

DESIGN
SCHOOL
CAIRO



2025
ONLINE

SHOE DESIGN COURSE

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

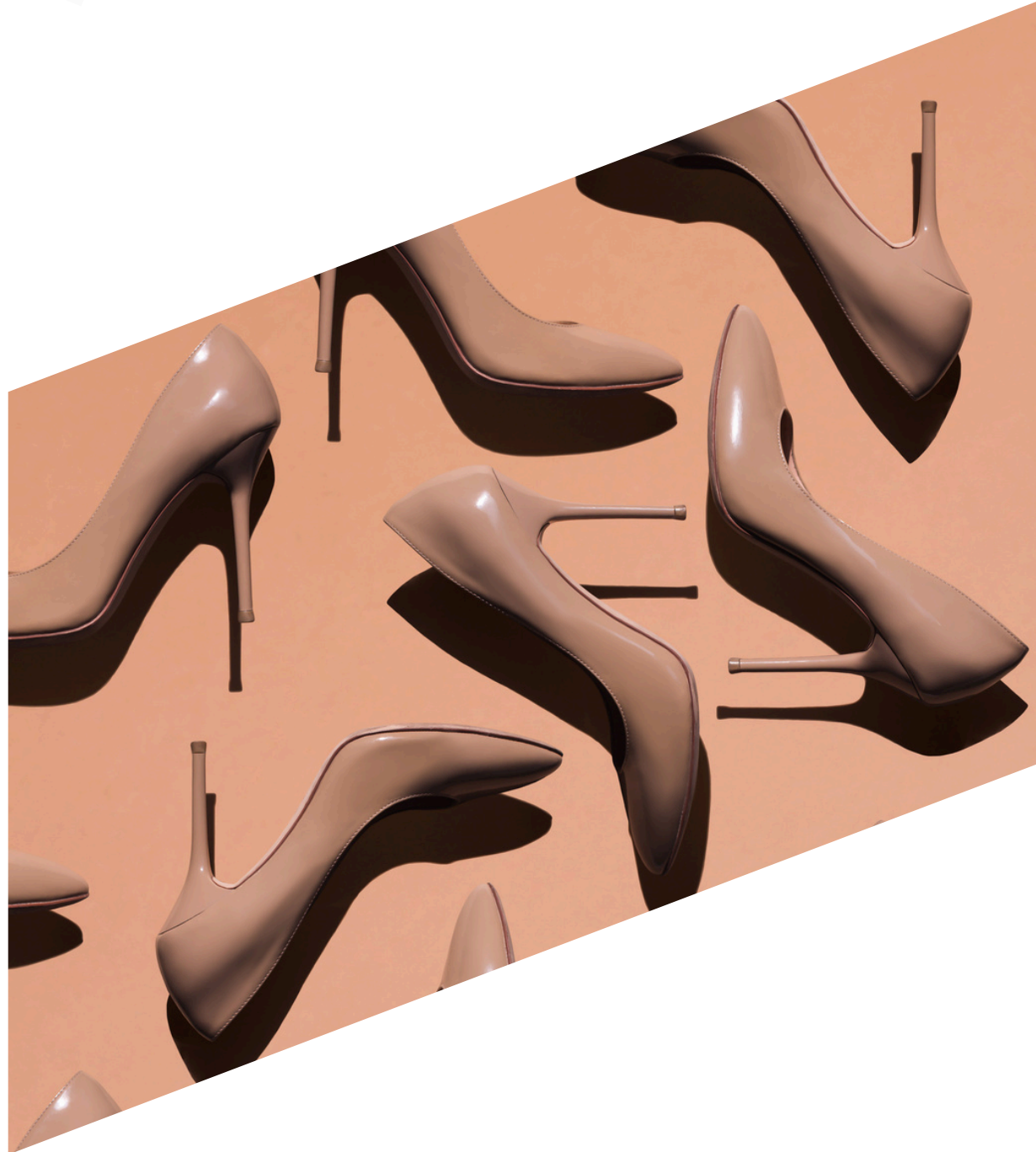
Welcome

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.

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 stdy of Lether 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.

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.



