



7th edition

# The Joseph C. Moore Footwear Scholarship

TIMELINE AND RULES

# Timeline for participating schools

## Upon confirmation of school participation

The school must inform Arsutoria School who their designated supervisor/coordinator will be for this project. He/she will be responsible to evaluate and select among the initial submissions the designated 2/3 finalists. The supervisor will stay in touch with Arsutoria School for updates and communications.

## April 4<sup>th</sup>, 2022

- Schools notify students of this opportunity
- Press-Release

## April 4<sup>th</sup> - May 15<sup>th</sup>, 2022

Deadline for students to submit entries to each school supervisor via the [arsutoriaschool.com/jms](http://arsutoriaschool.com/jms) website

## May 22<sup>nd</sup>

Faculty Recommendation deadline

## August - dates TDB

FDRA gala event in NYC with Joe Moore Scholarship winner as guest

## August 29<sup>th</sup> - December 5<sup>th</sup>

Joe Moore Scholarship winner full enrollment of 15-week Shoe Technical Path: shoe pattern making and prototyping course in Milan, Italy

# Process

Upon confirmation of school participation Arsutoria School will:

- provide a PDF outlining the scholarship to be emailed to students. This outline will refer students to our website, share all details of the program as well as connect with our scholarship support team for any questions.
- posters for printing and posted throughout student spaces, classrooms and areas that can connect a more inclusive audience to this scholarship opportunity.

## Faculty Support Responsibilities

- review design requirements, especially the call out on connections and insights regarding commercial and production alignments
- read through the balance of questions.
- It is mandatory that each applicant receives approval from their faculty support. All complied application requirements are submitted with the highest level of professionalism and organization.

# The Joseph C. Moore Footwear Scholarship

This scholarship will afford one candidate the opportunity to attend a 15-week Shoe Technical Path: shoe pattern making and prototyping course in Milan (Italy), at the prestigious Arsutoria School.

The scholarship covers free tuition and is valued at USD \$11,700 in addition to lodging accommodation in the Arsutoria Residence valued at USD \$5,000, and round trip air fare.

Senior year student Applicants are requested to submit a small collection of 6 designs/sketches after choosing a theme that reflects your inspiration.

**Please read the “Design Requirements” section carefully: submissions not adhering to the requirements will be rejected.**

Deadline to submit your application is **May 15th, 2022**.

The training program will start August 29th, 2022.

For detailed information about the course, please see the attached brochure.

Arsutoria School and FDRA invite participating schools to have their senior year students submit their portfolios and application for consideration of this scholarship. It is an excellent way to give recognition to one of your students and allow him/her the chance to receive advanced training in their field.

Learn more about this scholarship on [arsutoriaschool.com/jms](https://arsutoriaschool.com/jms)

## Deadlines and enrolment

To participate to this amazing learning opportunity, Senior year student Applicants need to submit their digital application, together with the required material listed below, to this web address:

[arsutoriaschool.com/jms](https://arsutoriaschool.com/jms)

Deadline to submit your application is **May 15th, 2022**.

Only applications that are submitted by the deadline and adhere to all scholarship specifics will be considered and reviewed.

The winner will be announced on the website, social media and partnered media links and will receive an individual communication by the founder of this scholarship, Joe Moore.

## Material to be delivered

### RESUME (PDF format)

- Present achievements, recognition and rewards received
- Note any personal experience had in the footwear industry
- Note Education Background
- Hobbies and personal interests

### MOTIVATION STATEMENT (PDF format, template provided)

In addition to any other personal information please answer the following:

- Where do you see yourself in the next 10 years?
- What do you hope to obtain from this 15 weeks program at Arsutoria School if you are chosen for this scholarship?
- List five assets that you feel are indispensable for a footwear designer to have to be successful in the industry
- List what you feel your strengths and weaknesses are?
- From where do you get your design inspirations?
- What does fashion mean to you?

## DESIGN REQUIREMENTS (PDF Format)

Together with your application form, you are requested to submit a collection of 6 designs.

