

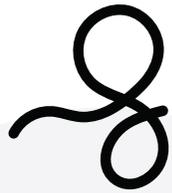
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Sline...
Design Academy



We are
an integrated
art & fashion design
academy

created to compile a full design cycle from
education all the way to design and
production services.





WHO ARE WE? IDEA BEHIND S LINE

The idea behind S Line Academy is inspired from the spirit of a fashion show in many ways.

In a fashion show there is always so much life, work and a coherent flow where thousands of people unite to produce a single show of a common theme, setting and a unified appearance which is what we aim to inspire and interpret at S Line Academy.



We also believe in a concrete concept that the inspiring and highly artistic collection that we see in a fashion show is only a front-end to very serious, dedicated and restless back end combining many sciences and specialties in the fashion industry.

On the catwalk we see the art of design, styling, marketing and production where in fact the back- end included the science of branding, buying, merchandising, trend forecasting, marketing and visual strategies.

The letter “S” in S Line Academy represents so many unique words merged together to produce not only a name but rather an identity; the Style and Strength of being different.

The Smile you have as your first product is developed by you and sees the light for the first time, the Simple steps it takes to grand dreams but in a rather Smart manner and innovative education.

The “Line” always represents the journey that connects your ideas from the first drawing all the way to a production line.

A woman with long dark hair is crouching in a dramatic, low-key lighting setting. She is wearing a houndstooth patterned suit jacket and matching trousers over a black top. She is holding a large, dark, textured hat over her head with her right hand. The background is dark, and the lighting creates strong highlights and shadows, emphasizing the contours of her body and clothing.

AIM, BELIEF & USP

AIM

Delivering accurate academic content that not only stems from the theoretical education but also on a practical note which is why we hire consultants and business professionals to deliver practical content to help pursue a career in the design industry along with professional business consultancy regarding business, design and production



BELIEFS

We believe that the design industry is one that features many intricate details and is of a very broad scope including fashion, Art, graphic, animation and many other forms of design...We also believe that creating a design school is of great necessity especially in the Arab region where the design industry is booming exponentially and is always considered as an art hub where professionals and students intellectually meet.

UNIQUE SELLING POINTS

1-Consultations for students and business professionals from all over the world in all areas of the fashion business.

2-The incubator for providing technical patterns, spec sheets, garment samples and full production services for collections for designers and fashion labels from all over the world.

3- Private classes and customized workshops that are tailored to suit individual needs according to country, business sector and desired language.

4- A unique e-learning educational system where students and enthusiasts can learn online internationally or in Egypt providing class streaming, customized course modules or subscriptions for professional academic videos and consultancy sessions.



MISSION & OBJECTIVES

Expand beyond the realm of Egypt by spreading to Arab countries, Europe, Australia and the United States

