THE ART OF SHOEMAKING IN NEW YORK CITY
FOCUS ON CASUAL AND DRESS SHOES

5-DAY FOOTWEAR WORKSHOP
WITH ARSUTORIA SCHOOL

IN COOPERATION WITH
Audience
Designers, Product developers but also Material Sourcing Experts, Managers, Retailers, Costing Analysts and Merchandisers. Anyone at any level, interested/motivated in understanding processes from Footwear development to construction as well as costing and sourcing.

Prerequisites
Attendees should have at least 2/3 years industry experience 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 class.

Tools and devices
Each attendee receives a USB pen drive with information on all topics addressed, numerous ARSUTORIA tools and devices to take away that will help back on the job: last measuring tape, edge finishes samples, leathers swatch card, toe spring measuring stick, last height measuring ladder.

Objectives
Greater understanding of the processes of production of different types of shoe constructions with primarily focus given to the traditional cemented construction. Deeper knowledge of the materials used in each stage of the process. 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.

Intakes
Twice per year: July and November

Location
New York City, NY

Class hours
5 days, 9AM-5PM, Monday through Friday

**COURSE AGENDA**

**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.
Overview and review on upper materials, upper construction, shoe components and shoe constructions.

**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.
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.
Upper pre-lasting and lasting.
Design and pattern making for shoes and boots: traditional by hand and computer-aided shoe structure.
Heels: from idea to production.
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: potential problems that can arise during and after production.
Focus on Fitting Test: every attendee is invited to bring his/her own shoe or prototype to be analyzed.

This module will be taught in collaboration with an expert in lasts and fit issues.

**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.
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
- 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
- Outline the impact of costs when a new mold for outsoles or a new shoe last is adapted
- 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

Videos, samples and examples are used as teaching tools throughout the workshop.

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**Even with +25 years of shoe experience, I attended the ARSUTORIA classes with goal of getting refreshed as shoe manufacturing technology and production locations continue to evolve. The class provides an in depth informational education and tutorial experience for any who attend. I’m confident any designer starting in the industry will benefit and learn about lasts, fitting, pattern cutting, shoe construction and leather making. I strongly endorse attendance for any new designer**

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**-- Clay Jenkins**
SVP Global sourcing, compliance & new business development
July 2014 Workshop

**We at Global Brands Group Footwear have had such an amazing experience working with the ARSUTORIA School. With shoe courses available in both the United States and Italy, we have been able to offer our designers and product developers the opportunity to fully immerse themselves in learning the development process. This has been invaluable. Students learn about materials and processes, fittings, manufacturing and pricing, all which they are able to implement in their daily work. Our designers and product development team have gained so much more in depth knowledge about shoe-making, leather and components and fitting experience through the ARSUTORIA School’s shoe courses. It is evident through their amazing work how effective their programs are. The first thing I look for when I read a resume for either one of these job categories, is if the candidate has taken the time to complete any courses at this incredible school.**

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**-- Jimmy Gabriel**
Global Brands Group Footwear, President

**This workshop has taught me so much in a short amount of time. The knowledge of instructors is indescribable for its depth and experience acquired in the footwear industry especially for Paolo Marenghi, the Sr instructor, truly a master in the shoe business. I would highly recommend this class to anyone in the shoe industry whether they have just started or they have been in the shoe world for 10 years.**

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**-- Christine Ho**
Steve Madden, Product Development Coordinator
July 2016 Workshop
70 YEARS OF EXCELLENCE
This year we are proud to celebrate 70 years of training experts in the footwear industry

REPUTATION
We are the referent for the footwear industry for both design and engineering training

UNIQUENESS
We are the only footwear school based in a fashion capital with an internal factory

DIVERSITY
Over 50 nationalities, over 75% of the student's population is international, all courses are offered in English

INDUSTRY RELATIONS
Project Development in collaboration with prestigious brands, customized programs for in house trainings with leading International brands

ARSUTORIA in the USA
Since 2009, ARSUTORIA has delivered workshops in the US, at first in Boston with a focus on outdoor/performance footwear (in collaboration with TwoTen) and from 2011 in NYC (in collaboration with FFaNY) with a focus on casual/dressy footwear.

In less than a decade we have trained more than 600 employees from companies such as Timberland, Converse, Vans, Clarks, Deckers, WWW, Cole Hann, Camuto Group, Caleres, Vibram, The North Face, Genesco, Dr Martens, Steve Madden, Global Brands Group, Marc Fisher, Aerosoles etc.

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