

FRANCESCA BELLAVITA

BRAND PROFILE



CONCEPT

THE COLLECTION IS FULL OF CONTRASTS, FROM THE USES OF REALLY DIFFERENT MATERIALS, TO COLOURS AND DETAILS.

FRANCESCA DESIGN'S IS WHERE PREMIUM MATERIALS MEET AVANT-GARDE ELEMENTS. SHOES ARE NOT JUST SOMETHING TO WEAR, BUT BECOME A WAY TO SAY WHO YOU ARE WITHOUT HAVING TO SPEAK.

TARGET

THE BRAND IS AIMED AT SEXY AND FUN WOMEN, WHO ARE SURE OF THEMSELVES AND DON'T TAKE LIFE TOO SERIOUSLY. FROM THE BUSINESS WOMAN WHO LIKES BEING STYLISH AT THE OFFICE TO THE IT GIRL WHO LOVES TRAVELING TO THE MOST EXCLUSIVE LOCATIONS, THE FRANCESCA BELLAVITA SHOES ARE MADE FOR THOSE WHO WANT TO ACHIEVE THEIR OWN AIMS.

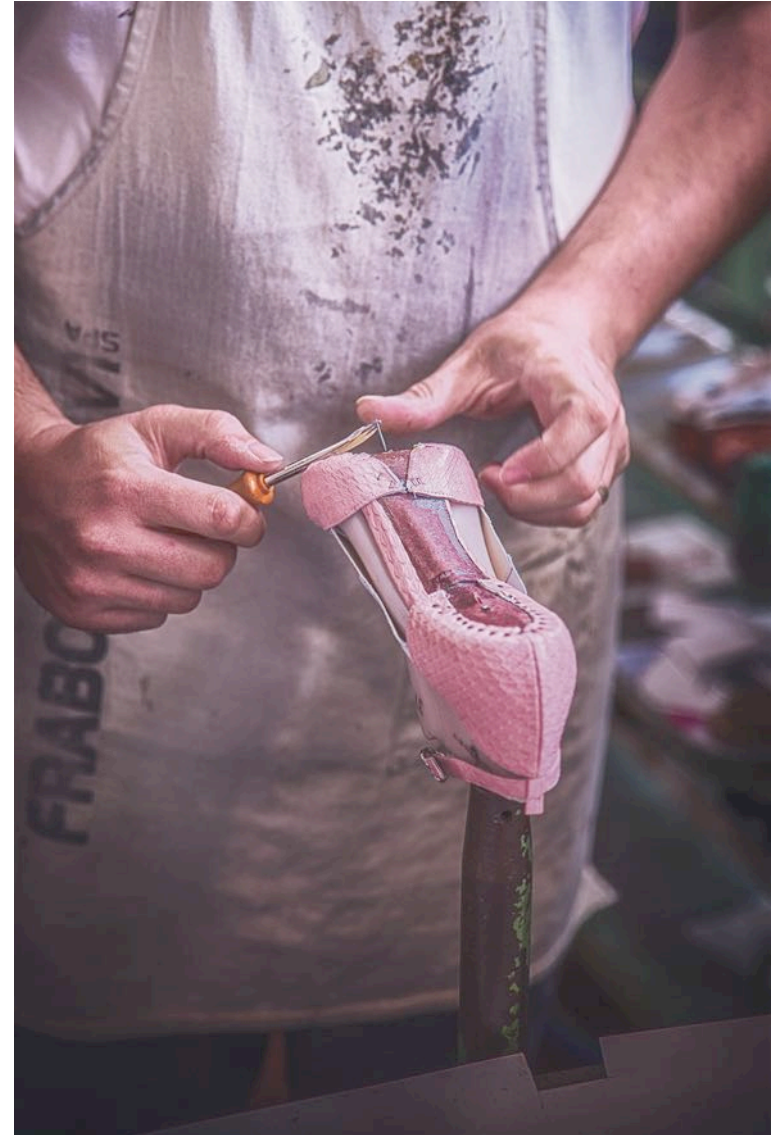


~~DON'T~~ CALL
ME DOLL

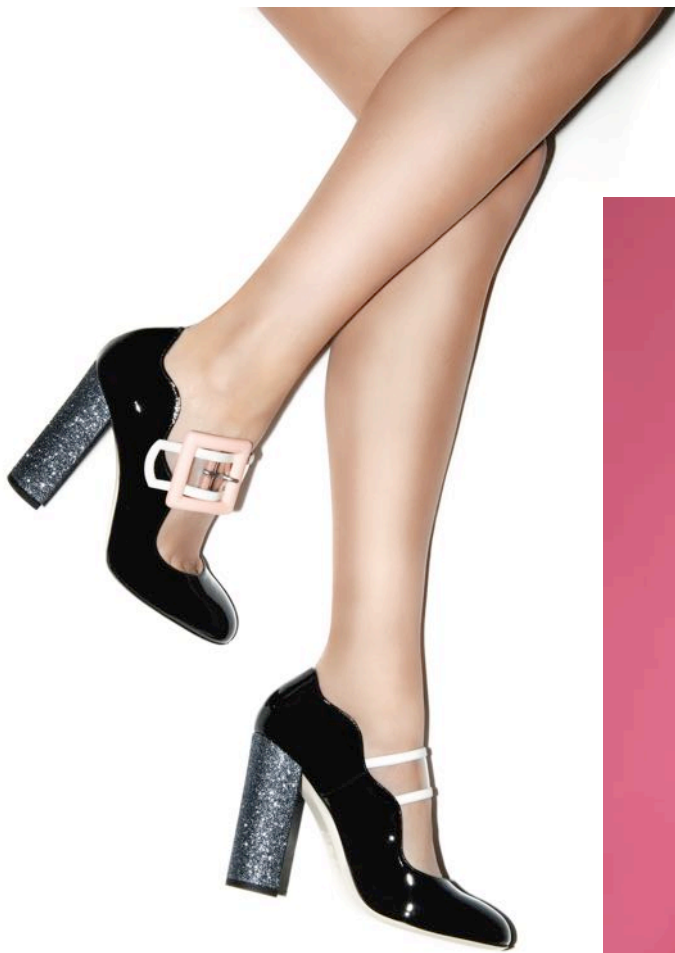


MADE IN ITALY

THE EXCLUSIVE MODELS OF FRANCESCA BELLAVITA ARE 100% MADE IN ITALY. EVERY MODEL IS MONITORED PERSONALLY BY THE DESIGNER AND TOTALLY HAND CRAFTED IN PURSUIT OF THE MOST INNOVATIVE DESIGNS. THE COLLECTION STANDS-OUT FOR ITS PRESTIGIOUS MATERIALS AND THE CARE FOR EACH SINGLE DETAIL.







