

NOU.STORE.CO

ANKHELLE.EG

BY SASSY SISTERS

SHOPNAZ

NUCCI

KIGENI

STUDIO.SEDI

SARAH WAGDY

MIIIZAN

MELLI'S

# 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

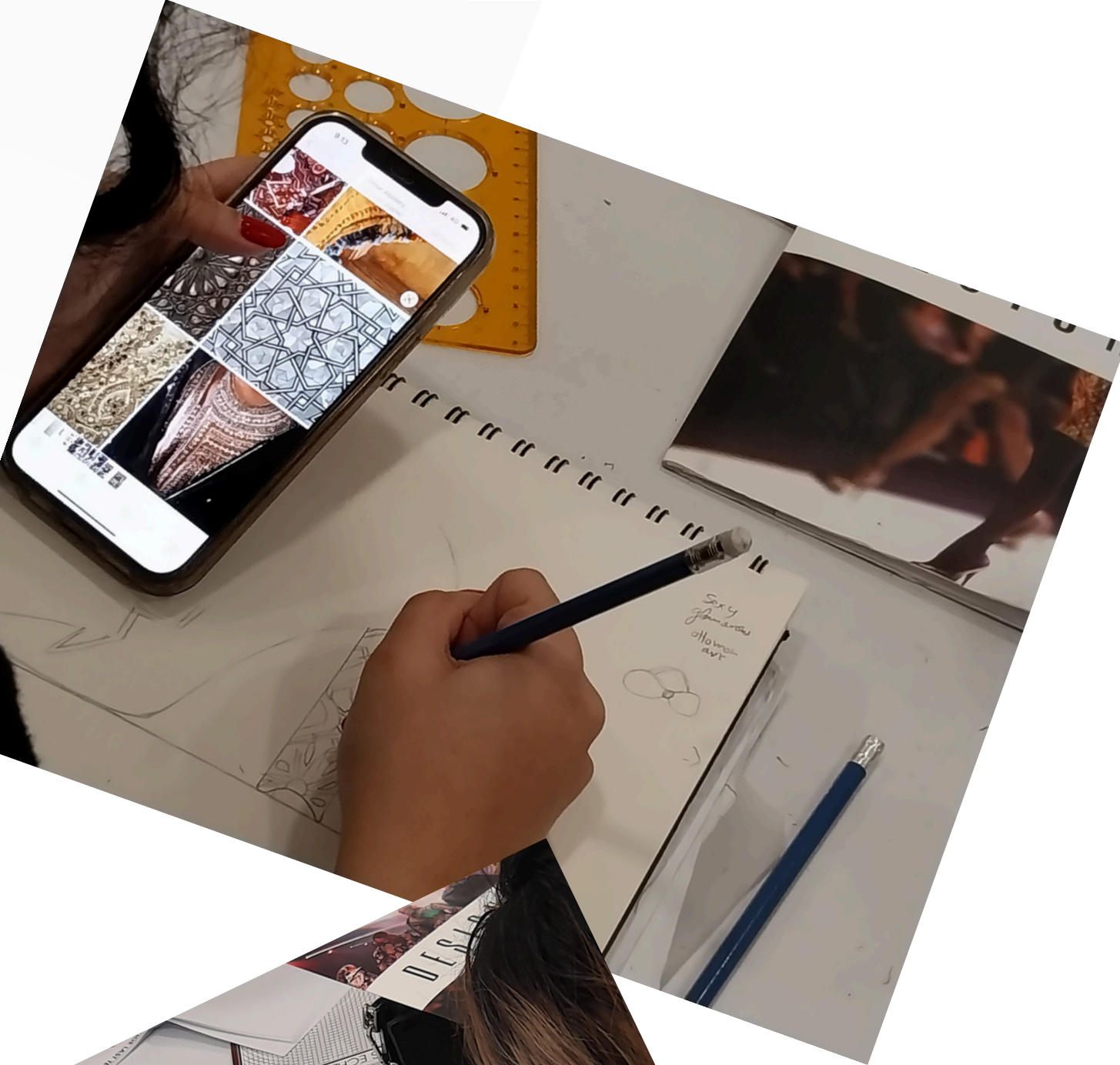


# SUCCESS STORIES





# CLASSES





## **Dates and Venue**

Venue

MQR Building, Cairo Business Park

Mondays and Wednesdays from 7 PM till 9:30 PM

Starting Monday the 16th of Jun till Wed 23rd of July 2025.

Total of 12 sessions

# Fees and payment plans

Plan 1: EARLY BIRD OFFER: Take advantage of significant savings!  
Pay a deposit of only 2,000 EGP before June 1<sup>st</sup> to secure your spot in the program, remaining 12000 to be settled before the 1st day of classes. Total fees 14000 EGP

Plan 2: 7500 upon registration and 7500 before the 1st of July  
Total fees 15000.

Plan 3: Pay over 6 months installments using your credit card through our online payment system. Total fees 15000

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.



# **Cancellation**

In Case of cancellation one week before the start date a  
cancellation fee of 2000 EGP will be applied

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