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
GHAZALI Designs
UJA
POUCHI.EG
NOU.STORE.CO
ANKHELLE.EG
BY SASSY SISTERS
SHOPNAZ
KIGENI
STUDIO.SEDI
SARAH WAGDY
MIIIZAN
MELLI'S

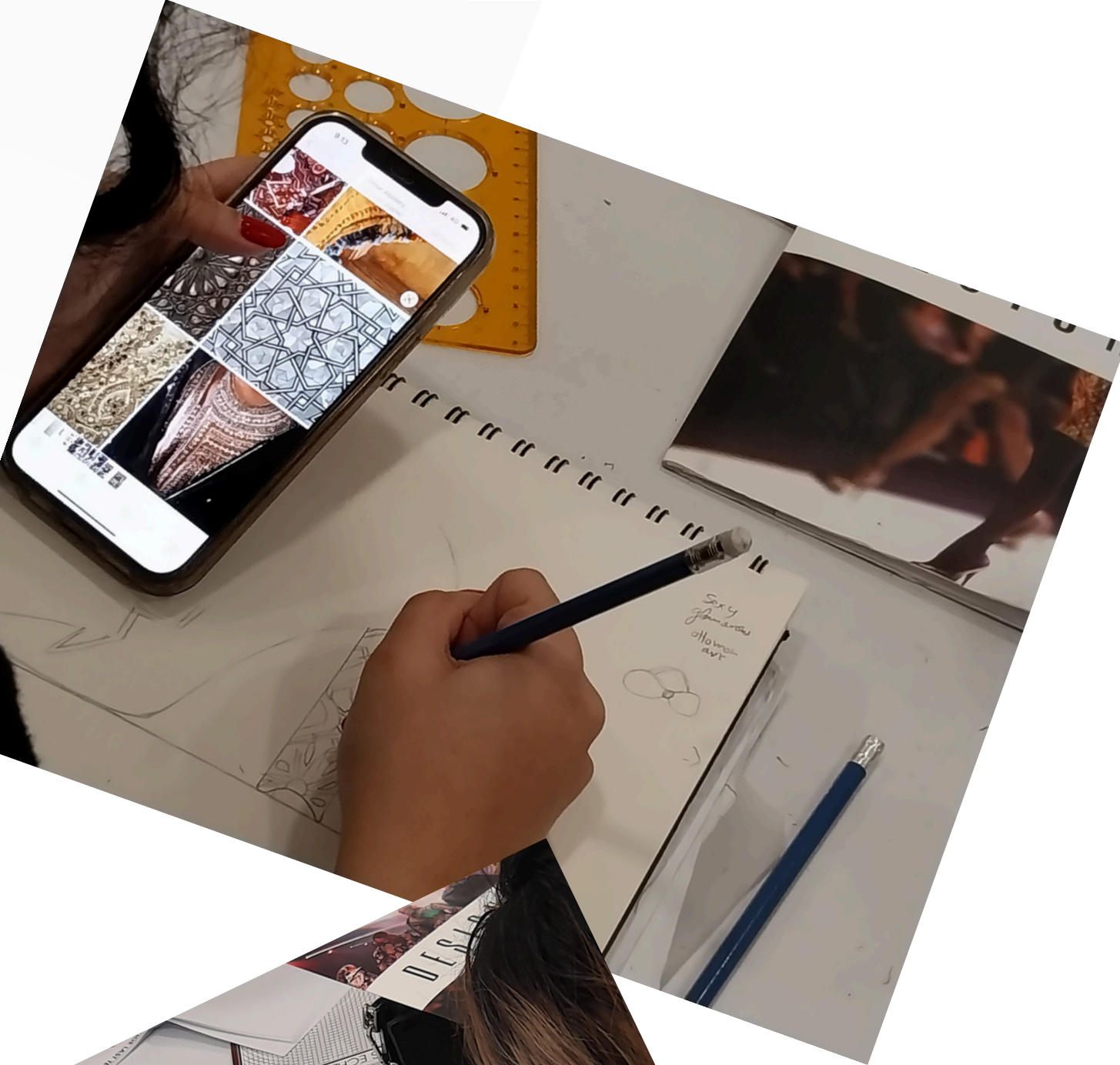
PAIRS.EG
BURGUNDY.CO.EG
LOLAK
YOUSHI DESIGNS
VOW WORLD
RAME BY RAME
NADINE HAFEZ
MAD DESIGNS
SAHARA.EG
AGLAEA
SKAFF
DESIGN.LAKKI

BRANDS BY OUR AMAZING GRADS

SUCCESS STORIES



CLASSES



ON-line One on One :

Dates and Venue

Timings

Option 1

Saturdays and Sundays 9AM GMT

Option 2

Saturdays and Sundays 5 PM GMT

Option 3

Mondays and Wednesdays 9AM GMT

Total duration 8 sessions one and a half hours each
Starting date will be determined based on the registration date,
tailored to suit your needs and availability.

Fees and payment plans

Plan 1 : Fees 350 USD

**BANK / PayPal details WILL BE SENT AFTER BOOKING
CONFIRMATION**

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 50 USD will be applied.

In case of cancellation on the starting date, a 50% cancellation fee will be applied.

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