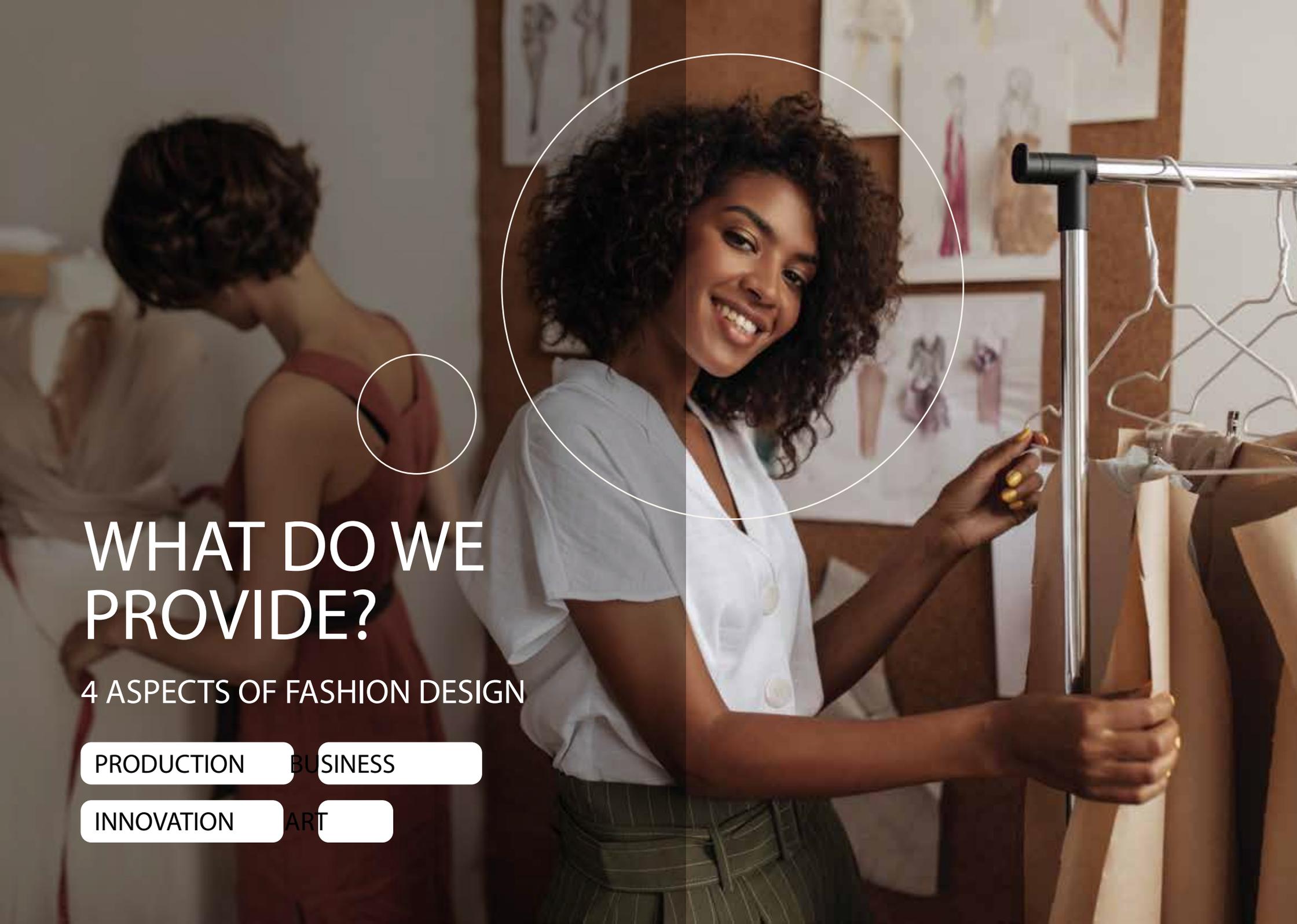
Providing online and offline clear, simple and very modern courses with very specific outcome checklists

Provide professional business consultancy services to entrepreneurs to launch successful labels

Gain academic accreditation from top- ranked fashion universities and institutes

Increase number of potential fashion designers to grow beyond fashion university student to include fashion enthusiasts and entrepreneurs

Effectively collaborate with fashion designers, ministries and retailers to provide a global business environment.



WHAT DO WE PROVIDE?

4 ASPECTS OF FASHION DESIGN

PRODUCTION

BUSINESS

INNOVATION

ART

PRODUCTION

The science of creating the technical aspects related to factory production; technical drawings spec sheets, patterns and couture specialties.

