

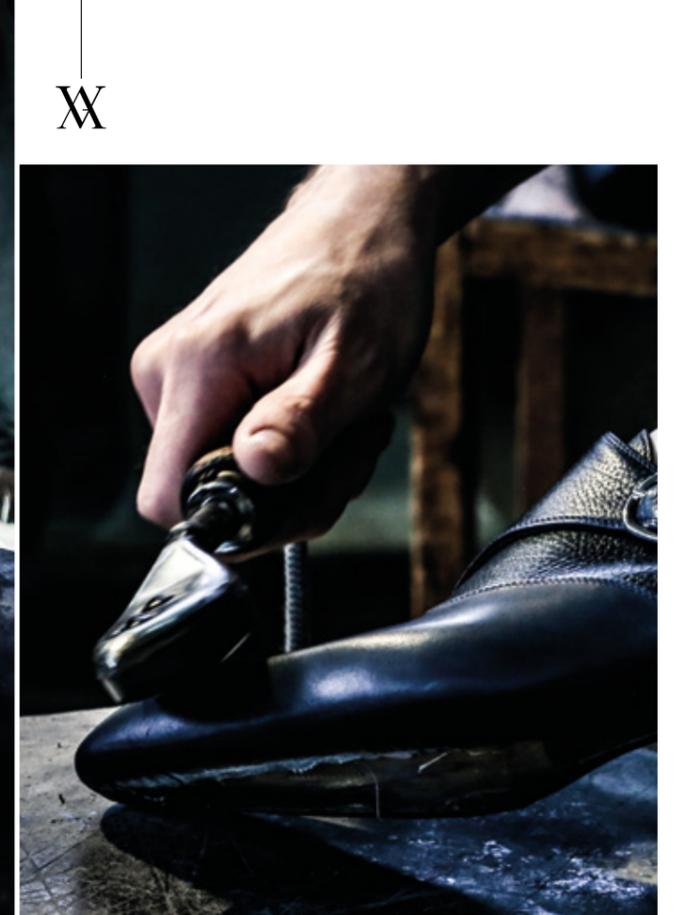
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# Where Works of art take shape



Oscar Wilde once said that: "One should either be a work of art or wear one." The luxury brand Artioli crafts exactly that and has been doing so since the beginning of the 20th century. Italian excellence through and through, the story of this unique venture started with Severino Artioli in Ferrara in 1912, when he was working with his first master shoemaker. Quality, beauty and innovation are the credo of Artioli, whose shoes, manufactured in the Varese plant, seem timeless, their harmony making them modern today as it did right at the beginning. Artioli crafts sculptures; one could say works of art in their own right.

Combining tradition and modern technology, natural materials are employed, paired with long-established working methods, which have been improved and refined over time; the feet breathe and comfort is granted by a soft, flexible construction in front, together with a moderate arch support and a shock-absorbing heel.



Several models are fashioned and more than 200 operations are needed to reach the final product, many of which are still carried out by hand. The fact that these shoes are found as ready-to-wear is a miracle.

To this day, Andrea Artioli, the third generation of the family, carries on this undisputed legacy of excellence. Constantly rubbing shoulders with the well heeled, Artioli shoes have been much loved by film stars, politicians and even Pope John Paul II. Gary Cooper was a fan, favouring the "straight tip" model, whose allure is as strong today as it was in the 1950s. It is a real gem and the most precious asset of the firm. These days, Heads of State, the glitterati, various celebrities and sports personalities swear by Artioli shoes, which are complemented by other outstanding products like belts, wallets, bags, luggage, gloves, leather jackets and even socks, umbrellas and perfumes.

The luxury of Artioli belongs, to all intents and purposes, to another dimension.

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## W ARTIOLI

A brand new showroom was recently opened in Milan - Via Bigli 15, by appointment only.

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