



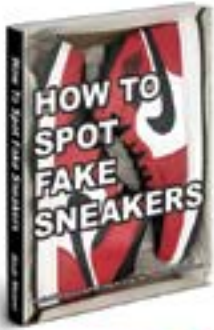
**SHOEMAKERS
ACADEMY**



Start Your Shoemaking Journey.

Let us guide you step-by-step in the world of shoemaking.

Visit our website and online bookstore at ShoemakersAcademy.com for shoemaking books, tools, and supplies for beginners, designers, and footwear professionals.



1 How to Spot Fake Sneakers

You will never look at shoes the same way again.

See your favorite Nike, Vans, and Adidas shoes in a whole new way. Our guide to sneaker authentication literally cuts deep into the world of counterfeit sneakers. You will learn how to inspect and authenticate sneakers like a professional. You will speak the language of sneakers and you'll never get burned buying fakes again.



2 How Shoes are Made

Launch your professional shoe career here.

Is your career goal to work for a big brand like Nike or Converse? Maybe you have your own brand and designs to produce and sell? You are in the right place. *How Shoes are Made* is your launching pad - see and learn every step from shoe design to development, manufacturing to exporting, and more from inside a shoe factory.



3 Footwear Pattern Making and Last Design

Transform your designs into real shoes.

When you are ready to explore the heart of shoemaking you must understand how the last and pattern work together to create a shoe. This book will pull you into the shoemakers world of last design, size grading, and pattern cutting.



4 The Shoe Material Design Guide

Materials make it real

Turn your drawings into factory ready footwear specifications. You will learn how to specify a shoe by looking inside the classic styles of modern footwear. This book shows you what materials Nike and Adidas pick to build their iconic shoes.



5 How to Start Your Own Shoe Company

Build your brand, your business, and your dreams.

Written for everyone who dreams of starting their own shoe company. You will identify with the brand building challenges and uncover the solutions to the crucial steps such as creating your brand identity, legally setting up your company, registering your trademarks and patents, getting your shoes designed, built, paid for, and finally, marketing and selling your shoes.



Shoe Business Masterclass

Online shoemaking courses for shoe designers, footwear developers, and brand builders. Courses for beginners, designers, and footwear professionals. Learn modern footwear manufacturing techniques. Advance your career in the shoe trades.

Over 100 Footwear Lessons

Our on demand video courses cover modern Footwear Design, Development, Sourcing and Manufacturing. Course topics include footwear Design, Costing, Import Duty, Quality, Specifications, Fitting, Comfort and Sustainability.

Courses for Shoemakers By Shoemakers

Every course presented by top shoemaking author Wade Motawi, "The Shoe Dog" Wade Motawi is a veteran shoemaker with 25 years of experience. Wade is a working shoemaker facing the same challenges.

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Sneaker Authentication Basics Online Course

In the Sneaker Authentication Basics course, you begin with the basics of sneaker construction, authentication, and footwear quality inspection. Then, using Wade's detailed "Sneaker Cam," you will study the professional authentication process. Step by step, you will uncover the critical information needed to break into the world of sneaker development and authentication.

Get ready to learn these eye-opening skills and never look at sneakers the same way again. Improve your brand with professional inspection techniques. Break into the authenticating business. Become a master with the in-depth review of our 50-point Complete Shoe Inspection Checklist. Start now.

- 13 sneaker authentication lessons. Over 3 hours of video instruction.
- Don't get ripped off! Protect yourself from buying fake sneakers.
- Impress your friends! Authenticate Air Jordan, Nike, Adidas, and Vans on the fly.
- Step-by-step professional footwear inspection techniques
- Bonus Content: How to Spot Fake Sneakers textbook download.
- Exclusive Content: 50 point Footwear Inspection Checklist download.
- Digital Certificate of Completion for the Sneaker Authentication course included.

13 Lessons

The Authentication Business

Footwear Construction

Footwear Manufacturing

Product Provenance

What does quality look like?

Inspection Check List

ZoomX Vapor fly Product Knowledge

Air Jordan 1 Mid OG Product Knowledge

Vans Old Skool Product Knowledge

Nike Air Max 90 Product Knowledge

Nike Day Break Product Knowledge

YEEZY 500 Product Knowledge

Build Your Authentication Skills



Authentication Inspection Check List

Check the packaging

1. Is the shoe in the correct inner box for its model?
2. Is the box presentable? Make sure the box is not damaged or dirty.
3. Is the box the correct size? The shoes should not be crushed or loose inside.
4. Does the information on the box end label match with the shoe's color, model, and size?
5. Check any hangtags to ensure they are correct for the shoe.
6. Do you have a left and right shoe?
7. Are the shoes the same size and color?
8. Check the tongue label information to ensure it matches with the shoes.