Innovation

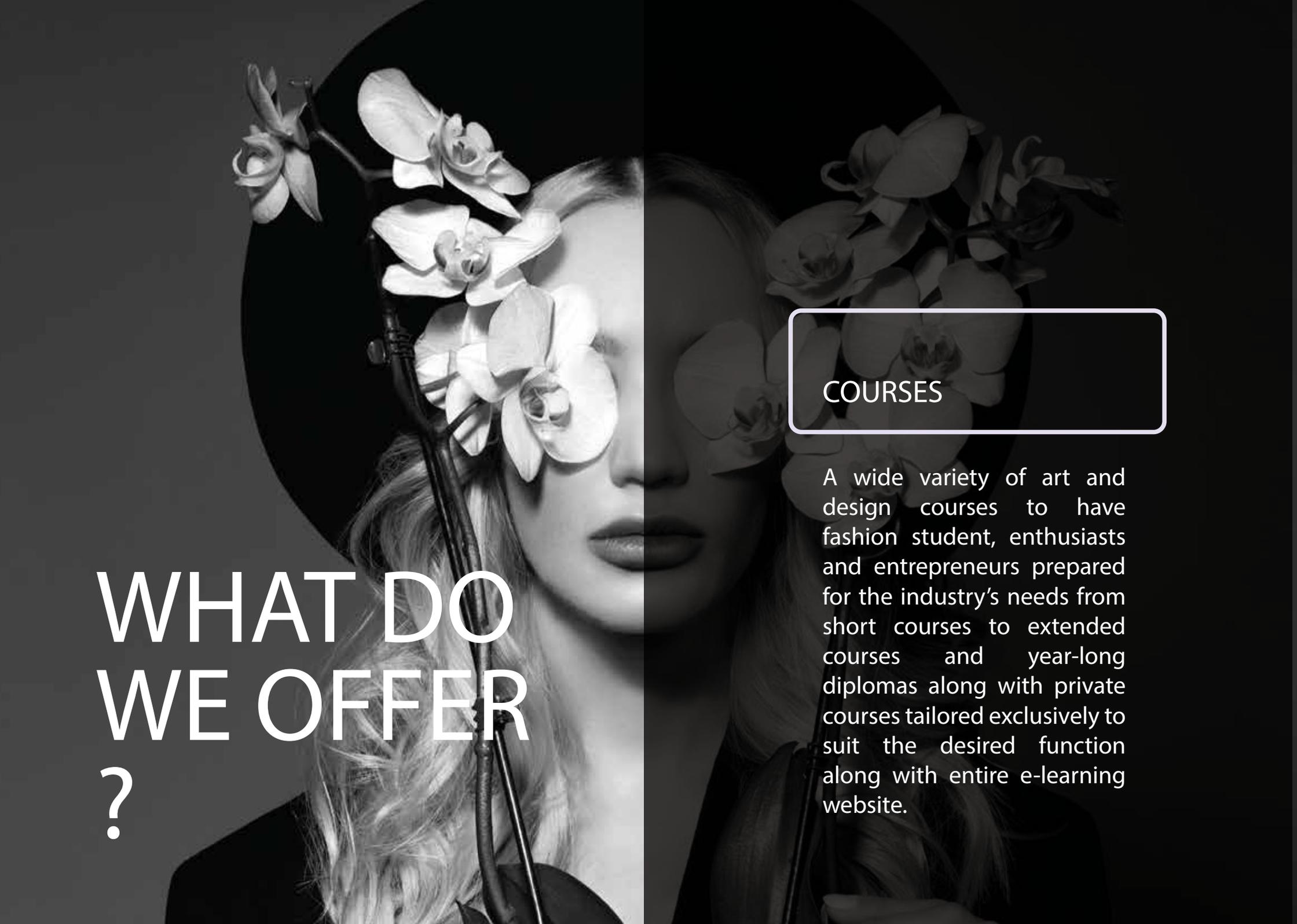
The science of product creation, including fashion design, fashion creations & product development

BUSINESS

The science of creating a label that is an effective business model that combines the elements of art and innovation and formulate it into a commercial model.

Art

The artistic aspect of fashion, including illustration, color science and forecasting, styling and visual art of photoshoots.



WHAT DO WE OFFER ?

COURSES

A wide variety of art and design courses to have fashion student, enthusiasts and entrepreneurs prepared for the industry's needs from short courses to extended courses and year-long diplomas along with private courses tailored exclusively to suit the desired function along with entire e-learning website.

WORKSHOPS, TALKS & CREATIONS

Short, interactive workshops featuring a practical and theoretical edge to explore an industry element. Fashion talks that shed light on an integral topic in the fashion industry with a Q&A session and discussion panel at the end.

Creations to produce a fashion garment on spot in front of an audience.

CONSULTATIONS

Renowned consultants with years of experience in the fields of design, production, product development, buying, merchandising branding, business entrepreneurship, luxury brand management and visual consultancy to provide consultancy services for the augmentation of your label.

