5 DAYS WORKSHOP

The Art of Traditional Shoemaking

Focus On
Casual / dressy footwear - Cemented construction

Course Objectives
Obtain a greater understanding of the processes of production of different types of shoe constructions with primarily focus given to the traditional cemented construction. Gain deeper knowledge of the materials used in each stage of the process. Have an opportunity to refocus the experience and progress in a job that requires the ability to thoroughly analyze the product and interact with professional engineers from the overseas manufacturing in sample rooms and factories.

Course breakdown
This class can be taken as a full 5 day training session or split into two modules: first three days dedicated to Footwear Fundamentals with last two days focused on the Awareness of Value: Costing. Each of these modules can be taken as standalone classes. Complimentary unique and invaluable tools and devices will be given to attendees to take away for future personal use in addition to a USB pen drive with information on all topics addressed.

Pre-requisites
Attendees should have at least two/three years industry experience prior to attending our class OR take previously our 10 hour e-learning course which will prepare them to understand better the topics that will be addressed. This unique on-line course will be offered complimentary to those who sign up for the full five day class or the first three day session on Footwear Fundamentals.

AGENDA OVERVIEW

DAY 1-3: Fundamentals of shoemaking

Part I. Fundamentals of shoemaking
Analysis of world footwear production and its growth in the past years.

Overview of cemented/board lasted construction process: from last preparation to the finished product: the foot, the last and the shoe. upper materials, upper making process, shoe components, shoe constructions. Styling, project, pattern Making, construction, manual operations, machine processes.

Upper construction review: analysis of the main types of upper making. Over lasting process, slip lasting and tubular construction.
Part II. Materials and components
Detailed discussion on foot anatomy: the foot vs. the last.
The Last: overview, foot shapes, volumes, proportions, last modeling, tips for a good fit, last measurements and width systems.
Sizing: metric, French/Continental/European, English, American, Mondopoint systems
Size conversion charts for women’s and men’s lasts. Rules for grading.

Sample of last measuring tape and toe spring stick will be given to attendees for personal future use.

Examination of upper materials: leathers, fabrics, synthetics, action leather, By-cast.
Leathers: animal skin to leather, showcase of different hides, subdivision of leather, thickness requirements, splitting process, design and leather grains, primary leathers, reptiles and exotics.
What is CITES?
Analysis of leather tanning processes: vegetable, mineral, synthetic, mixed, aldehyde, oil.
Main steps of leather tanning and leather finishing. Samples and video supported.
Fabrics/Textiles - weaving and cutting.
Fabrics vs. Synthetics - pros and cons.

Individual leather swatch card will be given to each attendee for future personal use.

Upper and lining preparation: splitting, skiving, cutting (manual, press, computer-aided), taping, backing, edge finishing, upper assembly. Focus on the most commonly used edge finishes. Video supported.
Edging samples will be given to attendees to take away for use when back on the job.

Upper pre-lasting and lasting: toe and box bonding, insole attaching, vamp molding, toe box reactivation, lining and preparation, topline nailing, side and heel lasting, sanding and flattening, heel seat flattening, sanding and pounding, heel attaching, tack removing, de-lasting. Explanation video supported.

Design and pattern making for shoes and boots: traditional by hand, computer-aided shoe structure: toe boxes, back counters and lasting insoles, toe boxes production, back stiffeners production, lasting insoles, metal shanks, insole reinforcements. Samples and video supported.

Heels: from idea to production, correct measuring, heel types, materials attachment, molds, leather stacking, spraying, wire sprayed, photographic process, quality of heel fit, heel grading, pitch
Samples, demonstration and video supported. A heel measuring device will be given to each attendee to take away in addition to bag of heel samples for reference to heel types and finishing.

Open discussion on fundamental information for shoe designers on lasts and proportions - tips and tricks to avoid quality and fit problems. Incorrect pattern or incorrect lasting (construction) during assembly.
Examination of shoes, sandals and boots: possible problems that can arise during and after production.

An expert in lasts and fit issues will team up with our senior instructor in this discussion.
Part III. Outsoles
Types and materials used. Their differences, characteristics, advantages and disadvantages. Analysis of production process, for both traditional (cut and assembled) and molded units.

DAY 4-5: Awareness of value: costing
This module will be taught in collaboration with an expert in Costing and International Sourcing.

OBJECTIVES
• Offer a comprehensive in depth review of costing awareness and value
• Provide basic understanding of footwear costing processes, methodology standards and factors affecting the overall standards of the product.
• Help understand the cost combined with the manufacturing processes
• Insight of the factories perspective and approach to costing
• Be aware of the internal facts (fill-rates, quality issues, capacity, model mix etc) that may affect the manufacturer’s behavior in the negotiation
• Strive to provide reliable and fact based information to be able to make good business decisions early in the process.
• Remember that Cost and Value are two different things

KEY POINTS OF THIS MODULE
Topics covered are impact of design, pattern making and construction on pricing
• Teach the fundamentals of the costing process
• Examine all the factors that impact costing and value of footwear
• Review efficiencies that relate to costs
• Detailed review of costing sheets (CBS) and metrics involved
• Educate how materials and components affect footwear constructions
• Review how to calculate material yield and cutting efficiency
• Outline the impact of costs when a new mold for outsoles or a new shoe last is adapted
• Understand the limitations of what we can control
• Review aspects that can save money
• Educate the participants on the factory perspective
• Outline a CBS which includes materials, components, cutting, stitching, construction, packaging, LOP.
• Create a guide line for “technical costing tricks” or for “better engineering” to improve the process
• Discuss impact of duties on costs
• Understand how to improve look – price and functionality
• Focus on margin needs depending on country, product and construction process
• Review all the factors in design and development that increase costs
• Discuss latest ever changing sourcing opportunities and impact on costing
• Discuss efficiencies to preserve costing value and lower costs
PART I. Create awareness and insights
Focus on explanation and open discussion of fundamentals of the costing process, understand value of materials and components, features of footwear constructions related to functionality, look and price, explanation of how the Cost breakdown sheet connects the shoe company and the import customer, explanation of material consumption strategy etc.

PART II. Practical applications
Interactive workshop and team exercise involving costing out different shoes by component to arrive at closest 1st cost. using footwear and existing CBS to train participants on how to simulate a cost reduction action, how to better engineer the shoe design, what to change to control costs.

Included in tuition of this module each attendee receives a USB pen drive with information on topic addressed.

For additional information, visit the course page at www.arssutoria.com or contact Wendy Sani at wendy@arssutoria.com or Marie Mamone at marie@arssutoria.com