

Andrea Montelpare



an' drea mon' telpare
COMPANY PROFILE

Philosophy

ANDREA MONTELPARE Srl
is 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.



Since the very beginning - the year 1993 - founder and CEO Andrea Montelpare contributes to the company's success with sector-specific knowledge, professionalism and skills. This is a direct consequence of the passion and of the deep sense of gratitude that «really» bind him to his land. The area of Fermo, in the Marche, is actually the most well-known shoes manufacturing Italian district, where he was born and grew up.

ANDREA MONTELPARE

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.



The knowledge heritage of the principal character of the company enables to personally take care of all the processing phases of the product - from sorting out raw material to the line of models, to the manufacture, to the finished product - and to directly deal with customers.

CREATIVITY,
EXPERIENCE, INNOVATION,
COMPETITIVITY, RESEARCH

Thanks to an extensive business policy, not only could ANDREA MONTELPARE guard the luxury segment of the domestic market -its shoes have been present for some time now within the most glamorous Italian stores -, but also it could rapidly win the favour of the most demanding customers on major international, European and non-European Countries, such as the ones of the Middle East, United States, Russia, Japan, Hong Kong, Taiwan and South Korea. Through this, a modern and cosmopolitan identity emerged, with a presence on foreign markets exceeding 85% of the turnover.



THE ANDREA MONTELPARE BRANDS

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.



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Girl STYLE ATTITUDE

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

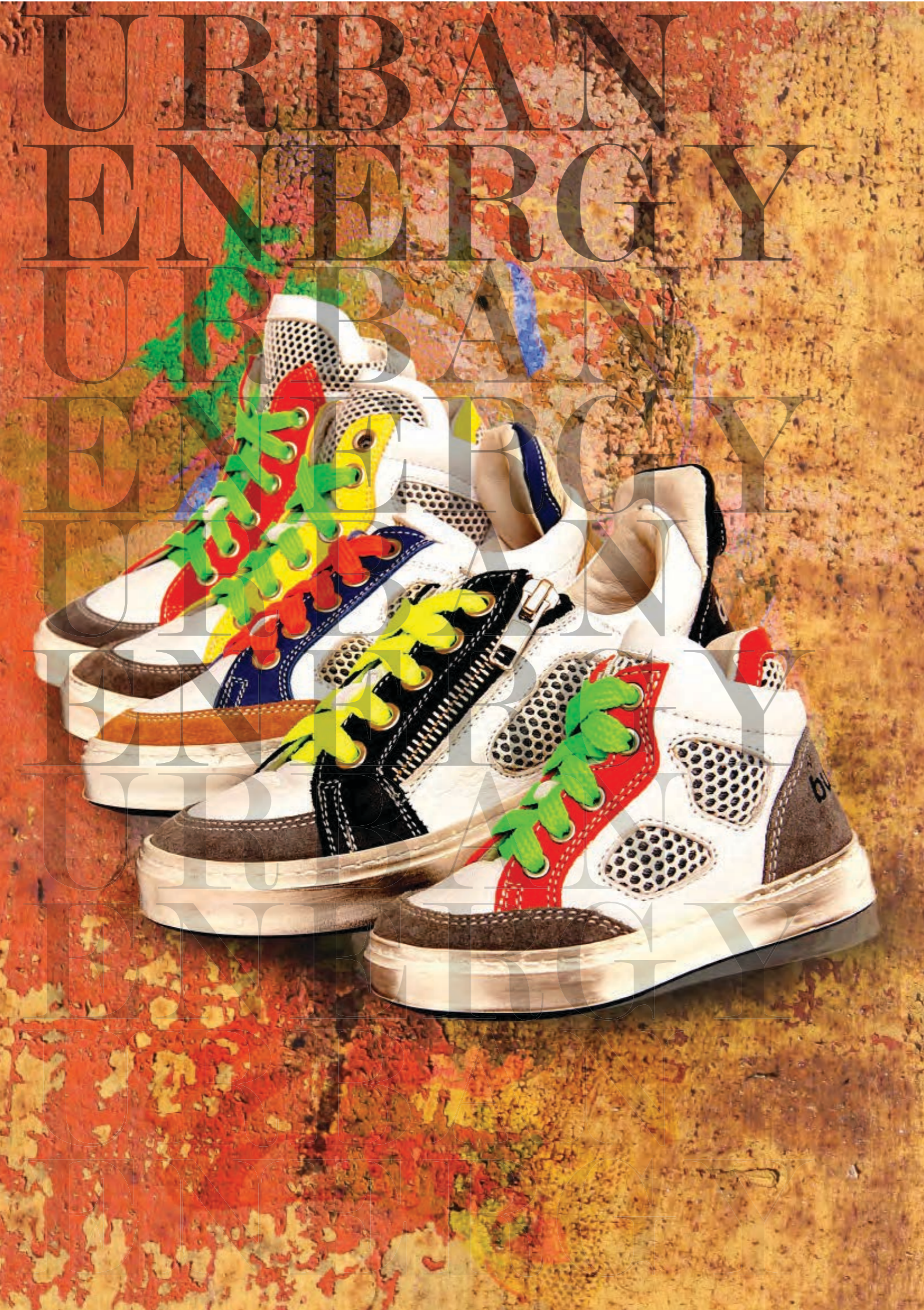
TRADITION

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 lines are manufactured under licences for some of the most fashionable kidswear brands:

