



SPERONI COMPANY PROFILE





Speroni

THE ICON OF LUXURY.



WELCOME
TO THE NEW ERA OF LUXURY.

ABOUT SPERONI



SPERONI HISTORY

Speroni Shoes Company derives its heritage in their production from the history of the city Vigevano-Italy, where the icon of luxury was born in. Speroni can be found in the windows of the most elegant stores in Europe as it further spread its creativity to include fellow European countries, Russia, Japan, and the Middle East. Speroni's history in the art of creative production dates to 1946.

ABOUT SPERONI

Calzaturificio Speroni Company Produces exquisitely styled men's footwear and accessories, following a combination of the tradition of the shoemaker's craft, skilled hands and expert knowledge. Carrying the hallmark of high quality, our collection is a mixture of smart and casual styles, all designed and produced with utmost attention even to the finest details. Our diverse collection reflects the different tastes in many countries.

Mr. Mohammed Alahmed



Mr. Luciano Speroni

FOUNDERS

LAUNCHING IN UAE



LAUNCHING IN UAE



VISION

Our vision is to ensure that our customers are constantly distinguished by keeping pace with the constant changes and challenges of the fashion world. as well as to become one of the top leaders in dazzling the world.

MISSION

Our objective is to satisfy all our customers demands by providing them high quality, comfort, luxury, and elegance all over the world. We aim to make Speroni family feel prestigious by delivering world class styles that meet the different tastes.

GOALS

- **Innovative men's sandals:** To lead in providing the customers with a mixture of classic and innovative style when it comes to men's sandals.
- **Excellent Customer Service:** to provide the best customer service by building a long-lasting relationship with clients and forming a strong commitment established on loyalty, honesty and trust.
- **Remote Sales Networking:** to deliver our products in the most convenient way.

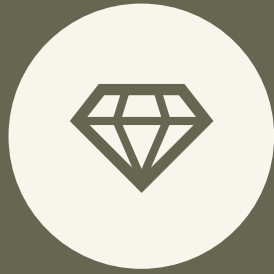
PURPOSE

- **Target Market:** To provide a product that is suitable for all generations and different tastes.
- **Value and satisfaction:** to offer our customers the worth and satisfaction combined with the creativity and style that they deserve.
- **Confidence and comfortable:** To enhance the confidence of our customers in their elegance and appearance through crafting the most comfortable insoles and outsoles.

