

FIT



**COM
PLEX**

**SNEAKER
ESSENTIALS**



The *Sneaker Essentials* certificate program explores all angles of the sneaker business – from design through sales. The program combines real world activities and interactive learning resources to create a captivating and fun mobile learning experience. FIT faculty, Complex contributors, and industry leaders from across the sneaker world provide compelling video lessons, while input from industry professionals and influencers adds to the content in each course.

The educational content is delivered in 6 courses covering history, design, manufacturing and production, distribution, retail, brand strategy, marketing, and media.

Student forums encourage interaction with each other as well as group moderators for networking. Students can share their projects for feedback, ask questions, and gain insights from Sneaker Essentials experts.

The program provides introduction to potential career paths and an overview of the key knowledge and skills necessary for success in the sneaker industry and related fields.

Students will earn a Certificate of Achievement from FIT upon completing the course work.

Program Learning Goals:

1. Develop understanding of career paths in the footwear industry
2. Identify and develop industry knowledge in the areas of design, manufacturing, distribution, marketing and media
3. Inform students' choices and help them explore pathways to a variety of career goals
4. Expand familiarity with footwear and related terminology in order to progress students' ability to build communication skills
5. Support resume and portfolio building
6. Enhance students' STEM skill set by analysis of pricing, revenue, statistics, visualizations and other real-world data sets

Student Benefits:

- Certificate of achievement (non-credit) from Fashion Institute of Technology
- Learn directly from leading academic and industry experts
- Real industry scenario assignments
- 100% online and self-paced



COURSE 1: INTRODUCTION TO HISTORY AND CULTURE

Get to Know the World of Sneakers

Sneaker culture — in sports, fashion, and as an investment vehicle — has deep roots that reach back into the 19th century. Today’s brands draw on hundreds of years of development in materials and product innovation. The distinctive cultures that have evolved around sneakers, from hip hop to Terrace and Harajuku, all began with a drive for performance and design by athletes and their fans. Start your journey into the world of sneakers by learning how the Olympics has been a driving force behind sneakers and the push for the marriage of function and design. Get to know the top brands, and find out how sneakers are bought and sold as valuable investments in active marketplaces. At the end of the course, you will create an online sneaker marketplace portfolio after researching the history and development of your own shoes.

Lessons in this course:

