



**DESIGN  
SCHOOL  
CAIRO**

**DESIGNERS  
COLLECTIVE  
INSTITUTE  
DUBAI**

**2024  
DUBAI**  
SHOE DESIGN  
COURSE

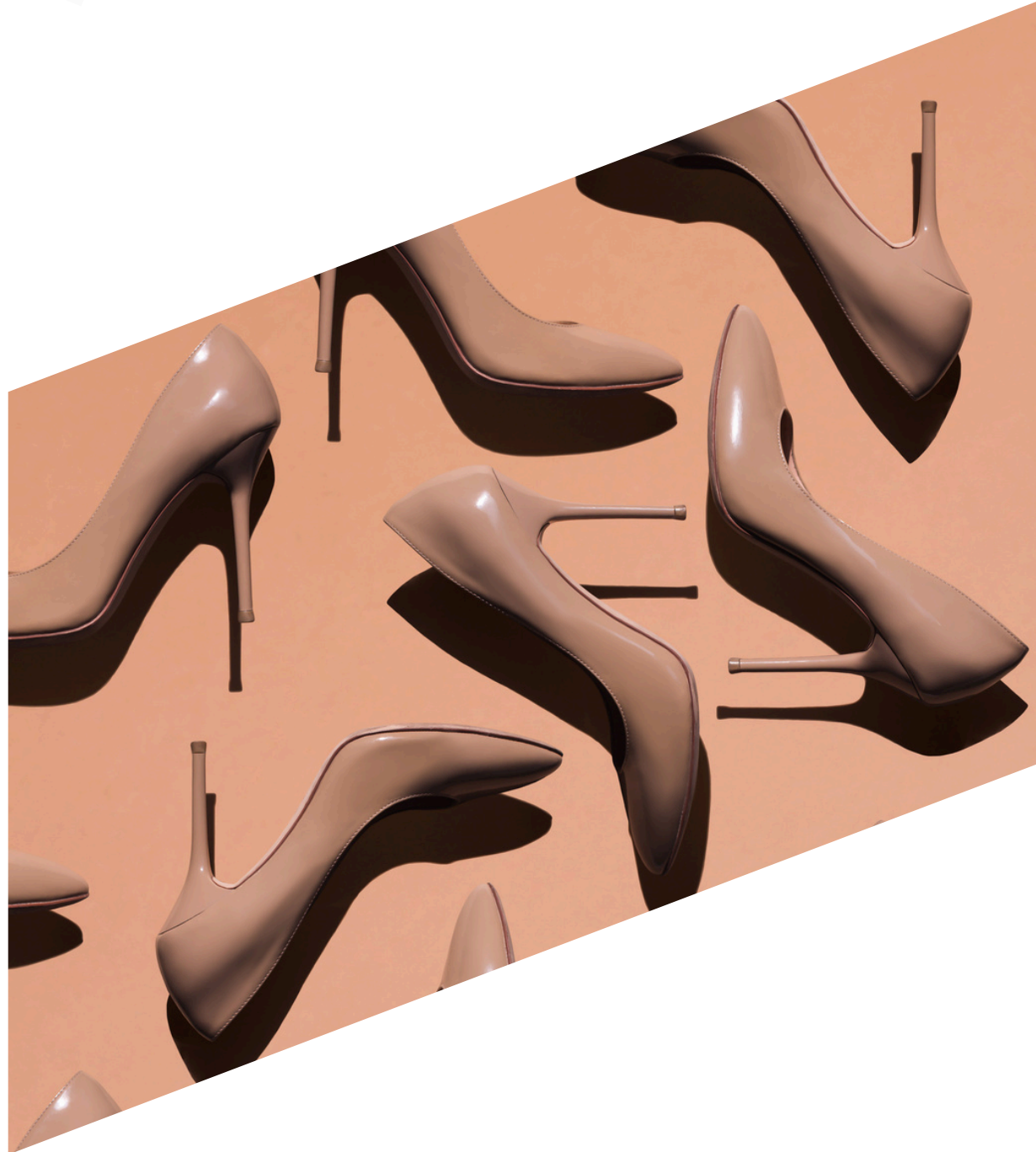
Launch your dream shoe  
brand with the Middle East's  
most successful program.

# Welcome

Welcome future Designers...Design School Cairo, a premier institution in the Middle East, invites aspiring designers to embark on a transformative journey in our Shoe Design course. **Renowned for our exceptional track record of producing successful designers who created their successful brands**, we are dedicated to equipping students with the tools and expertise needed to thrive in the dynamic world of footwear. Our comprehensive curriculum, coupled with our commitment to post-graduate support and industry connections, provides a fertile ground for creativity and innovation. With access to our state-of-the-art facilities and our own manufacturing factory, students will have the opportunity to bring their designs to life from concept to creation. Join us at Design School Cairo and discover the limitless possibilities that await you in the realm of shoe design.