BOUTIQUES

LA RINASCENTE – MILANO – FIRENZE

TIZIANA FAUSTI – BERGAMO

FOLLI FOLLIE – RICCIONE

ONE-OFF – BRESCIA

VESTIRE – MANTOVA

FOLLI FOLLIE – VERONA

PAPINI – CATANIA-SIRACUSA

GENTE – ROMA

LE SELECT – SHANGHAI

AL HAZM – DOHA

E – COMMERCE

FARFETCH.COM

STEFANIA MODE.COM

THEDOUBLEF.COM

TIZIANAFAUSTI.COM

GIGLIO.COM

WHO IS FRANCESCA BELLAVITA

FRANCESCA IS 32 YEARS OLD NATIVE IN BERGAMO, GRADUATED IN THE PRESTIGIOUS ISTITUTO MARANGONI. SHE ALWAYS LOVED DESIGNING SHOES AND SO SHE COMPLETED HER FORMATION WITH A MASTER AT ARSUTORIA SHOE DESIGN SCHOOL IN MILANO.

IN 2008 SHE STARTED WORKING AS DESIGNER AND SHE CREATED SEVERAL COLLECTIONS OF STREETWEAR FOR DIFFERENT BRANDS.

FRANCESCA REALIZED THAT HER HEART WAS SOMEWHERE FAR. SHE DECIDED TO REALIZE HER DREAM.

FRANCESCA BELLAVITA BRAND BORN IN 2017.

THE FIRST COLLECTION IS SPRING/SUMMER 2018.

IN FEBRUARY 2019 IS NOMINATED BY MICAM FOR "YOUNG ITALIAN EMERGING DESIGNER AROUND THE WORLD".