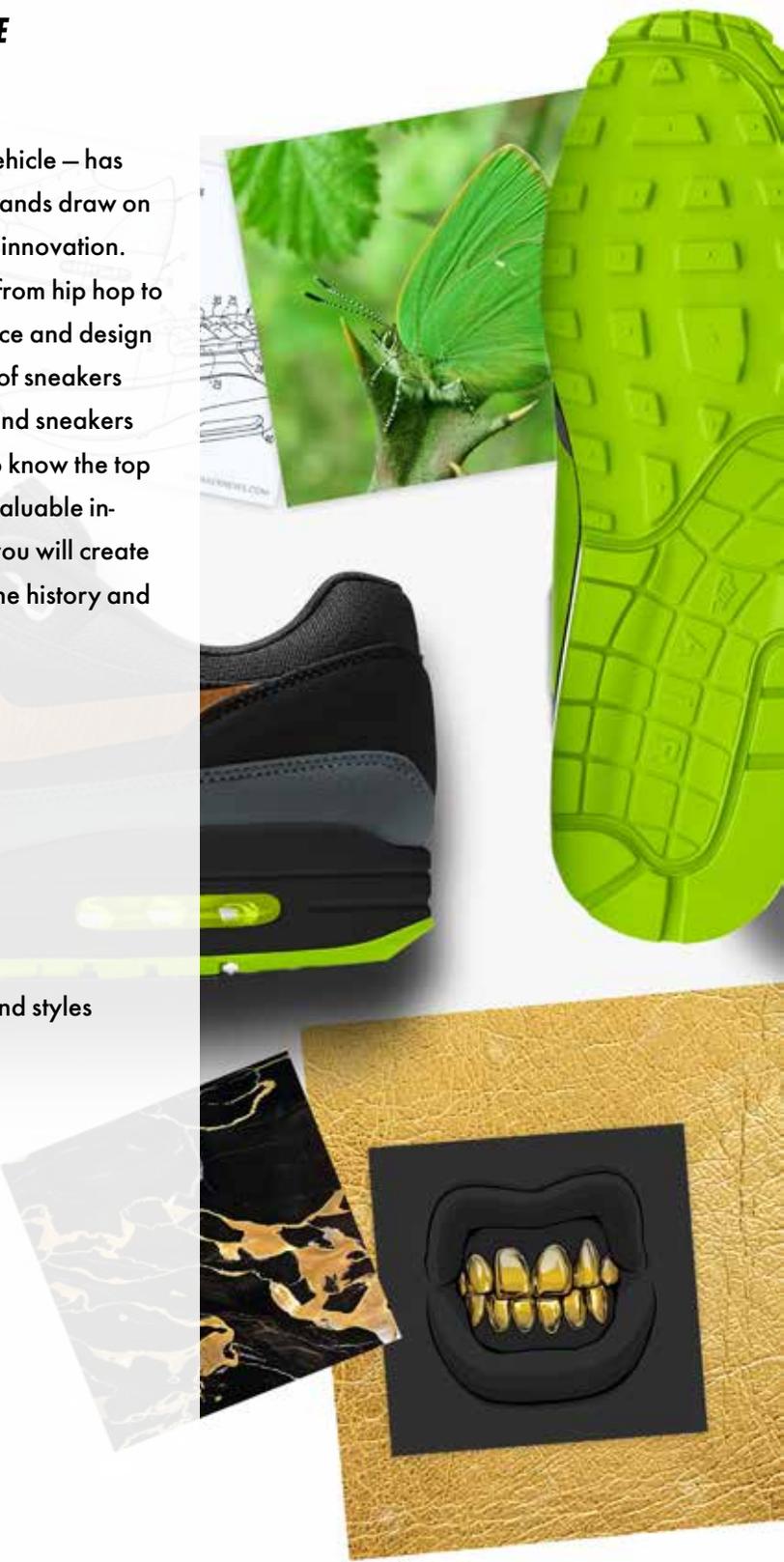
1. History of the Sneaker
2. Introduction of Performance Footwear
3. Sneaker as Fashion
4. Sneaker Culture

At the end of this course, you will be able to:

1. Research and understand the history of sneaker brands and styles
2. Identify sneaker materials and design functions
3. Create a sneaker portfolio for buying and selling online

CONTRIBUTORS:

Ellen Goldstein-Lynch, FIT
 Gregg Woodcock, FIT
 Frank Zambrelli, FIT
 Sean Williams, OSD/SOLEcial Studies
 Matt Priest, FDRA
 Brendan Dunne, Complex
 Russ Bengtson, Sneaker Media Legend
 Matthew Welty, Complex
 Richard “Maze” Lopez, Co-Host of Full Size Run
 Rich Medina, Rock Steady Crew, Universal Zulu Nation





COURSE 2: DESIGN

Design From the Last Up

A great sneaker starts with a great design. From the initial brief to the finished prototype, it is the job of many skilled designers and materials engineers to bring their talents together in the creation of iconic footwear. The process starts with inspiration – a great athlete, a cultural meme, the latest dance craze – and culminates in a set of manufacturing specs for the factory. Join industry experts in this course as they take you through the stages of sneaker design. Get to know some of the tools that a team uses to complete the cycle of footwear product development, and explore the processes of sketching, drafting and prototyping footwear. You'll delve into topics such as ergonomics and logos, and learn how they affect the development of footwear design. At the end of the course, you will be challenged to think about your own design aesthetic as you bring together inspirational concepts for a new sneaker.

Lessons in this course:

1. Design Brief and Design Calendar
2. Inspiration / Color
3. Materials
4. Sneaker Parts
5. Shoe Lasts
6. Ergonomics
7. Sketching & Drafting
8. Branding & Logo Applications
9. Prototyping

At the end of this course, you will be able to:

1. Interpret design and logo concepts in sneaker development
2. Describe the sneaker design process and release timing
3. Assess the structural components of sneakers
4. Take the first steps in creating your own sneaker designs

CONTRIBUTORS:

Gregg Woodcock, FIT
 Frank Zambrelli, FIT
 David Ulan, FIT
 Thomas Novella, FIT
 Joe La Puma, Complex

COURSE 3: SNEAKER MANUFACTURING AND PRODUCTION

Bring a Design to Life

Understanding the sneaker “product” means understanding not only how it is designed, but how it is made. Becoming familiar with the way sneakers are created will not only make you a better consumer, but will form the basis of your career in the footwear industry. In this third course, we visit a sneaker factory to see how sneakers are made, and to learn about key skills such as pattern making, upper assembly, and outsole application. This manufacturing process, and the skills of the factory staff, ultimately determine the quality – and value – of the finished footwear. Pay attention as the various tools and equipment are demonstrated, since you will have an opportunity to take your own virtual tour of the factory at the end of the course and showcase your understanding of the manufacturing flow.

