## Andrea Montelpare

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## PhiloSophy

ANDREA MONTELPARE Spais a reference international company in the world landscape of kids footwear. A 100% Italian manufacturing company specialized in the production of high-end shoes. Such an incredible development is driven by style, excellent workmanship and value of quality and fashion component. Thanks to this growth, tradition is consolidated through a remarked evolutionary attitude.



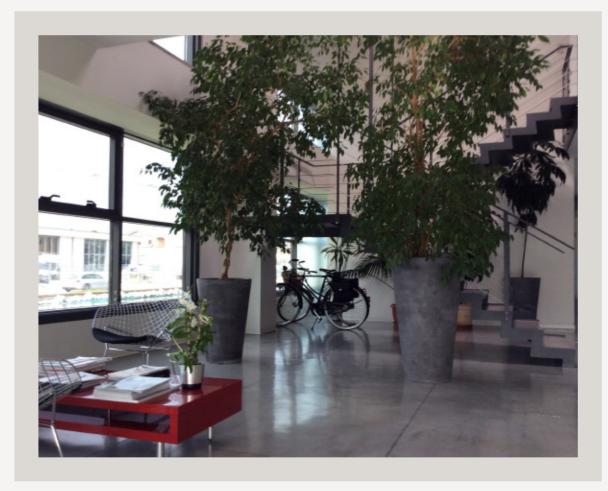
The deep-seated presence on this territory allows a fair mix between a production approach based on the industry and the masterly application of typically handcrafting processing phases, where a manual component still prevails. Actually there are numerous workshops and small production lines -mainly privately owned - that ideally harmonize with the production run under the strict quality controls of the company. As proof of the excellent shoe manufacturing inclination of the region.











Besides the collections of the classic company-owned brands (Andrea Montelpare and Bumper, that in 2004 and 2007 respectively were awarded the valuable "European Kids Fashion Award"), today the company proudly adds the new collections Montelpare Tradition and AM66.



## STXLE ATTUDE

Inspired by excellence in style, Andrea Montelpare shoes are full of personality. They are conceived according to the latest design, and built to provide the maximum health and comfort. These shoes contain all the craftsmanship and the latest technology, to be protagonists of the fashion trends. They are also worked in fine detail by master shoemakers: passionate and experienced people, with exceptional manual skills. Strictly "made in Italy" their soul is expressed in the high end of the global market for children's footwear. The collections tastefully embrace a really vast expressive universe and reflect with deep emotion both the most exquisite elegance and the most contemporary design.

