



S T Y L E

Δ R C H I T E C T S

2017 Information Brochure
FOOTWEAR DESIGN COURSES AND WORKSHOPS



ABOUT US

Style architects was founded by local South African footwear designer Athena Louca, she has been in the industry for many years and has a passion for footwear, make up artistry and well... style, she comes with years of experience - and so do all of her style architects.

Style Architects not only consult on how to achieve style within yourself – but teaches you the art within all these facets – with our very simple part time courses.

We segment all our consultations and courses into different facets of expertise and you can learn all of them, and style yourself and others from head to toe. That is what Style Architects strive for – styling you from head to toe and making you shine, for that special day – or helping you start your very own footwear label, or become the next top styling consultant.

What we offer our Clients?

We offer a number a services to our clients – it all depends on what you would like to do?



Learn

or



Design

or



Manufacture

What can you learn?

- Footwear Design and Pattern Engineering Course
- Footwear Sketching Workshop
- Make your own Shoe Workshop
- Hand-Bag Design and Sketching Workshops
- Hand-Bag Making Workshops
- Fashion Sketching
- Fashion Styling Workshops
- Makeup Lessons

Coming Soon – Watch this space

- Image Consultancy Workshops – Coming Soon
- Hat Design and Hat Making Workshops

Courses are offered in the evenings as they are part time courses – we also offer some courses during Saturday mornings and afternoons



Footwear Courses

How to Become a Shoe Designer?

The shoe industry is a very exciting industry, there are so many areas of expertise within shoe design, that you could become anything you wish. Most of our students strive to start their very own brands – from sneakers to heels and even baby shoes are thrown in the mix. After attending anyone of our courses – a style architect consultant will automatically sit down with you to discuss how you wish to venture into the world of footwear – we will assist you every step of the way.

At Style Architects we offer our very comprehensive, simple but in-depth shoe design workshops and courses to teach you how to design your very own shoes from home, and we can show you exactly how to start your very own shoe label.

Footwear Design, Pattern Engineering and Product Development - Beginners Course

Course	Footwear Design, Pattern Engineering and Product Development Course	
Duration	11 Weeks	
Lessons	2 sessions per week @ 2-3hours	
Tuition Fee	R19 900	
Registration Fee	R 5000 – Included in Tuition Fee	
Stationery	R 1800 – Included in Tuition Fee	
Textbooks	R 899 – Included in Tuition Fee	
Time	Morning Classes 9am – 11am Evening Classes 6pm – 8pm	
Seats per Course	8	
Location	Johannesburg Pretoria <i>Cape Town coming soon</i>	
Register	Register@stylearchitects.co.za	
1st Semester Dates	6 Feb 2017 – 3 April 2017	CLOSED FOR REGISTRATION
	21 Feb 2017 – 18 April 2017	OPEN FOR REGISTRATION
	6 March 2017 – 8 May 2017	OPEN FOR REGISTRATION
	25 April 2017 – 27 June 2017	OPEN FOR REGISTRATION

ABOUT THE COURSE

The Shoe design and pattern engineering course is fantastic for beginners – The course is intense and interactive, packed with all the vital information to start your very own basic shoe business from home or becoming the next top shoe designer. The student will focus on practical footwear pattern cutting; as well as shoe designing. We also teach basic shoe making skills within this course. Even if you have never picked up a pencil, we will teach you how to sketch the shoes of your dreams onto paper, with our very handy techniques.

As a beginners course you will learn how to do design a shoe from the very start, as well as learn about all the styles of footwear and basic shoe manufacture. This is the course to do if you want to start your own business, and be the designer of your own brand.

COURSE LAYOUT

Week 1	Introduction to the Shoe Industry and Introduction to Pattern Cutting
Week 2	Introduction to Sketching
Week 3	Understanding Styles of Shoes and the Manufacturing Process
Week 4	The Ladies Court shoe – Patterns and Sketching
Week 5	The Ladies Sandal – Patterns, Sketching and Different Types
Week 6	Fashion sketching – How to present your design to your client
Week 7	The Men's Formal Derby
Week 8	The Men's Formal Brogue
Week 9	Ladies Loafer and Ladies Ankle Boot
Week 10	Design and make you own Sandal OR Ladies Pump by hand
Week 11	Graduation



Basic Footwear Sketching Course

Course	Footwear Sketching Course
Duration	5 Weeks
Lessons	2 Lessons per week @ 2-3hours
Time	Morning Weekly Classes 9am – 11am Evening Weekly Classes 6pm – 8pm Saturday Classes 9am – 11am
Price	R 7 500
Seats per Course	8
Location	Johannesburg Pretoria <i>Cape Town coming soon</i>
Notes	Supplied by Style Architects
Register	Register@stylearchitects.co.za
1st Semester Dates	Please contact us for Dates

ABOUT THE COURSE

If you have never picked up a pencil in your life – don't stress! All our lecturers have simple easy techniques to spark creativity and design; as well as how to show you how to draw like a pro – Trust us when we tell you, that after this course you will definitely know how to draw a shoe – beautifully.