INCUBATOR

A well-rounded fashion incubator to intricately produce fashion garment collections in large or minimal quantities with no minimum orders required along with initial samples, spec & technical sheets and pattern designs needed for external factory production.

MENTORSHIPS

A mentorship program that allows fashion designers to produce their very own garment labels with consultancy & brand mentoring in conjunction with the academic growth in the scope of your label creation to a create a simple "learn as you create" approach.



FASHION COMPREHENSIVE WORKSHOP SCOPE

FASHION HISTORY
& THEORY

Marked creations throughout the history of fashion and theories of fashion design and businesses.

FASHION TREND ANALYSIS

Analyzing & forecasting major market trends and identifying commercial trends that suit multiple business models

FASHION STYLING

Personal styling concepts, color & silhouette coordination & styling for fashion brands and photoshoots

FASHION BUSINESS & MARKETING

Insights into fashion branding, management, marketing, merchandising and pricing strategies

FASHION PATTERN MAKING & DRAPING

Producing patterns of highlighted fashion garments and the science of quick draping and sewing techniques



Courses & Diplomas

ALL In One

FASHION COMPREHENSIVE DIPLOMA

Duration: 1 year 3 months

Timing : 4 times a week

Price : 60,000 EGP



A 360° ROUND INTO THE FASHION INDUSTRY

MODULE 1-Illustration and design

MODULE 2-Pattern making

MODULE 3-Draping

MODULE 4-Styling

MODULE 5-Fashion Business

MODEL 6- Portfolio presentation

FASHION BUSINESS DIPLOMA

Duration : 6 months

Session : Twice a week

Instructor : Zahra Sherbini

Price : 40,000 EGP



FASHION DESIGN DIPLOMA

Duration: 9 months

Session twice a week

Price :35, 000 EGP



THE A-Z SCIENCE OF ESTABLISHING
A FASHION LABEL

MODULE 1- BRANDING

MODULE 2- TREND IDENTIFICATION & ANALYSIS

MODULE 3- THE FASHION BUSINESS & BRAND MANAGEMENT

MODULE 4- BRAND POLICIES & STRATEGIES

MODULE 5- FASHION BUYING & MERCHANDISING

MODULE 6- FASHION MARKETING

MODULE 7- PRICING

MODULE 8- VISUAL COMMUNICATION & SCIENCE OF VISUAL
IMAGE

FROM IDEA TO PRODUCT; THE FULL
COLLECTION

PART 1

Introduction to fashion design /Terminologie,

Theories,Strategy and concepts

PART 2

Fashion design Collection initiation and design

development

PART 3

Fashion Business And Marketing

Pattern making DIPLOMA

Total duration: 120 hours
Price :39,000 EGP



Pattern making (basic)

Duration :15 session 60 hours
Price : 8000 EGP

01

01

Basic
Duration :15 session 60 hours
Price : 8000 EGP

02

Advanced
Duration: 30 session
Price : 12,500 EGP

03

Haute Couture & Bridal
Duration: 30 session
Price : 18,500 EGP

Content :

- Body measurements, and sizing
 - Drafting Blocks: Constructing pattern blocks for personal sizes and shapes. Learning the relationship between using the proper block and style.
 - Style pattern adaptation: Developing your own designs on the correct basic block, and preparing them with all the necessary details for assembly.
 - Lay Planning & Fabric Cutting: Producing the lay plan of your pattern pieces on fabric.
 - Assembly: Practicing basic sewing and assembly/make-up with instructions in simple, easy to understand rich animations.
 - Construction of Basic Bodice and Basic sleeve
 - Dart manipulation
 - Shirt design (basic shirt_
 - Construction of basic skirt (A-line) and circle skirt
 - Construction of basic trousers
- Implement personal creative designs of multiple skirts and pants

You can Study any of these parts individually

Pattern making (advanced)

Duration: 30 session

Price : 12,500 EGP

02

Content :

- Revision of pattern basic construction concepts and body measurement techniques
- Intro to origami concepts and artistic design principles
- Pattern construction of Origamis
- Cutting and sewing techniques of origami
- Introduction to corset construction and design concepts
- Pattern cutting and contouring of corset
- Blazer construction techniques and pattern concepts
- Pattern construction of 2-piece sleeve
- Pattern construction of capes and hoodies
- Pattern construction of jumpsuit (basic and advanced)