Lessons in this course:

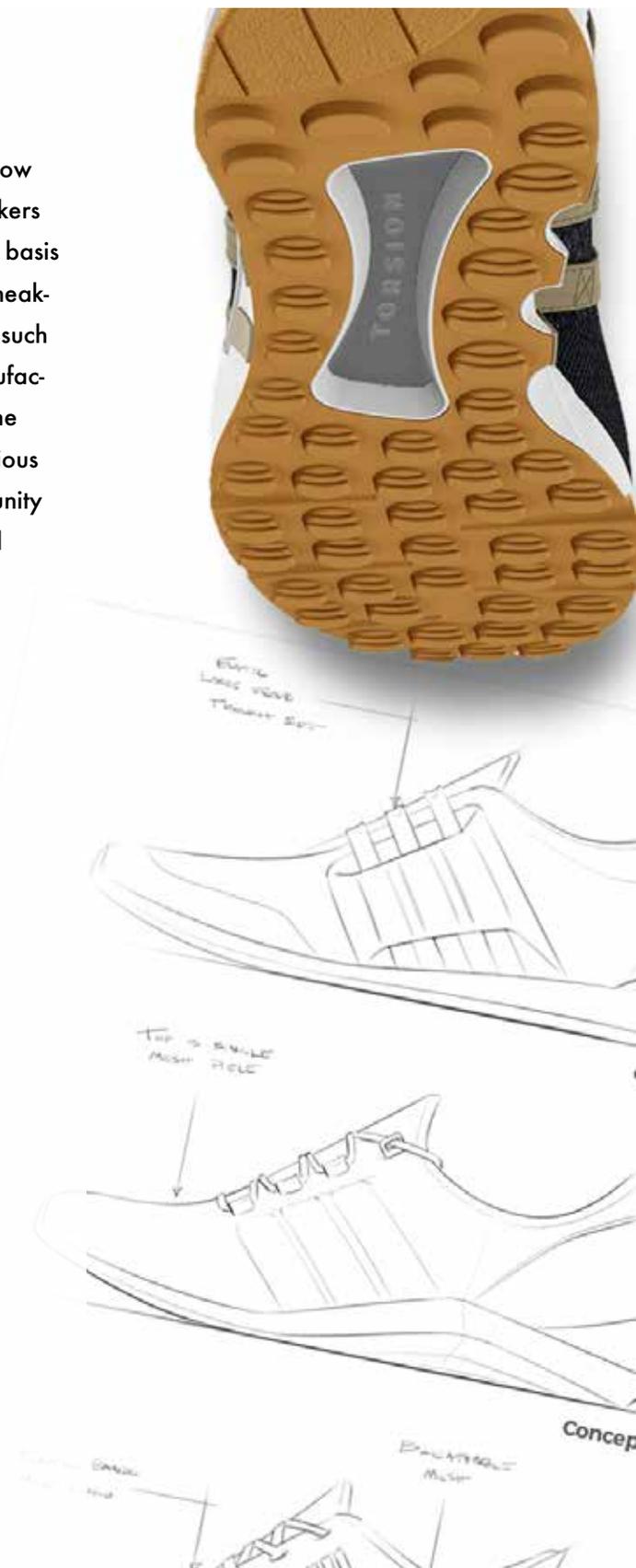
1. Pattern Making / Sample Rounds
2. Pattern Grading and Fit
3. Upper Assembly and Lasting
4. Outsole Application / Sole Development
5. Cemented Construction / Vulcanized Construction
6. Production Tools & Equipment
7. Quality Control

At the end of this course, you will be able to:

1. Understand the manufacturing process as part of the sneaker cycle
2. Examine a sneaker and understand how it was constructed
3. Evaluate the quality of the finished product
4. Demonstrate your knowledge of footwear construction

CONTRIBUTORS:

Gary Chwatuk, FIT
Den Ly, FIT
David Ulan, FIT
Gregg Woodcock, FIT
Joe La Puma, Complex



COURSE 4: DISTRIBUTION AND RETAIL

Connect with Consumers

SneakerCon, the premiere trade show for athletic footwear, is an annual high point for sneaker marketers, producers, brands, and fans. It is part of a widespread retail industry comprised of major international franchise brands, small scale boutiques, online and non-traditional retail, and a busy second-hand sneaker market. All of these outlets closely monitor release dates and the drop strategy for each brand, seeking to bring the best value to their customers at the start of each cycle. As an industry professional, you need to understand these relationships between brands and retail outlets. In this course, you will get to know more about how both the retail and resale markets function, and the many opportunities for aftermarket distribution, along with options for entrepreneurship in sneaker distribution channels. 360-degree tours of trade shows and retail outlets give you a chance to visit and evaluate these spaces as you create your own boutique brand concept at the end of the course.

Lessons in this course:

1. Trade Shows
2. Traditional Retail
3. Alternate Distribution Channels
4. Sneaker Boutiques
5. Select Releases Dates / Drops
6. Non-traditional Retail / Resale
7. SneakerCon / ComplexCon
8. Customization

At the end of this course, you will be able to:

1. Navigate the various retail and aftermarket channels for sneaker distribution
2. Evaluate sales outlets and the ways in which they create market position
3. Track product value in new and second-hand markets
4. Bring together brand and identity concepts to create a store design

CONTRIBUTORS:

Yelena Mogelesky, FIT
Matt Priest, FDRA
Susan Boyle, Rime
Josh Lubber, Stock X
Joe La Puma, Complex

COURSE 5: BRAND STRATEGY & MARKETING

Build an Audience

It is the job of the marketing and sales teams to develop a brand identity that will connect with consumers. Each sneaker has a story that reflects its origins, the aesthetic of the brand or celebrity, and the lifestyle of the consumer. In this course, you dive deep into learning about sneaker marketing strategy, how to create a brand story, develop marketing tactics, and promote the product on digital platforms. While traditional marketing tactics are still in use, today's consumer is reached through digital and social media channels that rely on endorsements and collaborations, including nonprofits. At the end of the course, you will take on the task of creating a marketing strategy using all of these avenues for your own sneaker brand.

Lessons in this course:

1. Brand Strategy
2. Brand Attributes
3. Creating a Brand Story
4. Marketing Tactics
5. Traditional Marketing Avenues
6. Digital Apps and Web
7. Endorsements
8. Collaborations
9. Foundations, Associations and Nonprofits in the sneaker industry

At the end of this course, you will be able to:

1. Create a brand story and identify brand attributes
2. Develop a marketing plan that includes print and digital
3. Analyze the value of endorsements and collaborations

CONTRIBUTORS:

William Zeitz, Waz Inc.
Jeron Smith, Curry 30 Inc.
Josh Luber, Stock X
Joe La Puma, Complex



COURSE 6: MEDIA

Get the Word Out

If you love sneakers, you probably love “unboxing” videos. These amateur videos are a great example of the kind of content that helps build buzz around sneaker brands. As the experts at Complex Media and Sole Collector explain, blogs, social media and video are game changers in sneaker media. These digital channels drive the sports and fashion sneaker markets, and your guides will give you exclusive insider information about how you can work your way to the top. Find out how to create viral media and build your social media presence to become an influencer. Once you discover the secrets of great media content, you will create your own unboxing video for evaluation.

Lessons in this course:

1. What is Sneaker Media?
2. The Birth of Sneaker Blogs
3. Biggest Sneaker Media Moments in History
4. Social Media and Social Video
5. How to Create Your Own Media

At the end of this course, you will be able to:

1. Recognize how media is used in product marketing and branding
2. Build your own personal digital brand in the sneaker world
3. Create your own high-quality digital media

CONTRIBUTORS:

Brendan Dunne, Complex
Russ Bengtson, Sneaker Media Legend
Matthew Welty, Complex
Richard “Maze” Lopez, Co-Host of Full Size Run
Joe La Puma, Complex