This course is super fun – and all your wild, interesting designs in your head will now be on paper – we will show you how to use different mediums to create different finishes – you will learn how to create mood boards, this will enable you to show your clients exactly how their shoe will look for their special day. Everything from men's shoes to ladies shoes are jam packed in this course.

COURSE LAYOUT

Week 1	Introduction to sketching and the principles of shoes
Week 2	Understanding all the styles of footwear – what are trends
Week 3	Sketching Ladies and Men's Footwear - Casual and Couture
Week 4	Creative Exercises for Sketching and Rendering Techniques
Week 5	Presenting your Shoe



Footwear Design and Pattern Engineering Online Course

Course	Footwear Design & Pattern Engineering Online Correspondence Course
Duration	1 year
Price	R13 800 – Structured in 2 payments Semester 1 payment – R6 900 Semester 2 payment – R6900
Stationery Kit	R 1800
Textbooks	R 899
Register	Register@stylearchitects.co.za
1st Semester Dates	Contact us for Dates

ABOUT THE COURSE

Our online correspondence course is perfect for someone who has a very busy schedule and cannot attend classes and can only study in their spare time – from the comfort of their home.

The footwear design and pattern engineering course is filled with lots of information about the footwear industry. The student will learn everything from sketching shoes, to making patterns as well as have notes and textbooks filled with theory about the manufacturing process.

HOW THE ONLINE COURSE WORKS

The course is structured in a simple easy way;

1. Register for the course
2. Pay your registration fee for semester 1
3. You will then receive all your textbooks and stationery to compete the course straight to your doorstep
4. Receive login details
5. Begin learning by watching our extensive range of HD Video Tutorials and feel like you are in class with your lecturer – videos can be watched as many times as needed
6. Follow the videos via our textbooks, complete fun filled exercises and submit assignments via email
7. Contact our lecturers on standby to help you with any questions you may have
8. Students can even register for private lessons at an additional fee charged per hour

COURSE LAYOUT

SEMESTER 1

Semester 1 consists of 3 main subjects

- **Basic Design**
- **Basic Pattern Engineering**
- **Basic Footwear Manufacture and Materials**

SEMESTER 2

Semester 2 consists of 4 Main Subjects

- **Intermediate Design**
- **Intermediate Pattern Cutting**
- **Intermediate Footwear Manufacture and Materials Technology**
- **Brand and Business Development**





Footwear Workshops

Our Footwear Workshops

Our workshops are fun and for the whole family – they are not only fun but are filled with vital information that can assist you to start making shoes from home. We offer different options

At Style Architects we have comprehensive options that allow you to explore your fascination for footwear design. We not only offer our students exciting shoemaking workshops – but we also supply our students with shoemaking kits that are sent straight to your door and you can make as many shoes as you want in the comfort of your own home, for friends and family – or just for yourself.

Hand-made Shoe Workshop

Course	HAND MADE SHOE WORKSHOP
Duration	1 DAY
Lessons	1
Price	R 1295
Time	SATURDAY 9AM – 3PM
Seats per Course	6
Location	Johannesburg
Shoe Tool kit	R 2400 - <i>optional</i>
Register	Register@stylearchitects.co.za

ABOUT THE WORKSHOP

We offer different shoemaking workshops all specializing in different styles of shoes. You can choose one workshop or do all the workshops. Remember the more you do the more you learn. After every workshop you can order a shoe kit from style architects – this is exclusive to Style Architects – choose a design and we will have everything sent to your doorstep. You will receive a parcel filled with everything you need to make yourself a pair of shoes in your own home – order as many as you like, and as many different sizes and start making friends and family shoes from home. Each package comes with an instruction manual so you can't go wrong – only students that have done the shoemaking workshops can order these parcels.

ALL OUR WORKSHOPS

Workshop 1	How to make - Ladies Flat Sandal
Workshop 2	How to make - Ladies Sandal – low heel wedge
Workshop 3	How to make - Ladies Flat heel pump
Workshop 4	How to make - Ladies D'orsay Pump
Workshop 5	How to make - Platform wedge
Workshop 6	How to make - Sneakers
Workshop 7	How to make - Closed Toe Slippers

Stay subscribed to our mailing list and you will always be updated if we add new shoes to our workshops – remember **if you book more than 3 workshops at the same time, you will receive a 50% discount on your 4th workshop!**