



THE ART OF
SHOEMAKING
IN BOSTON

FOCUS ON OUTDOOR CASUAL
AND PERFORMANCE FOOTWEAR

5-DAY FOOTWEAR WORKSHOP
WITH ARSUTORIA SCHOOL



IN COOPERATION WITH



Objectives

Greater understanding of the processes of production of different types of shoe constructions.

Deeper knowledge of the materials used in each stage of the process.

Better understanding of the characteristics of upper/middle and bottom components and different chemical materials used for molded outsoles.

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 overseas manufacturing sample rooms and factories.



Audience

Product engineers, developers and designers but also sales managers, costing analysts, customer service representatives. Anyone at any role at any level, interested/motivated in connecting the dots, 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 when back on the job including: last measuring tape, example of edge finishes, leather card, toe spring measuring stick, last height measuring ladder.

Intakes

Twice per year: September and February

Location

Waltham, MA

Class hours

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

COURSE AGENDA DAY 1-3

Fundamentals of shoemaking

Part I. Fundamentals of shoemaking

Basic relationship between the foot, the last and the shoe. The last as a manufacturing tool. International Sizing Systems. Upper and lining: overview of pattern making and pattern grading, cutting techniques, upper preparation and stitching.

Part II. Materials and components

Materials for uppers and linings, Middle components, Bottom components. Molds: Vulcanization, Injection molding. Overview of production process.

3 basic upper constructions: board lasted, slip lasted and tubular moccasin.

3 basic shoe/bottom constructions: cemented outsoles, stitched families (e.g. Blake, stitch-out, Goodyear), vulcanized and injected. Alternative/hybrid constructions derived from basic ones and approaches to mix upper and shoe constructions

Part III. Pattern making and consumption

Understanding of the technical pattern envelope with pieces ready to cut.

Yield and efficiency: relationship between pattern shapes and sizes, leather size and cutting rules, area and piece nesting.

Knowledge of the basic upper constructions: over lasting, slip lasting and tubular lasting.

Definition and explanation of production process of the most important shoe constructions used either for classic and casual-performance footwear such as: Goodyear-welted, Blake-Littleway, Stitch out, Board lasted, California and Strobel, Moccasin, String Lasting, Vulcanization, direct injection, etc...

Part IV. Molding: overview of different types of casual and performance footwear tooling

This part will be taught in cooperation with an Italian expert mold maker.

From the creative idea of the designer to the project of the tool (mold) and the setup of the molding process. Different materials molded with different systems. Analysis of chemical materials used for outsoles, overview of materials and relationship with use and performance required.

Awareness of value: costing & sourcing

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.

This class is a complete "Footwear 101" covering all facets of Footwear Development, Construction, and different processes throughout the world. The instructors have a true love for Footwear, which only enhances learning because their passion is so obvious. You would be hard pressed to find this kind firsthand knowledge and experience these days as we become more and more reliant on outsourcing and building products overseas. Whether you are entry level or a veteran of the "shoe world" this class will have more than enough information for you to digest and take with you going forward in your careers.

-- Jason Carter
VANS Senior Footwear Development Manager
February 2015 Workshop

Hands-on, Engaging, Comprehensive introduction
to footwear making

-- Steve Bruno
Converse, Footwear Design Engineer II
February 2017 Workshop



It's hard not to love footwear after attending the ARSUTORIA class. The instructors provide the perfect balance of art and science, taking participants on the journey from the footwear merchant mindset to material selection to manufacturing strategies that brings the product to life. The class was enlightening, comprehensive and invigorating

-- Ryan Parks
Wolverine Worldwide, VP Planning
February 2017 Workshop



The World Leading School for Shoes and Bags

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.