

**Villard**Academy

# Glossary

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## 1. About US:

**Villard** name was first established in Cairo in **1995** as an **official agent and distributor** for some of the world's most prestigious luxury brands, including **Chopard, Frank Muller, Cartier** and others. **For over 25 years**, Villard has been known in Egypt for offering high-end watches, fine jewelry, gold creations, and distinctive luxury gifts. What began as a business grounded in elegance and refined taste has evolved into a **legacy of passion for jewelry**.

In **2025**, that legacy took a significant step forward with the launch of **Villard Academy**-an educational academy dedicated to teaching the art and science of jewelry-making. through our **hands-on courses and workshops**, we empower individuals to design and create their own pieces, while preserving traditional techniques and embracing modern innovation. Our mission is to inspire creativity, safeguard heritage, and contribute to a meaningful future for the jewelry-making craft in Egypt and beyond.

## 2. Our objectives:

Villard academy aims to promote creativity, preserve traditional craftsmanship, and support the growth of a strong, modern jewelry-making community. Our objectives reflect our dedication to quality education, creative, empowerment, cultural preservation, and brand growth. Each goal supports our mission to build a strong, innovative community rooted in craftsmanship and driven by passion.

### 1. **Empower creative talent:**

share our knowledge with passionate learners, providing them with the skills to craft their own unique pieces.

### 2. **Preserve & modernize craftsmanship:**

combine traditional techniques with modern tools to keep heritage of jewelry-making alive and relevant.

### 3. **Launch our product line:**

begin producing a dedicated collection of jewelry and accessories designed by our community under the Villard brand.

### 4. **Grow a creative network:**

build a vibrant, supportive community of jewelry makers, artists, and designers connected by shared values and creative ambition.

## 5. **WHAT WE OFFER:**

Villard Academy provides a diverse range of practical, hands-on courses in the field of jewelry-making, especially by our very well experienced staff members in all jewelry fields which not only give an exceptional experience during the courses and workshops, but also may be very useful in networking and resource availability which is also seen in the workplace location that completes the vide and a competing atmosphere.

Our students enjoy a supportive learning environment that ends with a final project, presentation day, and an accredited certificate to celebrate their achievement.

### **Academy courses:**

- **Wire work:**

This course focuses on creating and designing original pieces with copper wire. From simple bracelets to detailed rings, earrings, and necklaces, students learn wrapping, shaping, and finishing techniques. Each class introduces a new jewelry type, helping students build a collection of handmade wire designs.

- **Sawing:**

cutting and shaping metal with precision and creativity. Students begin with simple lines and shapes, then progress to complex designs such as stars, spirals, Arabic calligraphy, and oriental patterns. Step by step, they master control of the saw, learning how to bring any design to life through detailed cuts.

- **Soldering:**

Mastering professional methods for joining metals and constructing solid forms. The course covers soldering tools, techniques, and the science of how metals react to heat. Students practice on rings, pendants, and chains, gaining the accuracy needed to build polished and professional jewelry.

- **Stone setting:**

Step into the world of gemstones. Students explore color, history, and how to identify natural vs. lab-grown stones. Practical sessions cover popular stone-setting styles such as bezel, cabuchon, claw, flush, and pavé. The course ends with a personal jewelry project that highlights each student's creativity.

- **2D jewelry design:**

Introducing the artistic and technical foundations of jewelry sketching and concept visualization. Students learn how to express their ideas on paper through proportion, shading, and detailing techniques. The course focuses on transforming inspiration into clear, professional jewelry drawings ready for production.

- **3D jewelry design:**

Utilizing modern digital tools for innovative design and prototyping.

Our programs are designed for all skill levels from beginners to aspiring professionals-and are delivered through structured courses and focused workshops.

## **Workshops & Seminars**

Villard Academy also offers focused workshops for learners who want quick, practical experiences. These sessions cover sawing, beading, wirework, stone setting, and chain making — giving students the chance to sharpen their skills in a short time. Alongside, our seminars create a space for sharing ideas, exploring design trends, and discussing the future of jewelry within a creative community.



### 3. Conclusion

At Villard Academy, we believe that true craftsmanship is a balance of skill, creativity, and dedication. Through our structured courses, hands-on workshops, and immersive final projects, students gain both technical expertise and artistic confidence. Our mission extends beyond education — we aim to build a thriving community of jewelry artists to innovate while honoring tradition. As our students graduate, they carry with them not just a certificate, but a strong foundation to craft their future in the world of fine jewelry

➤ **Our past presence:**

Villard Academy has proudly organized a series of specialized workshops, each designed to give participants practical experience and creative skills in jewelry making. Every workshop extended over **two full days** and was supported with hands-on training and guided practice.



➤ **Workshops Delivered:**

- **Sawing Workshop** – exploring precision cutting and design techniques.





- **Stone Setting Workshop:**

hands-on training with different setting styles.



- **Wire Work Workshop:**  
creating original jewelry using copper wire methods.



- hosted a workshop at our company's premises focused on **business development and crafting professional business plans**. This special In addition to jewelry-focused training, we event was held in **collaboration with Rotary Cairo Entrepreneurs and MSMEDA (Micro, Small and Medium Enterprise Development Agency)**, highlighting our commitment to not only artistic excellence but also to empowering students with the entrepreneurial skills needed to thrive in the jewelry industry.



يقدم  
جهاز تنمية المشروعات والمؤسسة العربية للتصنيع والتجارة  
أكاديمية فيلارد Villard Academy  
وروتاري كايرو انتربراينوز  
تقديم البرنامج للتدريب الحرفي لصناعة الحلي وريادة الأعمال  
وشغل التدريب علي:  
اصناعة الحلي وصياغتها يراعيها المخططة لحاضنة الحلي التخصصية  
بأكاديمية فيلارد حيث نعتبر من الحرف الواعدة في سوق العمل  
٢ برنامج ريادة الأعمال واصناء خدمة العمل ودراسة الكلفة والتسويق  
فيلارد واصناء نموذج العمل التجاري hmc ودراسات الجدوى.



# ➤ Our Creations:

- Our creations combine traditional craftsmanship with innovative design to create distinctive pieces of jewelry.
- We create jewelry using, gold, silver and copper enhanced with **pearls and stones.**





- Our collections are designed to stand out from traditional product lines, offering unique and diverse styles.
- we provide custom design services, bringing our customers' own ideas to life with high-quality craftsmanship. We have also collaborated with major companies such as DHL, for whom we developed exclusive designs.



## ➤ Our location:

Our academy is located in **the heart of Old Cairo**, a neighborhood rich with history, craftsmanship, and cultural roots, the **location is easily accessible** from various areas, making it convenient for all visitors as it located beside NMEC (National Museum of Egyptian Civilization).

- You can find us at:

- 6 Kasr El shama`a, Old Cairo, Egypt.



## Our partners in success:



**Micro, Small and Medium Enterprise Development Agency.**



**Central Metallurgical Research and Development Institute.**



**NGMC group**



**Crown of Africa**



**Villard**

**International brand**

At Villard Academy, a passionate youth team blends creativity in jewelry with the drive to offer a unique learning experience. Their energy and dedication make the academy a true platform for innovation and growth, aligned with the vision of its Founder and Manager, Abdelrahman El-Sherif — a visionary leader who unites his background in Strategic Management with a lifelong passion for jewelry design. Inspired by creativity and driven by purpose, he established the academy to be more than just a place of learning, but a platform where imagination is nurtured, skills are refined, and future jewelers are empowered to create their own masterpieces. His leadership continues to shape Villard Academy into a beacon of innovation and excellence in the world of jewelry.