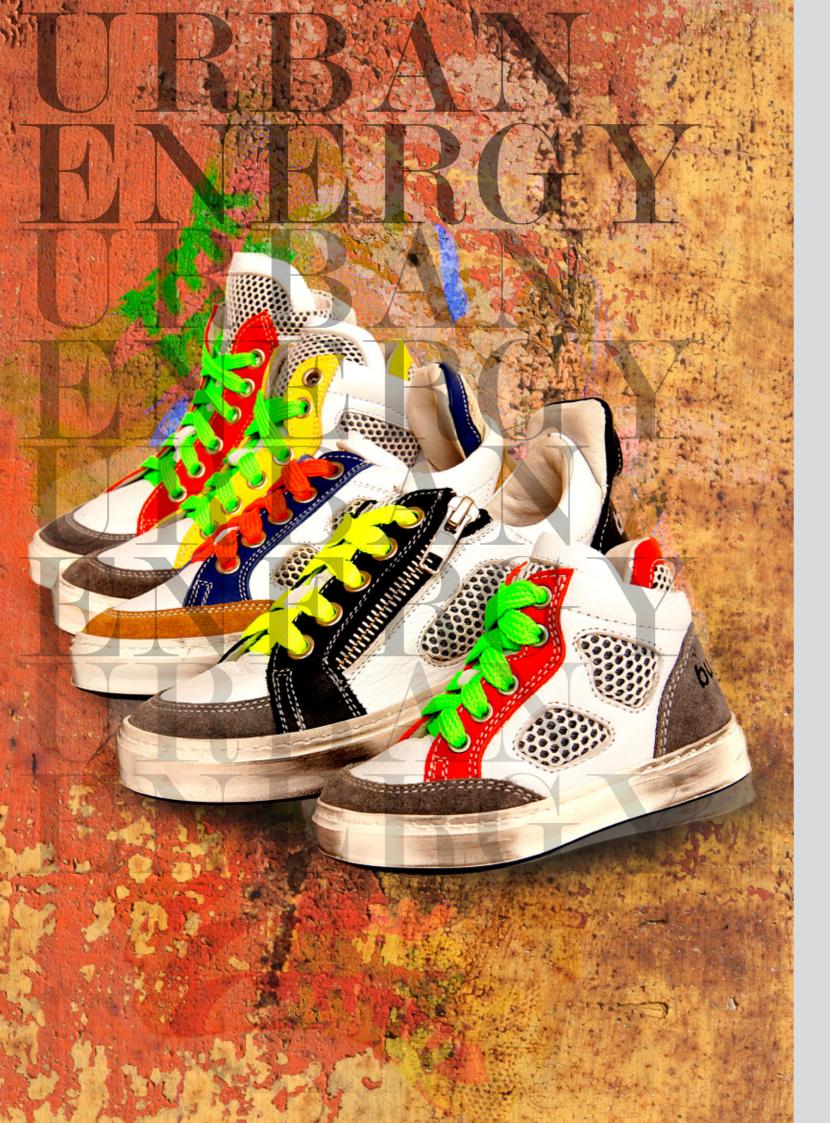
### Montelpare TRADITION

#### TRADITION BRITISH

Known for the quality of his products and indisputable style, Andrea Montelpare presents "Tradition" for summer 2012. A collection with a British flavour but with all-Italian quality that distinguishes the offer of the product, comes into being in the Marche region, home of shoemaking craftsmanship and style. It combines classic design, comfort and elegance. T-bar shoes, T-bar sandals, lace-up shoes and timeless pumps are given a modern reinterpretation in the colours of leather, pomegranate, dust, bois de rose, navy blue and English green. The "Tradition" shoes are the most

classic models reinvented with a new softness, a better fit and volume without taking anything away from the appearance which puts them in the drawing room of footwear elegance in an era of brand "tyranny".





This is the line of footwear that combines sport and street style, the pride of Andrea Montelpare who produces and distributes only high-end brands. Bumper brings together all the components of comfort with those of fashion.

## bumper

In a contemporary classic appearance "camouflaged as a sneaker", they range from experimentation with leathers and avant-garde accessories to using all the expertise of the Andrea Montelpare shoemaking tradition.



#### INTO THE AMERICAN DREAM

... Route 66, John Steinbeck's Mother Road, is the only road that has the power to stretch 3755 Km, linking Chicago with Santa Monica to enter right into the legend. It is a road that goes far, marked in the collective memory that takes you into the American dream, with picture postcard views, the most heartbreaking songs and the most impassioned sunsets.

It is the road of possibilities, change and adventure to race down so that you are different when you reach the end! AM66 is a line of shoes to go far, for modern travellers always in search of the most innovative trends.



Numerous other other lines with licences for some of the most fashionable names of kidswear.

**4US CESARE PACIOTTI** BUMPER FOR AUTOMOBILI LAMBORGHINI CESARE PACIOTTI DSQUARED2 ELISABETTA FRANCHI LA MIA BAMBINA ERMANNO SCERVINO JUNIOR GF FERRÉ ICE ICEBERG JOHN GALLIANO KIDS LANVIN MARNI MI.MI.SOL N°21 KIDS QUIS QUIS ROBERTO CAVALLI SIMONETTA

# FASHION BRANDS

Currently, the company realizes the production of children shoes for FENDI and GIVENCHY.