BARROW KIDS
DSQUARED2
ELIE SAAB JUNIOR
JOHN RICHMOND JUNIOR
MARNI
MM6 MAISON MARGIELA PARIS
MOSCHINO BABY KID TEEN
MSGM KIDS
N°21 KIDS
PLEIN SPORT JUNIOR
PHILIPP PLEIN JUNIOR
PHILIPPE MODEL JUNIOR PARIS

FASHION BRANDS

Some previous partnerships in the management of junior footwear for top-rate brands like 4US CESARE PACIOTTI, BILLIONAIRE JUNIOR, ELISABETTA FRANCHI LA MIA BAMBINA, ERMANNO SCERVINO JUNIOR, FENDI, GF FERRÉ, GIVENCHY, ICE ICEBERG, I PINCO PALLINO, JOHN GALLIANO KIDS, LANVIN, MISCHKA AOKI, MISS BLUMARINE, QUIS QUIS, ROBERTO CAVALLI JUNIOR, SIMONETTA and YOUNG VERSACE are worth mentioned. Among the co-branding operations, we cite BUMPER FOR AUTOMOBILI LAMBORGHINI.

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MSGM
KIDS

MOSCHINO
BABY KID TEEN

ELIE SAAB
JUNIOR

bumper

DSQUARED2

N°21
KIDS

PHILIPPE MODEL
Junior
PARIS

Montelpare
TRADITION

JOHN
RICHMOND
JUNIOR


PHILIPP PLEIN
JUNIOR

MM6
Maison Margiela
PARIS

AM
66

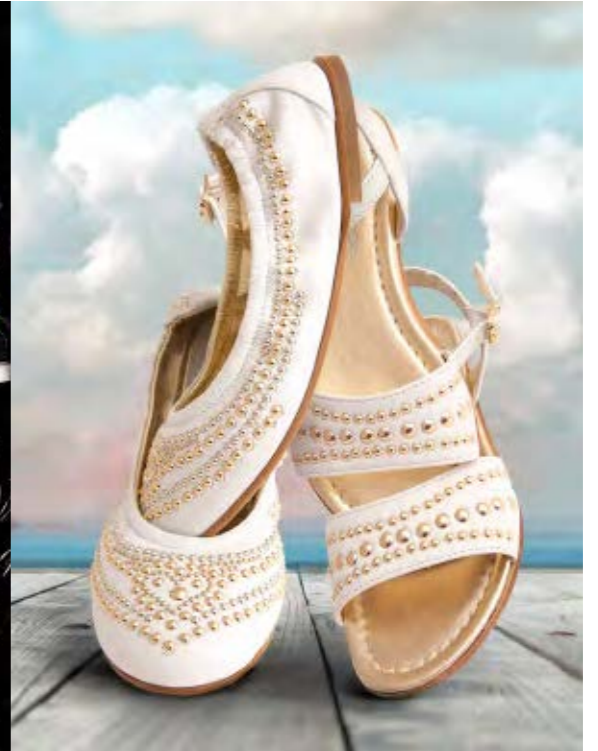
M A R N I

BARROW®
KIDS

PLEIN SPORT
JUNIOR



COMMUNICATIION



VIP

CELEBRITIES & 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.



With Maria Grazia Cucinotta - Pitti Immagine Bimbo



With Stefano Masciarelli and Massimiliano Ossini - Pitti Immagine Bimbo



At the 68th Venice International Film Festival



Live at Radio 24 studios



With Mr. Angelo Di Stasi and Italian President Giorgio Napolitano - Leonardo Awards



With the Jordan Royals, Prince Talal bin Muhammad, Princess Ghida and Princess Firyal of Jordan



EKFA Award Ceremony - European Kids Fashion Award



With Maria Grazia Cucinotta - Pitti Immagine Bimbo



With Dominique De Longevialle, John Galliano's general manager and Sidney Toledano, Christian Dior's president



With Bill Gaytten, designer, at the John Galliano's fashion show



With Alessandro Dell'Acqua, N21's designer



With Dean and Dan Caten, DSquared2's founders



With Boris Puddu, Collezione Automobili Lamborghini



With Paolo Gerani at Iceberg's party in Milan



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.





The franchisee is 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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