Check the uppers for symmetry

1. Does the pair match in length? If the size marks agree, confirm the shoes are the same length.
2. Roll the uppers together side by side, checking the alignment of the shoe parts.
3. Do the toe caps, vamps, overlays, eye stays, eyelets all match up?
4. How are the tongues attached? Are they straight?
Are they attached at the same height?
5. Hold the shoes up and look at the heels. Make sure the shoe sits on the outsole straight.
6. Check that the upper is not rotated or clocked off-center.
7. Roll the heels together, check that the back height and collar lines match.



Check the materials for defects

1. With the uppers side by side, compare the finish and colors of each shoe part.
2. Do the colors match? Examine them piece by piece. Check the backing colors.
3. If the leather or mesh parts have a surface emboss, do the patterns run in the same direction?
4. Look over the stitching. You don't want to see loose or broken stitches.
5. Are the stick lines neat, smooth, and do they follow the edge of the parts closely?
6. Do the stitching patterns match? Single stitch lines, double stitch lines, and triple stitch lines.
7. Be on the lookout for melted stitch ends.
8. Do the thread colors match?
9. Check for hairy suede or other material issues or mismatched backing colors.
10. Are the cut edges clean?
11. Look at any rolled edges and check that they are smooth and even.
12. Check that binding edges are smooth with even edge exposure.
13. Do you see any pressing marks on the vamp?
14. Are there dirty or smeared logos? Check embroidery logos for dirt or snagged stitches.
15. Did you review the seams? If you see the stitches, this issue is called "grinning."
16. Look for X-ray issues where overlays or seams are showing from underneath.
17. Check metal hardware for scratches or chips.
Make sure rivet backs are smooth, not cracked.
18. Are the aglets smooth, straight, and stiff? They should not be bent or cracked.
19. Are the shoelaces the same length, color-matched, and free of snags or glue?



Check the outsoles

1. Do the shoe bottoms match? Are the color blocks in the same location?
2. Look over the midsole sidewall for wrinkles.
3. Examine the seam joining the upper to the outsole.
4. Look for any extra glue on the upper; 2mm is the limit for over gluing.
5. Look for over buffing of the upper.
6. On the shoe bottom, check for color bleeding between color blocks.
7. Look for any paint which may be covering mistakes.
8. Check to make sure the outsole parts fit together neatly without any extra glue.
9. Check for outsole parts that may be splitting, cupped, bowed, or crooked.
10. Is there any rubber blooming? Look for chalky white film on the rubber parts.
11. Do the shoes sit flat?
12. Does the toe spring match on the left and right foot?



Check inside the shoes

1. Look inside the shoe opening. Is the lining clean and free of wrinkles?
2. Confirm the footbed is straight, flat, and fits correctly, no wrinkles or curls.
3. Is the collar lining clean and wrinkle-free?
4. Run your hand around the collar, feel for any lumps, bumps, or glue.
5. Feel around the edges of the footbed for wrinkles or channel stitching defects.
6. Check the edges of the tongue for rough stitching or creases in the edges.
7. Make sure to feel where the tongue is attached to the bottom of the shoe's throat.
This area can have rough stitching or a hard lump.
8. Make sure to reach all the way down into the vamp and toe tip.
You are feeling for wrinkles in the front edge of the footbed and any rough stitching.



Check the fit and function

1. Are the uppers too stiff or too flexible for the function of the shoe?
2. Is the sole too stiff or too soft per the function of the shoe?
3. Does the shoe fit to size?
4. Does the shoe crease when the shoe is flexed?
5. Does the vamp dive when walking / standing.
6. Does the heel dig in while walking / standing.





How to Inspect The Nike Air Jordan 1 Mid OG

The Nike Air Jordan 1 is one of the most collected shoes in the sneaker market. This makes it the biggest target for sneaker counterfeiters. Nike has produced millions of pairs in hundreds of different colors and configurations. The many authentic variations in color and materials make it difficult to know if a particular colorway is a “real” Nike product. Still, we have a great tool to detect fakes.

That tool is our complete quality inspection!

The Air Jordan provenance

We mail-ordered these shoes directly from StockX to ensure they are authentic Nike sneakers. You will see in the course of this inspection that no shoe is perfect. Even this 100% real shoe made by Nike still has flaws. But, you will see these flaws are individual to this pair of shoes and not due to counterfeiting.