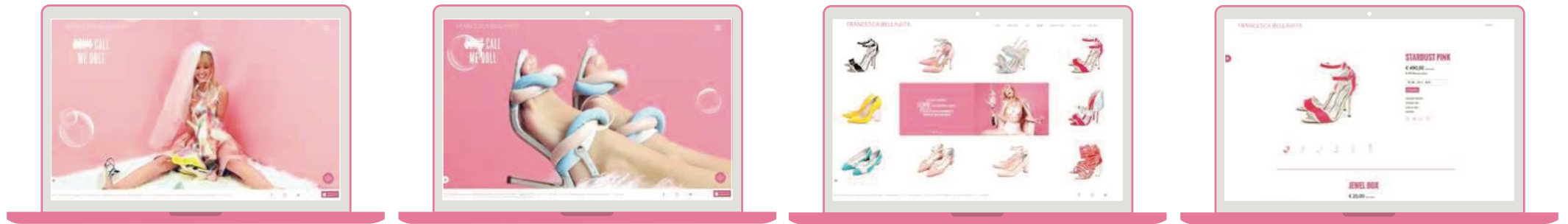


DOLL CASE

YOU WON'T BE ABLE TO RESIST THE CHARM OF THE DOLL CASE, A SPECIAL PACKAGING FOR YOUR FRANCESCO BELLAVITA SHOES. THE EXCLUSIVE DESIGN RECALLS THE TOY BOXES FROM THE NINETIES IN THE INEVITABLE SHOCKING PINK FRAMING A TRANSPARENT WINDOW FROM WHICH YOU CAN IMMEDIATELY SEE THE MODEL, TO BE THEN SHOWED OFF IN YOUR WARDROBE. THE CASE IS AVAILABLE IN TWO VERSIONS, ONE DEDICATED TO FLATS AND ANOTHER DEDICATED TO PUMPS.



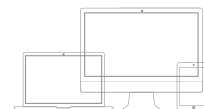
FRANCESCA BELLAVITA
WEBSITE / E-SHOP



Buy Now!

Acheter maintenant!

今買う！



VISIT
WWW.FRANCESCABELLAVITA.COM
FOR THE LATEST COLLECTION



FRANCESCA BELLAVITA MOBILE APP

BECAUSE THE EASIEST AND MOST AMAZING GAME FOR A WOMAN IS... BUYING A PAIR OF SHOES!

THE FRANCESCA BELLAVITA APP IS A NEW AND AMAZING WAY TO DISCOVER THE COLLECTION AND TRANSFORM YOUR SHOPPING INTO AN AUTHENTIC EXPERIENCE.

HEARTS, STARS OR UNICORNS?

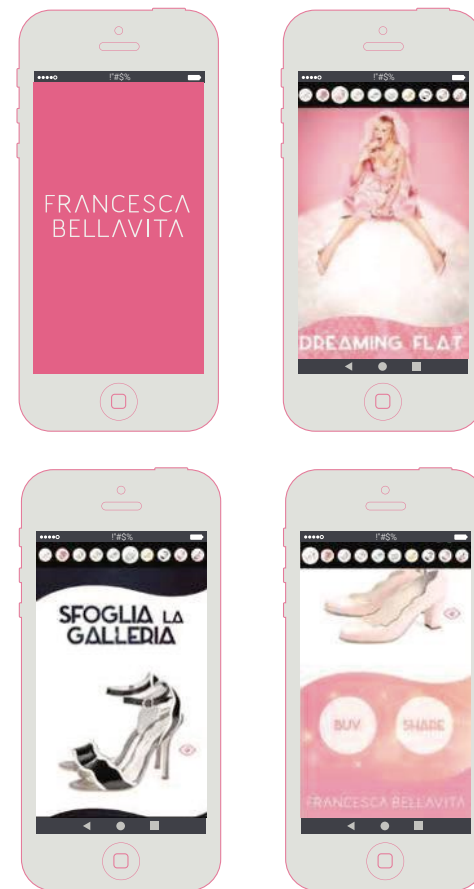
JUST RUN THROUGH THE MODEL GUIDE CARDS, LET YOURSELF BE INSPIRED ACCORDING TO YOUR MOOD, PERSONALITY AND THE OCCASION, SELECT YOUR SIZE AND SEND YOUR ORDER.

FOR EVERY PAIR OF SHOES, YOU CAN ALSO PURCHASE THE EXCLUSIVE "DOLL CASE".

THE APP IS ALSO A DOOR THAT LEADS YOU TO THE LUXURY WORLD OF THE DESIGNER.

SHARE THE ATMOSPHERES BY DOWNLOADING THE EXCLUSIVE STICKERS TO CUSTOMIZE THE CHATS.

THE APP IS AVAILABLE FOR THE IOS DEVICES AND ANDROIDS ALSO.



GET IT FOR FREE
ON APP STORE OR GOOGLE PLAY



WWW.FRANCESCABELLAVITA.COM