Three styles should be expressive, creative & inspiring with your best work. The other three should be more commercial, very saleable, functional and easy to market. There should be one sneaker/athleisure amongst these three.

All designs need to follow a theme and inspiration through a mood board. Indicate your inspiration and link the six styles to make a strong package. An invisible thread should run through the group. Please sketch top and side view.

Decide the type of shoes you are planning to design and for what season. Drawings should be as detailed as possible, executed in black and white using digital programs or hand renderings.

Use a maximum of three lasts, consider a variety of structure bottoms and heels.

**Your collection should include styles for volume like Camuto, Sam Edelman & Steve Madden.** It should also include the look of luxury brands like Prada, Manolo, Jimmy Choo, Louboutin and Gianvito Rossi.

The project must be original for this entry. No pre-existent constructions can be used. Failure to adhere to these guidelines will result in a disqualification.

Your sketches should be clean and represent the best quality of your work. Attention should be paid to details that add to the uniqueness of these designs but keeping in mind that there should be commercial value.

The judges will be scoring you creativity, understanding your customer and developing commercial styling.

## WRITTEN PRESENTATION OF YOUR COLLECTION (PDF Format)

Create your own personal format for compiling information and inspiration.

Have it reflect the evolution of your ideas to be constantly added to and edited as your collection takes form.

Always focus on who you are designing for: your customer. Her or his lifestyle, occupation, demographics, personality, where she/he shops and the brands she/he buys.

Ask yourself if your collection answers to his/her requirements and demands.

Your ability to convince the judges as to why your collection is what your customer needs and is looking for will be part of the criteria adopted by the judges in their selection in addition to the creative design and originality of use of materials.

## A brief bio on Joe Moore

Joseph C. Moore, honoree of the Arsutoria Footwear Scholarship, recently retired as President and CEO of the Fashion Footwear Association of New York (FFANY) and Chairman of Fashion Footwear Charitable Foundation (FFCF).

Joe has been a distinguished force in the footwear industry, as a business leader and benefactor. He had a meteoric rise in the fashion industry where he has spent his entire career.

Starting in a family owned children's store while attending university, he followed onto Bullocks, Los Angeles then to Neiman Marcus where he introduced the Salvatore Ferragamo and Charles Jourdan lines.

Joe became President and CEO of Charles Jourdan USA, then held positions at Saks Fifth Avenue where he achieved substantial success. Throughout his career he has been a valued mentor to many.

FFANY and Joe Moore have contributed to an array of industry scholarship programs to encourage students to pursue their careers in footwear design and also believe strongly in training the new generation for the challenges of today's industry.

It is for this reason that we are honouring this icon of the footwear industry by rewarding the most worthy student with a scholarship to attend our most renown course in Italy.



# Arsutoria School mission statement

Arsutoria School is the world leading school for shoes and bags professionals.

We strongly believe that a career in the field of shoes must be funded on a deep knowledge of the product: engineering techniques, materials and components, technical constructions.

Arsutoria School is the only school based in a fashion capital with an internal sample room where students of the 12-week pattern making and prototyping course can have their prototypes of shoes manufactured

A portion of our students aims at creating their own brand. Another part of our graduates represents the younger generation of footwear companies' owners. On average 50% of our students are financed by a company.

With students from over 50 countries we offer all courses in English. Average age of our students is 25. Most of them already have a working experience. Therefore, we have specialized our offer on short courses.

Although part of our students already has an experience in the field, our courses start from the fundamentals. Thanks to the intensity of the program, students always achieve more than they expected.

All our teachers are professionals with a significant working experience in prestigious companies. Their heritage is in design and manufacturing of quality shoes. Our students work in companies with different target prices. We teach them how to match their pricing requirements while keeping high quality standards.

The school is located near the center town of Milan. We offer accommodation in apartments located in the same building of the school.

Since 2015 Arsutoria School is certified ISO9001 and it is accredited for technical training.



