

My foot!



If you are creative, imaginative and possess the capacity to visualise the end product on paper, footwear design could be your calling

Dr. Amrita Dass, Director, Institute for Career Studies

Running shoes, dancing shoes, riding footwear, *kolhapuri* chappals, *punjabi jutis*, *jaipuri nagras*, puma leather shoes, high heel platform shoes, fur boots, urban footwear, kids running shoes, sheepskin boots, snowmobile boots, the list is endless. Footwear and other fashion accessories are taking on a role of increasing importance in the current fashion system, both image- and money-wise.

What do I have to do?

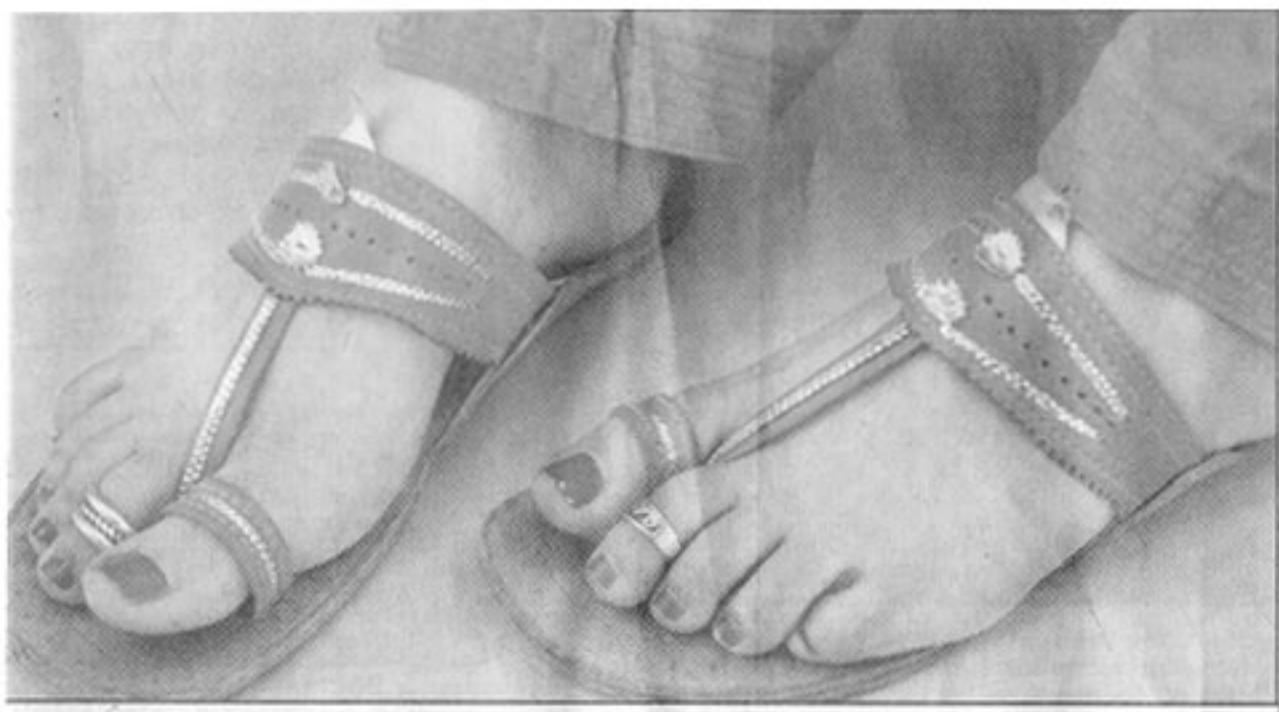
You will be responsible for creating original design solutions for all kinds of footwear and establishing functional and aesthetic designs on a seasonal

basis for specific categories. Your job profile will include

- Designing products.
- Maintaining consistency throughout the product line.
- Setting goals, monitoring progress, and doing critique work for Assistant Designers.
- Working autonomously on projects and developing timelines for their completion.
- Working closely with the Product Management to understand market opportunities.
- Working with factories and suppliers

The future

Muhammad Yavar Dhala, Managing Director, Forward Shoes, feels that there is a US\$12



Institute watch

The Footwear Design and Development Institute (FDDI), NOIDA
Website: www.fddiindia.com

Course: PGD in Footwear Technology & Management (PGDFTM) (Two-year)

Eligibility: Graduate with 50 per cent marks; candidates appearing in the final year may also apply.

Other Institutes offering courses in Footwear Design include:

Central Footwear Training Centre, Agra

Course: Advanced Course and Designing Course in Footwear Technology

Central Footwear Training Centre, Chennai

Course: Advanced Course in Footwear Technology

Central Leather Research

Institute, Chennai

Courses: Certificate in Footwear/ Leather Goods and Garments; Diploma in Leather Goods and Garments; Postgraduate Diploma in Leather Processor

AVI School of Fashion and Shoe Technology, Chandigarh

NIFT, New Delhi and Kolkata

The list is not exhaustive

billion European market waiting to be tapped by the Indian footwear and leather industry. India ranks second among the

footwear producing countries, after China. Though India has only a two per cent share in the US\$ 40-billion global footwear export

sector, compared to China's 20 per cent, exports are expected to leapfrog due to a shift from labour-intensive methods to

modern, state-of-the-art production technology and innovative designs. According to estimates, the total domestic demand for footwear is estimated at 800 million pairs. In view of the growth potential of this sector and the rising demand for footwear technologists, more and more people are opting for this field.

Some top global brands sourced from India are Florshelm, Salamander, Cole Hann, Marks & Spencer, Nautica, Hugo Boss, DKNY, Tomy Hilfiger, Pierre Cardin, Kenneth Cole, Coach, Guess and Next.

Work options

Graduates in Footwear Design are employed as footwear designers as well as buyers and agents. They could work as designers at Nike, Adidas, Fila, Action, Bata, Lacoste, Ravel, Clarks, Levis, Office, Reebok etc. There are also job openings with leading shoe companies such as Bata, Liberty, Phoenix, Action and Lakhani.

Firms are looking for professionals who are able to unite style and technical skills in footwear design and marketing. You can also start your own design studio. Officials at the FDDI say that footwear designers start with a pay packet of Rs. 20,000 per month and

thereafter the sky is the limit. ■

The author is a renowned educationist and career development expert. She can be contacted at institute@icscareersonline.com

Officials at the FDDI say that footwear designers start with a pay packet of Rs. 20,000 per month and thereafter the sky is the limit

There's a US\$12-billion European market waiting to be tapped by the Indian footwear and leather industry

