The logo features a stylized blue silhouette of a shoe last with a yellow swoosh underneath it.

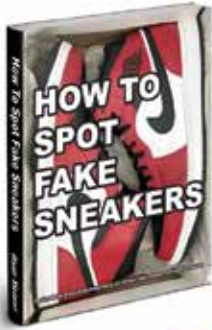
SHOEMAKERS ACADEMY



Start Your Shoemaking Journey.

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

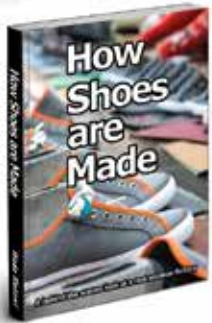
Visit our website and online bookstore at ShoemakersAcademy.com for shoemaking books, tools, and supplies for beginners, designers, and footwear professionals.



1 [How to Spot Fake Sneakers](#) \$49.99

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](#) \$49.99

Launch your professional shoe career here.

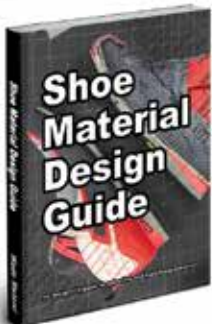
Is your career goal to work for a big brand like Nike or Converse? Maybe you have your own brand and designs to produce and sell? You are in the right place. *How Shoes are Made* is your launching pad - see and learn every step from shoe design to development, manufacturing to exporting, and more from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



3 [Footwear Pattern Making and Last Design](#) \$49.99

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](#) \$49.99

Materials make it real

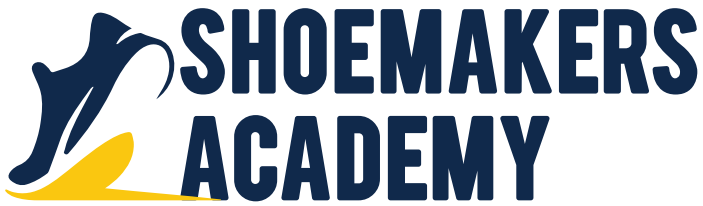
Turn your drawings into factory ready footwear specifications. You will learn how to specify a shoe by looking inside the classic styles of modern footwear. This book shows you what materials Nike and Adidas pick to build their iconic shoes.



5 [How to Start Your Own Shoe Company](#) \$49.99

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

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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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Creating Footwear Specifications

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Building a Modern Shoe Factory

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Developers Check List

Footwear Developer's 10 Point Check List.

- 1. Does your shoe project have a last?**
If not, do you have a process or a plan to get one?
- 2. Are the shoe design drawings complete?**
If not, who can complete them? Maybe the mold shop?
- 3. Do you have a realistic target price for the shoe and know the duty classification for the shoe??**
If not, you will need to consider material and/or design changes to meet the target price and duty cost.
- 4. Do you see any potential technical problems?**
You may notice a feature that requires a new material or process.
- 5. Does the shoe require new tooling?**
If so, is the tooling budget approved?
- 6. Do you have a timetable?**
Looking at the time and technical requirements, do you see any potential problems?
- 7. Do you have a factory with the right capabilities and people?**
If not, you'd better start looking! Does the factory have the right personnel to face you and meet your requirements?
- 8. Do YOU have the experience and capabilities to make the project successful?**
If not, enlist some help!
- 9. If you see ANYTHING that will blow up the schedule or cost.**
It is your obligation to let your team members know as soon as possible.
- 10. You are the most important person on the development team.**
Remember, behind every world-famous hot shot shoe designer is the footwear developer who transformed their creativity into a real, functional piece of footwear.

1. Does your shoe project have an approved last?

A shoe last is a crucial component in the shoe development process as it shapes the final fit and form of the footwear. If your project currently lacks a last, it's important to devise a clear process or plan to obtain one. This may involve reaching out to a specialized supplier or utilizing CAD software to create a custom last tailored to your design specifications. Ensuring that this foundational element is in place is essential for the success of your shoe project.

2. Are the shoe design drawings and specifications complete?

Thorough and complete design drawings are vital for accurate production and execution of your shoe. If you find that the drawings are not finished it's crucial to identify who can take charge of completing them. This may involve collaborating with the mold shop or another design team that has the expertise needed to finalize the technical aspects. Clear and detailed drawings will help reduce misunderstandings during the manufacturing process.

3. Do you have a realistic target price for the shoe?

Establishing a realistic target price is fundamental in ensuring the viability of your shoe project. If you haven't set a price yet, it's essential to evaluate the costs associated with the materials and design and make adjustments where necessary to align with market expectations. Additionally, understanding the duty classification for your shoe can influence pricing and overall profitability, making this knowledge imperative as you move forward.

4. Do you see any potential technical problems?

Identifying potential technical problems early in the development process can save time and resources down the line. If you recognize a design feature that may necessitate new materials or processes, it's essential to address these concerns proactively. Engaging with your team to brainstorm solutions can help mitigate risks and ensure that your project stays on track without compromising quality or functionality.

5. Does the shoe require new tooling?

New tooling can be a significant investment in the shoe development process. It's important to assess the tooling options for your project. If new tooling is necessary, confirm that you have an approved budget in place to cover these costs. This financial foresight will help avoid delays and ensure that production can proceed smoothly, ultimately allowing your shoe to reach the market on time.

6. Do you have a timetable for the shoe?

Creating a realistic timetable for your shoe project is essential for effective project management. By reviewing the technical requirements and potential challenges, you can better anticipate any issues that may arise, allowing for timely adjustments to the schedule. Keeping an eye on deadlines will help maintain momentum and ensure that all stakeholders are aligned with the project's progress. Items with seasonal timetables cannot slip into the next development cycle. Sandals must be delivered in time for summer sales and boots for winter sales.

7. Do you have a factory with the right capabilities?

Having access to a factory with the right capabilities is critical for the successful production of your shoe. If you do not currently have such a facility, it's time to start searching for a partner that can meet your specific manufacturing needs. This includes evaluating their technical expertise, machinery, and capacity to ensure they can bring your design vision to life efficiently and effectively.

8. Do YOU have the capabilities and experience to make the project successful?

Reflecting on your own capabilities is crucial to the success of the shoe project. If you find that certain skills or resources are lacking, don't hesitate to seek help. Collaborating with experts or bringing in additional team members with the right experience can provide the support needed to navigate challenges and elevate the project to new heights.

9. Do you see ANYTHING that will blow up the schedule or price,

If you see ANYTHING that will blow up the schedule or price, it is your obligation to let your team members know as soon as possible. Transparency is key in a development team, especially when it comes to potential setbacks. If you identify any factors that could significantly impact the schedule or increase costs, it's your responsibility to communicate these concerns to your team immediately. Early awareness of these issues allows for collective problem-solving and helps to minimize disruptions, keeping the project on track.

10. You are the most important person on the development team.

As a footwear developer, your role is integral to transforming the creative visions of designers into tangible, functional products. Remember that behind every renowned shoe designer is a dedicated developer who ensures that the concept becomes reality. Embrace this responsibility with confidence, knowing that your expertise is what brings innovation and quality to the footwear industry.



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