- Final advanced project

Pattern making (haute couture & BRIDAL)

Duration: 30 session

Price : 18,500 EGP

03

Content:

- Revision of pattern basic construction concepts and body measurement techniques
- Intro to haute couture concepts and artistic design principles
- Introduction to corset construction and design concepts
- Pattern construction of corsets (simple and advanced)
- Cutting and sewing techniques of multiple corsets
- Introduction to A-line skirt construction and design concepts
- Pattern construction of A-line skirt (simple and advanced)
- Cutting and sewing techniques of A-line skirts
- Introduction to circle skirt construction and design concepts
- Pattern construction of circle skirt (simple and advanced)
- Cutting and sewing techniques of circle skirts
- Introduction and implementation of bridal design concepts and pattern techniques

- Final couture/ bridal advanced project

Darpping DIPLOMA

Total duration: 120 hours
Price :40,500 EGP



Draping (basic)

Duration :15 session 60 hours
Price : 10,000 EGP

01

01

Basic
Duration :15 session 60 hours
Price : 10,000 EGP

02

Advanced
Duration: 30 session
Price : 12,500 EGP

03

Haute Couture & Bridal
Duration: 30 session
Price : 18,000 EGP

Content :

- Introduction and working with a dress form
- Working with muslin fabric
- Tools needed for draping
- Draping basics; creating a Dart, creating Gathers/Shirring, draping a One-Dart Bodice, draping a Two-Dart Bodice
- Draping a Basic Skirt
- Draping a Basic Dress
- Draping a Basic Corset
- Draping an Empire-line dress
- Draping a Cowl-neck dress
- Ruffle draping technique
- Final project

You can Study any of these parts individually

Draping (Advanced)

Duration :30 session

Price : 12, 500 EGP

02

Content :

- Revision of draping concepts and techniques
- Complex draping techniques; Bias cut Designs, Asymmetrical Designs, One Shoulder Dress, Peg Skirt with Pleats, "Truing" pleats
- Draping a cocktail dress
- Draping an ballgown dress
- Final project

Draping (HAUTE COUTURE/ BRIDAL)

Duration: 30 session

Price : 18,000 EGP

03

Content :

- Revision of complex draping concepts and techniques
- Design, Sew and drape multiple corsets
- Draping techniques of multiple wedding/ evening fabrics
- Implementation of various design elements & style onto draped dresses
- Draping a A-line gown
- Draping an Mermaid gown Implementation of various design elements & style onto draped dresses
- Final project

Design Course

Instructor: Dr Zahra Shebini

Duration 30 session

Price 8200 EGP

- Inside the fashion industry; sectors, titles and the common fashion professional involved in the industry.
- Fashion terminology & silhouettes.
- Fashion history & the evolution of the fashion image.
- Fashion designers and their contribution to fashion brands, image and trends.
- Introduction to trend analysis, forecasting and trend development.
- Proportions of the fashion figures vs. normal figures.
- Different movement directions of figures
- Cloths rendering for different fabrics.
- Techniques of fabric drawings including textures and prints.
- Collection drawing
- Designer's calendar & production schedules.
- Fabrics for fashion design.
- Collection theory & research.
- Collection concept development.
- Crafting mood boards, fabric boards and line sheets.
- Creating designs from boards- Design initiation.
- Design Development and collection creation
- Flat drawing
- Collection finalization & presentation.

Styling SHORT Course (Short Course)

Instructor: Dr Zahra Sherbini

Duration:15 session

Price 5000 EGP

Content:

- Styling basics and fundamentals; understanding proportions, colors, fit, styles
- Body proportions and figure problems and how to dress each figure
- Analyzing style personalities and how to identify style icons and create individual style
- Identifying trends from fashion runways and incorporating it into everyday looks
- Color combination and creating color palettes
- Creating moodboards for styling
- Fabrics identification and creating fabric boards
- Capsule looks and styling tips on how to create them
- Introduction to the business of styling