CORE VALUES



VARIETY



LUXURY



TRENDY



HIGH
QUALITY

CORE VALUES



COMFORT



ELEGANCE



UNIQUENESS



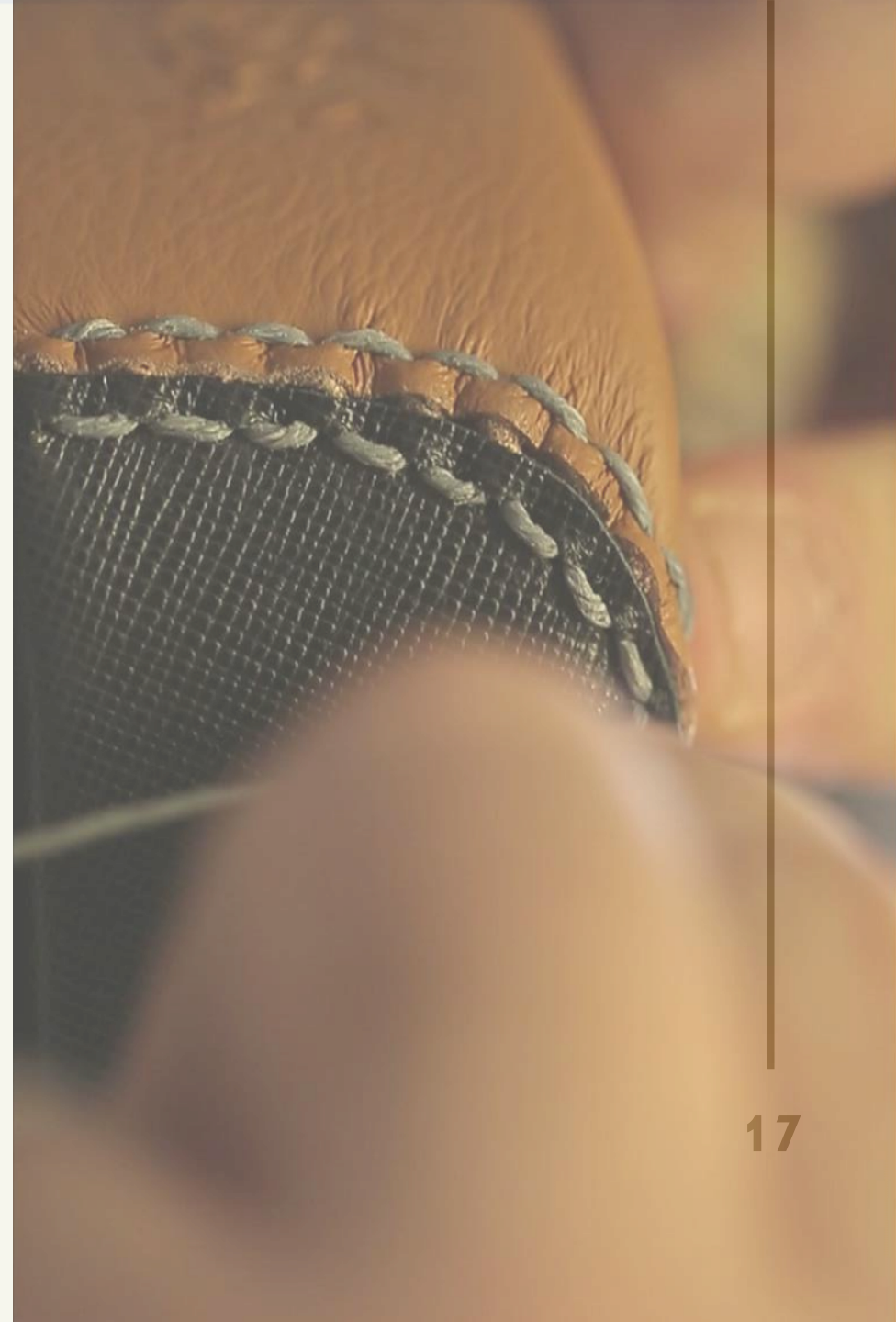
SOPHISTICATION

PRODUCTION PROCESS



PRODUCTION PROCESS

Speroni products are designed and produced by famous designers to deliver a collection of high-quality footwear and accessories such as wallets, caps, and belts. The production phase is very detailed and precise as it focuses on selecting the finest types of leathers and materials to provide a diversity in models and styles. Speroni adopts exclusive hand-stitching methods by Italian craftsmen, and this is what makes their designs distinctive, luxurious and elegant. Furthermore, Speroni family ensures that it meets the demand of the different customers tastes, as it offers classic, modern, sport and trendy styles, whilst developing the exterior by adding their own touches to increase the aesthetics and luxury of the products.



PRODUCTION PROCESS

Speroni still has unique features in the men's shoe industry, as there are more than 200 steady steps in the production of a pair of shoes, and a lot of focus goes into creating a comfortable and water-proof insole. carrying the Speroni brand in a creative way.

These experts design Speroni products with the utmost care and attention to the intricate and minute details to produce goods that are compatible with the weather and climate of each region. The blend of Italian shoemaking traditions in smart methods at the hands of the best skilled and specialized makers, is what distinguishes Speroni's products.

INCREDIBLE FEATURES



WATER
RESISTANCE
INSOLES



BALANCED
FLOORS



LONG
LASTING



LIGHT IN
WEIGHT



FLEXIBLE AND
COMFORTABLE

SPERONI LEATHERS

Speroni is also particularly interested in maintaining the high quality of its products by choosing the finest and most luxurious types of leather.