Some previous partnerships in the management of junior footwear for top-rate brands like YOUNG VERSACE, I PINCO PALLINO and MISS BLUMARINE are worth mentioned.











bumper





JOHN GALLIANO **PARIS** 

**KIDS** 

Montelpare TRADITION

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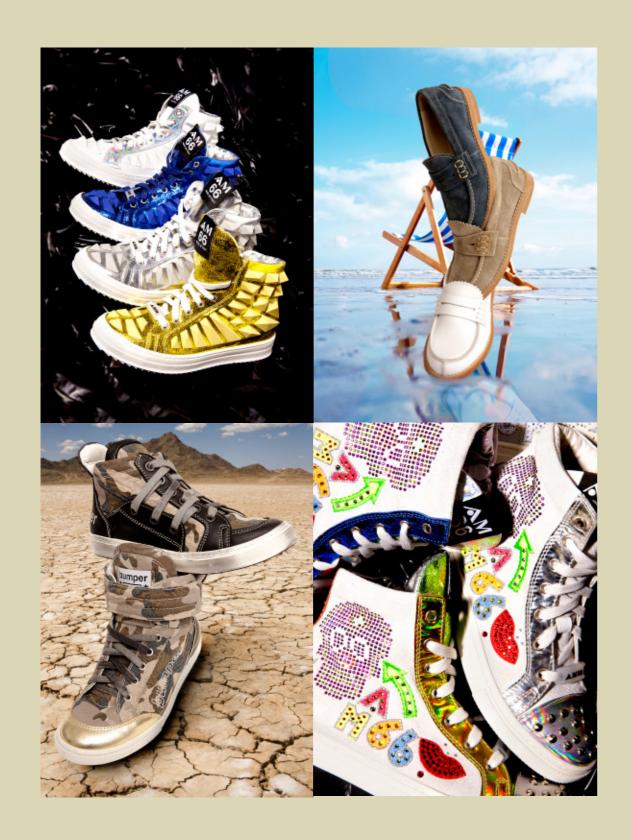




La mia Bambina



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## CELEBRITES & FRIENDS

Among the estimators of its creations Andrea Montelpare counts celebrities like Madonna and Jennifer Lopez, Robert De Niro and Harvey Keitel, as well as the Jordan's Royals.

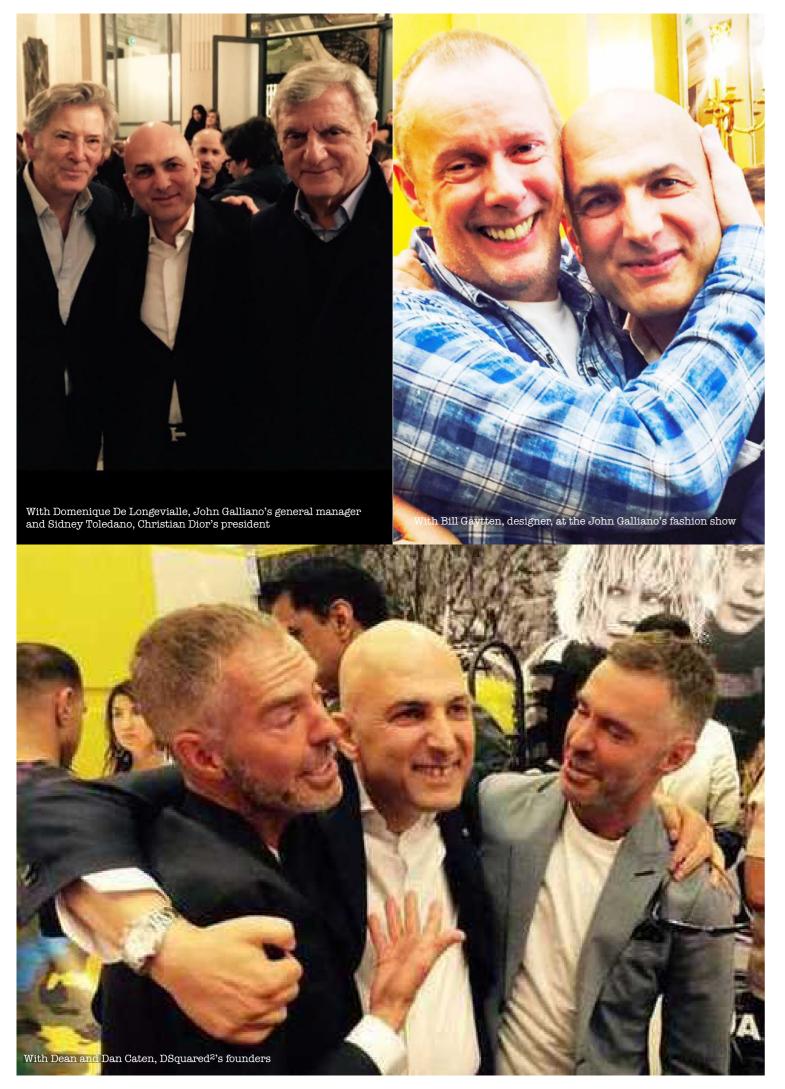
In Italy, a long-lasting friendship binds him to the beautiful Maria Grazia Cucinotta, to the actor Stefano Masciarelli and the presenter Massimiliano Ossini, to the showgirls and presenters Natasha Stefanenko, Nathalie Caldonazzo, Hoara Borselli, Angela Melillo and Filippa Lagerback.