How to inspect The Air Jordan Mid

Check the inner box

The first step in any inspection is to review the shoe packaging. The "inner box" is the box inside the case packing. The box most consumers think of as the shoe box is really the inner box.

Is the shoe in the correct inner box for its model? Is the box presentable? Make sure the box is not damaged or dirty. Is the box the correct size? The shoes should not be crushed inside a box that is too small. Counterfeiters usually skip the box. If they do include a box it will be thin cardboard and easy to crush and wrinkle. Look for spelling errors on any printed materials.

Is this the correct shoe?

Confirm the information on the box end label matches the shoe's color, model, and size.

Check any hangtags to ensure they are correct for the shoe.

Let's inspect a shoe

Remove the shoes from the packing box.

Are the shoes the same size and color?

Check the shoe tongue label information.

In the factory, it's not hard to put a right size 7 and a left size 7.5 into the same box.

Do you have a left and a right?

Yes, it sounds crazy but sometimes you will find a mismatched pair of shoes. The shoes are made in pairs but in the final packing operations lefts and rights can get mixed up. Remember, if you buy shoes from a store, you may not be the first person to try them on.

Holding the pair of shoes, place the shoes bottom to bottom.

First checks

Before we dig deeper into the quality inspection, it is a good idea to give the shoe the quick once over to see if the shoe is in new, unworn condition. Are the shoes clean? Check the bottoms for wear and the uppers for any smudges or dirt.

You can put your nose to work too. If the shoe smells damp or musty, it may already have mold growing. If a shoe was packed or stored in damp conditions, it could have a funky smell.

Nike has switched to water-based and low VOC cements, so if you are hit with an overpowering "new shoe smell," you may have a fake shoe made with cheap, smelly glue.





Packing details

We can take the time to review some of the packing details. For example, do the bar codes scan? Does the UPC match the box label?

Do the shoes come with logo printed tissue paper? Is the logo spelled correctly?

Looking at the shoe stuffer, we see the Nike last code is molded into the paper. Nike uses the letter "Q" on their lasts.

Turn the box over; in this case, we can see the gold foil logo emboss. Not many counterfeiters will spend time copying that detail.





Check for symmetry

Does the pair match in length? The size marks may match up, but check that the shoes are in fact, the same length.

Roll the shoes

Now, holding the shoes from the bottom, roll the uppers together side by side.

As you roll the shoes together, you are checking the alignment of the shoe parts. Starting from the front, roll the shoes to align the parts: toe caps, vamps, overlays, eye stays, eyelets.

Roll the shoes to a side by side position. Look at each part to make sure they match and are in the correct position.





Heels and top lines

Make sure the shoe sits on the outsole straight. Place the shoes on a smooth, flat surface and check that the soles sit flat and the uppers are straight.

Check that the upper is not rotated off-center. The center line of the shoe should be straight up. Stobel shoes can be “twisted” or “clocked” on the last.

This is a good time to look at the heel counter shape. A correctly molded heel counter will have a slightly convex or outwardly cupped contour. This shoe has the ideal “hour glass” shape.

Next, rolling the heels together, check that the back height and collar lines match.

Symmetry is a signal of a high-quality shoe.



Topline contour

With the shoes heel to heel, study the topline contours. In this case, we can see the logo panel overlays are perfectly straight, but the rolled top line seam is a little wavy on the left side.

This is a minor flaw, the wave in the rolled topline edge is due to the inside stitch line being off center, or the lining was not completely or neatly folded down.



Colors and materials

While you have the uppers side by side, compare the finish and colors of each part and compare the left to the right.

With suede shoes, the leather color may not match from shoe to shoe. For full grain leather shoes, study the emboss pattern to make sure the parts have the same texture. If the leather or mesh parts have a direction to the surface emboss, check that the pattern runs in the same direction.

Stitching

Next, look over the stitching. You are looking for any loose or broken stitches. Be on the lookout for melted stitch ends. The shoe factory will use a heat gun to melt off loose thread ends. This can leave a small fused ball of melted plastic behind.

Double and single needle stitch lines are often mixed on the shoes. Compare the left and right to make sure they match. High quality stitching will be smooth and straight with even spacing. You are looking at the space from the stitch line to the edge of the material and from stitch line to stitch line in the case of a double-needle stitch line.