LEATHER TYPES



Natural



Other Materials

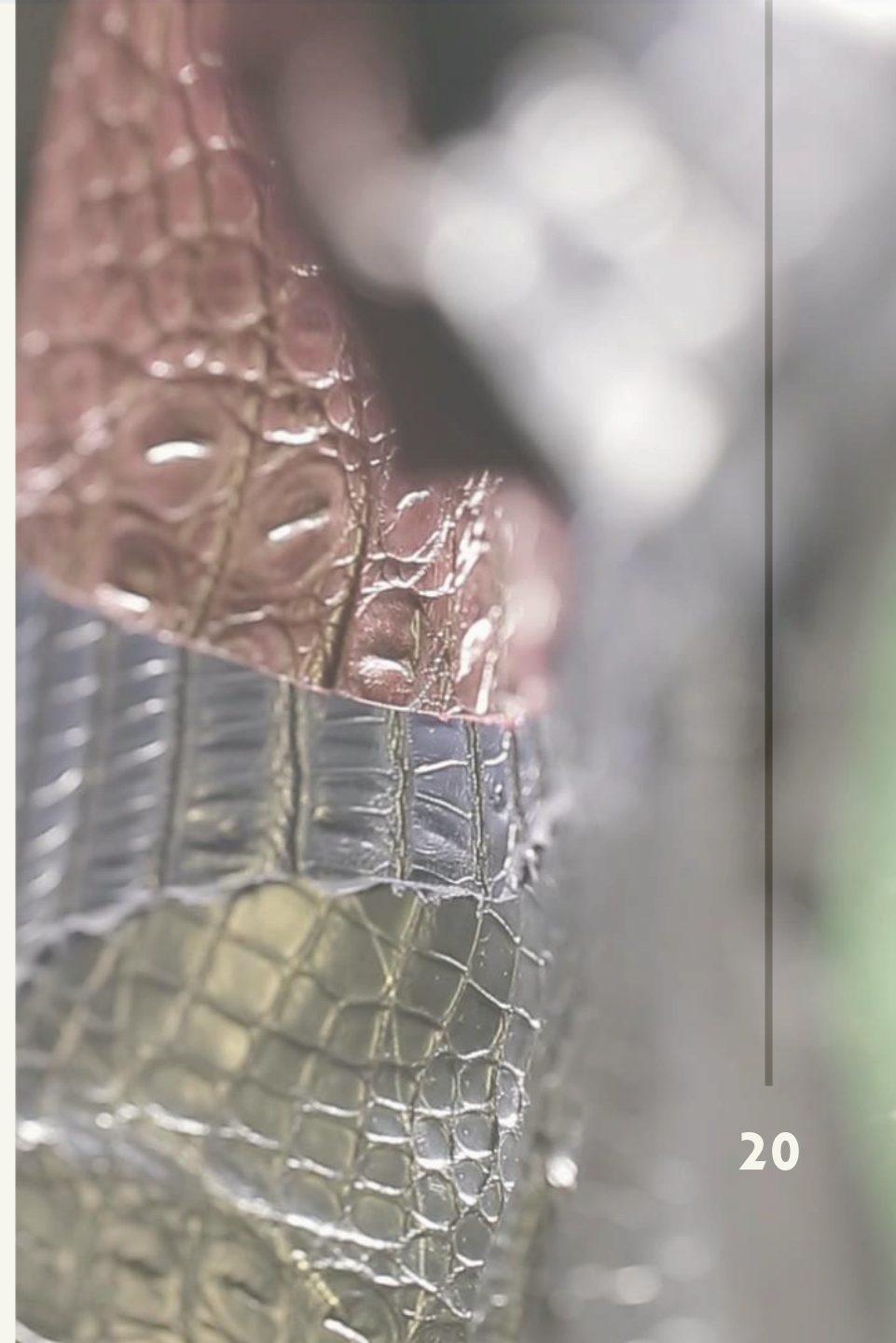
COLOR TYPES



Shiny



Matt



NATURAL LEATHERS

- **Deer –Cervo-** : Has a pleasant and soft feel as well as lightness and high elasticity. It is available in different and distinct colors to suit your high taste.
- **Crocodile:** Requires precision and high craftsmanship in design and manufacture at the hands of Italian craftsmen specialized in this field. It usually comes in official colors such as white and black and is considered one of the most expensive and luxurious types of leather in the world.
- **Python:** is considered one of the most beautiful natural leathers in the world, and it has also become a symbol of fashion because of its distinction, beauty and high quality.
- **Lizard:** is a very luxurious and limited type of leather. It is characterized for being strong and hard which allows it to withstand climate changes for a long time. This leather type is extracted very carefully and in several stages.

NATURAL LEATHERS

- **Novo- calf:** Usually comes in the classic collection and it is characterized by its durability and strength, so you can count on it in your daily use.
- **Ostrich:** Is one of the finest and most luxurious types of leather in the world, as it is distinguished by its elegant and attractive shape, due to the presence of feathers from the roots that increase the aesthetics of the skin. It is available in exclusive and distinct colors to suit all tastes.
- **Baby Ostrich:** It is one of the finest types of leather as it is distinguished by its durability, soft, shiny finishing and light weight. However, it is called baby ostrich because it is taken from areas, such as the abdomen or the chest, of the Ostrich where the signs of feather beds are tiny as opposed to other areas of the ostrich. Speroni is the one of the rare companies that use this type of skin.

Notice: baby ostrich is just a naming, however the leather used is NOT extracted from the baby of the ostrich.