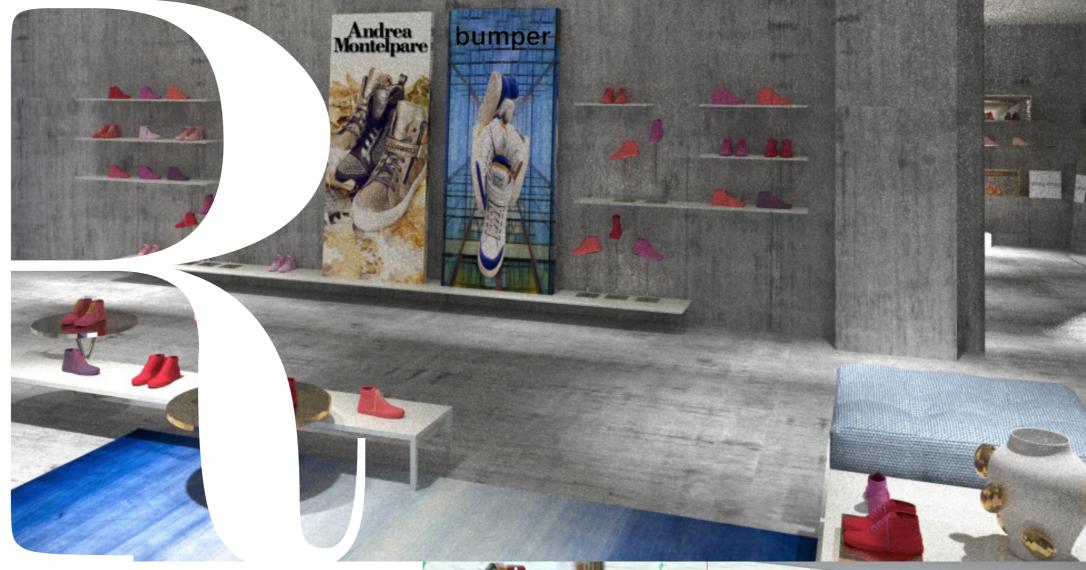












# THE NEW RETAIL PROJECT

Geared toward an organic development of the business, Andrea Montelpare SpA has developed a modular design of the corporate franchise, which covers all the brands produced and distributed by the company.





The corporate stores can be developed on surfaces varying from 75-100 sqm (including warehouse).

Faced with a modest investment, the company prepares a detailed design of the store layout, providing all the tools necessary to start the business.





franchisee The carefully assisted at every stage of start-ups. Basically, the only thing to do is to prepare the most suitable rooms, with the installations already in place and painted walls, according to the scrupulous directions of the technical team. The franchisee can then buy all the furniture made from a company trusted supplier.





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COLUMBUS/ITALIA

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