## 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.**

# Learning Focus



- .-Basics of sketching (easy and simple steps to that enables anyone to draw shoes).
- The Shoe Glossary
- All components of the shoes.
- Production process
- Research methodology (How to research to create your collection)
- Your Brand identity
- Design and study of Leather and materials
- How a shoe pattern is made.
- Design your collection



# 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.



# 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.



# 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.**

# SUCCESS STORIES

KATEE BY KRISTINA

JARII.FOLLOWERS

UJA the brand

GHAZALI Designs

POUCHI.EG

NOU.STORE.CO

ANKHELLE.EG

BY SASSY SISTERS

SHOPNAZ

KIGENI

STUDIO.SEDI

SARAH WAGDY

MIIIZAN

MELLI'S

PAIRS.EG

BURGUNDY.CO.EG

LOLAK

YUSHI DESIGNS

VOW WORLD

RAME BY RAME

NADINE HAFEZ

MAD DESIGNS

SAHARA.EG

AGLAEA

SKAFF

DESIGN.LAKKI

# BRANDS BY OUR AMAZING GRADS

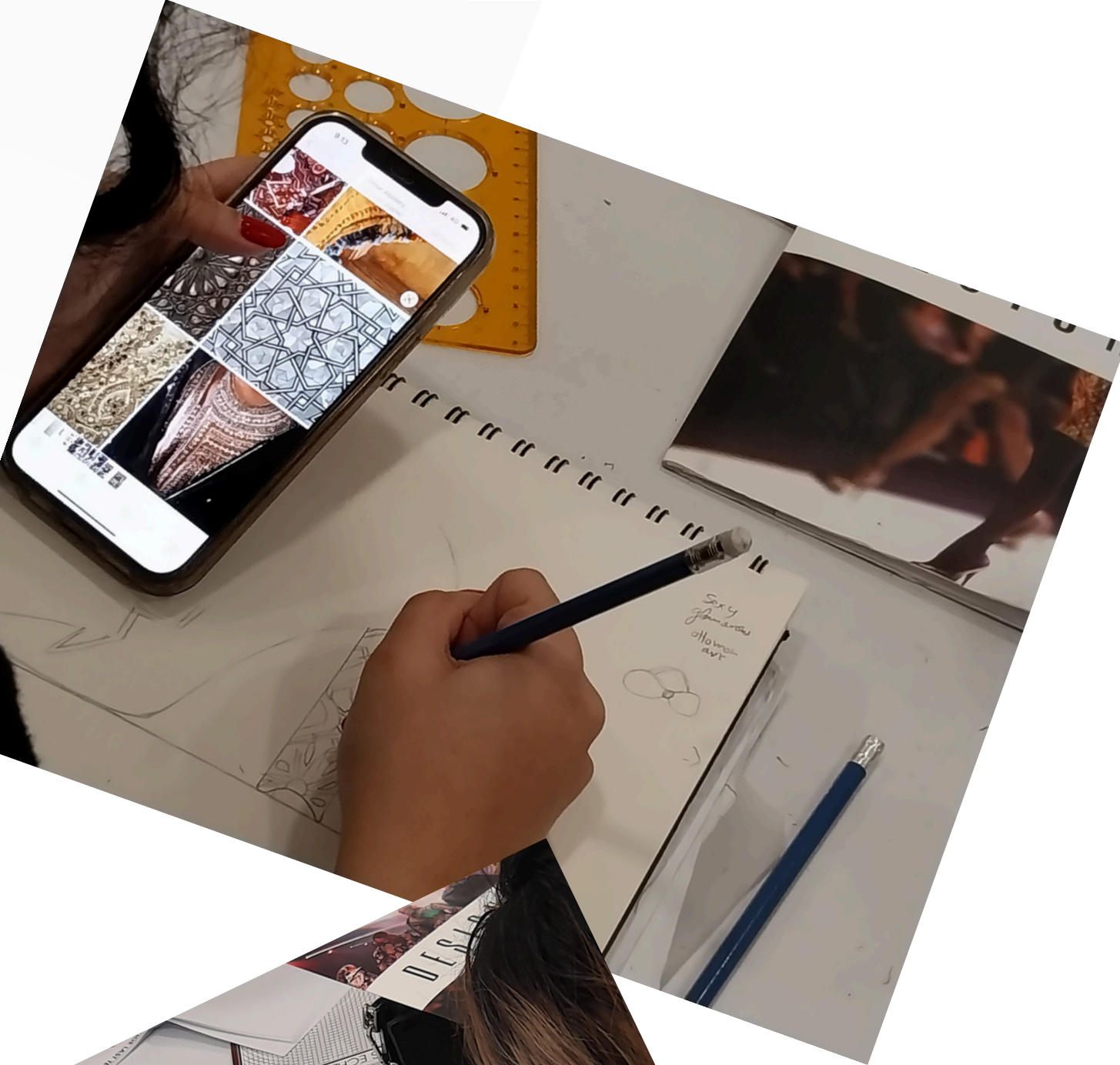


# SUCCESS STORIES





# CLASSES





## **Dates and Venue**

### **Designers Collective Institute Cluster D - Jumeirah Lake Towers - Dubai**

#### ***Evening Course***

Course will Start on November 4th and ends on Nov 27th  
Classes will take place from 7 to 10 PM on the following Dates

# Dates and Venue

## **Designers Collective Institute Cluster D - Jumeirah Lake Towers - Dubai**

### Weekend Course

Classes will take place every Saturday and Sunday from 12 PM till 3 PM

Starting Saturday 2nd of November - 1st of December 2024

# Fees and payment plans

Plan 1: 2800 upon registration and 2800 before the 15th of November total of **5600 AED**

**Plan 2 early bird offer: In case of a full payment before the 25th of October you only pay 5000 AED**

Payments Should be made through Designers Collective institute



# **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.

An Amount of 500 AED (deductable) is to be paid to book your spot. The Remaining amount to be settled in accordance with the payment plan of your choice

# **Cancellation**

In Case of cancellation one week before the start date a cancellation fee of 1000 AED will be applied.

In case of cancellation less than one week to starting date, there will be no refund.

# About Design School Cairo

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



For any questions please do not hesitate to contact us  
via email

[designersjlt@gmail.com](mailto:designersjlt@gmail.com)  
[info@designshcoolcairo.com](mailto:info@designshcoolcairo.com)

or call us on

0555782280

or

00201001524496

Cluster D - Jumeirah Lake Towers - Dubai