NATURAL LEATHERS

- **Fish:** is a very luxurious and very sensitive type of leather that is extracted from the salmon fish and is like the snake leather in terms of the scales. The salmon skin goes through the tanning and coloring phase only without reconfiguring and modifying the texture of the leather. This allows it to maintain its durability and shine. Speroni is one of the rare companies that offer this type of leather.
- **Macao:** is the skin of the sea or water eel and is covered with smooth scales that give it an elegant shape. It is characterized by the details of the scales and its delicate texture. The scales found in this type of leather is large in comparison to the snake's scales, and the leather type is considered as a solid type.

NATURAL LEATHERS

- **Kusucalf:** is a novo calf type of leather that is printed in the shape of the crocodile. It is characterized by its durability, outstanding and shiny appearance. It is special because dust does not stick to it. It is very practical for everyday use, and it is very easy to clean.
- **Padde:** is a novo calf type of leather that has undergone special treatment and it is characterized by its durability, softness, and variety of colors. The leather and inner lining contains a thin sponge layer embroidered with the finest details.

OTHER MATERIALS

- **Rubber:** is a type of high-quality rubber that is manufactured by our specialists. It is characterized by its softness, comfort, and durability which is perfect for daily use. It comes in a variety of matt colors and calm designs.
- **Carbon fiber:** is distinguished by its elegance, light weight, high-end shape and precise fit. It contains mineral fibers which makes it a strong, long-lasting and high-endurance type of leather. Speroni is one of the first companies to provide this type of leather to its customers.

TARGET AUDIENCE



TARGET AUDIENCE



CHILDREN



YOUTH



BUSINESSMEN



VIP PEOPLE

**WHAT
SPERONI
STANDS FOR**



WHAT WE STAND FOR ?

- ⑤ PECIAL
- ① RESTIGE
- ② LEGANCE
- ④ AVISHING
- ③ PTIMAL
- ⑥ UMEROUS
- ⑦ NNOVATIVE

⑤PECIAL ①PRODUCTS ②EXCLUSIVELY MADE WITH ④RAVISHING AND ③ORIGINAL
DESIGNS FOR THE ⑥NEW GENERATIONS FROM ⑦INTERNATIONAL DESIGNERS.

SOLUTIONS



SOLUTIONS

Speroni specially designs tailor-made solutions to suit the requirements of some clients, such as high heels and wide feet, and for those who want shoes in special colors and leathers. Speroni As well manufactures special orders for some clients if requested.

PRODUCTS' PICTURES













Model
■



Model
■



Model
■



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5_3721



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Speroni

Speroni



Speroni









SHOWROOM LOCATIONS



DOHA

DOHA FESTIVAL CITY

Location : 1ST Floor, Luxury Area

Phone : +974 7735 8102

Phone : +974 3370 7031

ABU DHABI

MARINA MALL

Location : 1ST Floor, Opposite to Etisalat

Phone : 056 619 6060

Office : 02 658 0081

DUBAI

WAFI MALL

Location : 1ST Floor, Next to Patchi

Phone : 055 388 5511

Office : 04 324 4918

ALAIN

ALAIN MALL

Location : 1ST Floor, Opposite to Sharaf DG

Phone : 050 404 4054

Office : 03 762 0026

CERTIFICATIONS





Speroni

Calzaturificio Speroni s.r.l.
27029 Vigevano - Italy - Via Alfieri, 42
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E-mail: spershoe@tin.it - speroni_shoes@alice.it

Guaranteed Italian Origin Of Goods!

DECLARATION

We hereby declare that all the goods which are in the
SPERONI Boutique of Marina Mall (New Extension,
1st floor, Shop No. KFC1)

Abu Dhabi, U.A.E. , are produced

EXCLUSIVELY in ITALY

by Calzaturificio SPERONI Srl, Via V. Alfieri n° 42
27029 Vigevano ITALY

None of the goods offered for sale in this shop are
produced in China or outside Italy.

This document is true and authentic ad is certified by
the ITALIAN CHAMBER OF COMMERCE.

Calzaturificio SPERONI s.r.l.
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E-mail: spershoe@tin.it - speroni_shoes@alice.it



Speroni

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We hereby declare that all the goods which are in the
SPERONI Boutique Dubai Wafi Center
(Boutique N° 204)

Dubai, U.A.E. , are produced

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SPERONI ANGELO LUCIANO



14 APR 2012

CONFERMAZIONE
ACCETTAZIONE E ASSEGNAZIONE
CANCELLAZIONE
NADIA ORIO

**THANK
YOU**