You should also be on the lookout for empty stitching holes. If a worker over stitches a line, they may try to remove the thread, leaving behind an empty perforation.

Some components may require backstitching or over stitching. You can see on the top eyestay part of the Air Jordan, just to the right of the logo, there is some over stitching. In this case, the eyestay tab is sewn through the lining. The over stitching is where the two touch lines connect. This is not a defect.



Edge treatments

This OG version of the Nike Air Jordan Mid has a special edge treatment not found on the standard Air Jordan Mid. You can see in the photo to the left many of the material edges are rolled. This is a labor-intensive operation as it requires every leather edge to be skived thin then carefully rolled over. The edge rolling operation is a combination of machine and skilled handwork.

Study the shoe to make sure the rolled edges are smooth and constant. The Nike swoosh is die-cut as it's difficult to roll the end edges of tight corners. When inspecting die-cut edges, the key is that they are smooth and clean without any frayed edges. A dull cutting die, or rough cutting mat underneath can cause cut parts to have jagged edges.

Turned edges and collar lines

The top line of the collar line is made by sewing the inner lining to the upper shell, then turning the lining inside the shoe to hide the seam line. The foam padding is glued in place during the folding operation.

This is the most common way to construct a collar top line. A straight stitch line and careful folding of the lining parts will create a smooth collar line.

Look for wrinkles and puckers along the edge. Also, use your fingers to feel for any hard spots caused by over-gluing inside.





Outsoles and midsoles

Study the shoe bottoms. Do they match? Are the color blocks in the same location? Look over the midsole sidewall for wrinkles. Check the seam joining the upper to the outsole. Look for any extra glue on the upper; 2mm is the limit for "over gluing." Look for over buffing of the upper.

On the shoe bottom, check for color bleeding between color blocks. Look for any paint covering mistakes. Check to make sure the outsole parts fit together neatly without any extra glue.

Check that the shoe sits flat on its bottom. Is the sole flat? Check for any soft spots on the bottom of the sole. Soft spots are evidence that the inside of the shoe is not securely glued together.

Examine the top edge of the outsole where it meets the upper. The trimmed edge should be smooth.





Inspect the inside

No inspection is complete without checking the inside of the shoe. Now that we looked over the outside, it's time to dive inside. A great looking shoe with defects inside is not saleable.

First look

Look inside the shoe opening, is the lining clean and free of wrinkles? You should not see any creases, wrinkles, or folds in the heel lining.

Have a look at the footbed. Make sure the footbed is straight, level, and fits correctly. If the footbed is too small it may slide around, too big and the footbed may wrinkle or curl. Folds or creases on the back heel of the footbed are a sure sign of poor shoemaking and will cause the wearer a heel blister.

Next, run your hand down inside. Feel around the edges of the footbed for wrinkles or channel stitching defects.

Check the edges of the tongue for rough stitching or creases in the edges. Make sure to feel where the tongue is attached to the bottom of the shoe's throat. This area can have rough stitching or a hard lump if the foam is not trimmed from the base of the tongue.

Feel all around the collar lining and compare the two shoes to make sure the padding has not shifted inside and does not have any glue spots.

Make sure to reach all the way down into the vamp and toe tip. You are feeling for wrinkles in the front edge of the footbed and any rough stitching.

Feel around for any loose channel stitching threads. These long threads should be trimmed back or secured under the footbed. You can see the tail end of the channel stitching threads are often taped down inside. While not great, this is not a defect.

Under the footbed, you can confirm the shoe is made by the Strobel process.





Not perfect

Looking closely, we see some small things that could be better. However, none of these issues stop this shoe from being an A grade.

The foam edge of the eyestay lining can be trimmed back. The melted thread ball can be clipped off. The loose threads along the outsole can be trimmed off.

The red leather dust mixed with glue can be cleaned off the outsole with a rubber eraser.

Even the wavy top line seam can be massaged by hand to smooth it out.



Are Air Jordans good shoes?

Yes! Nike makes great shoes. This Air Jordan is a well-made sports shoe. The upper is made with high-quality materials. The workmanship is top grade. The toe and heel counters are properly molded with firm, flexible plastic. The profile is spot on.

Additionally, all outsole parts are clean and carefully trimmed. The color breaks, and mold parting lines are clean. The rubber mold textures are consistent, and the colors are matched correctly.

Assembly wise, the shoe assembly is good. The uppers stand straight, and the outsoles are flat.

Overall, these shoes showcase the high quality and excellent craftsmanship what we expect from Nike.





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Sneaker Authentication Basics

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