

1908

THE BEGINNINGS WITH THE
GRANDFATHER
ANTONIO CAPPELLO

Fracap®

PROUDLY

DESIGNED

&

HANDCRAFTED

IN

ITALY



"BISNONNO" ANTONIO

In this picture our grandfather Antonio back home with his troop after World War I was over.

Our grandfather handcrafted his first pair of shoes in 1908. At that time production was entirely handmade so every pair of shoes was almost a piece of art. Thanks to his skills and initiative he started a successful business producing boots for farmers. The shoes were known for their strength and durability and were branded as **CAPPELLO**, our family surname. During the Great War he was obliged to shut down the laboratory he opened again in 1919 after World War I was over and he was safe home.



We are based in a small town in Puglia called **MONTERONI**. This place is where our Grandfather started the factory, and we never moved since then. Our factory is in the same place where it was in the early 20th century. At that time Monteroni was called "scarpa pulita" (clean shoes) and it has been famous since the beginning of the 19th century for shoes artisans. Today we grew up both as family and as company, but we decided to remain in the place where we were born, so we can spread the energy and beauty of our place in the shoes we make with our hands.

WHERE ARE WE

Monteroni, Puglia, Italy

GRATENESS IS HIDDEN IN SIMPLICITY

ANATOMY OF AN ICON

THE ITALIAN WAY OF THINKING BEAUTY

MAGNIFICO

GENUINE MATERIAL AND HANDSTITCHING TECHNIQUE

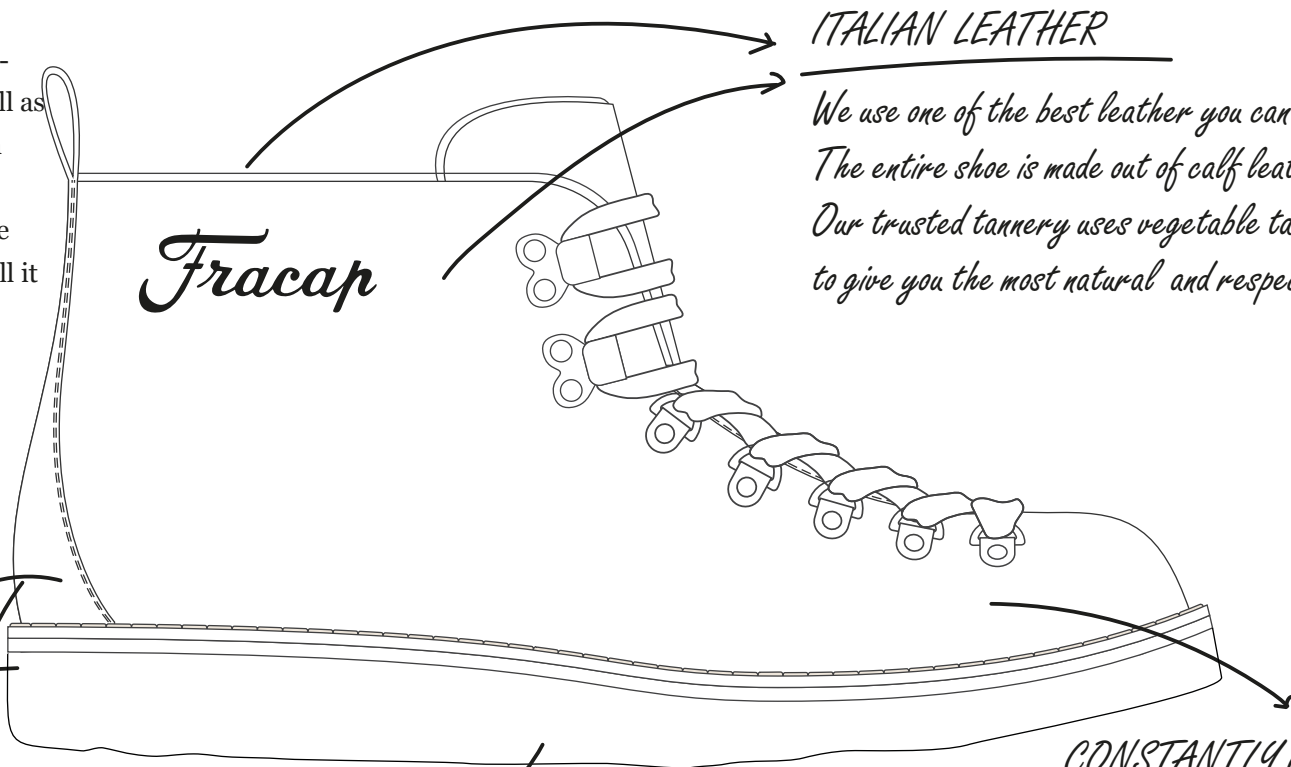
M120 BOOTS

FUNCTION CREATES THE INNATE BEAUTY

The original Magnifico has been designed by Alfredo Cappello by the idea of creating a durable and comfortable boot that could be used both on mountain as well as in everyday life. So he came to this style that mixes an extreme durability to an extraordinary simplicity. When our mother saw the final version of the boot she says: "magnifico". That's why our father decided to call it Magnifico.

IDEAL WELT

The boots are ideal welted. The midsole is stitched directly with the upper and lining in order to give you the maximum level of strength and a super soft touch from the first time you wear our shoes.



ITALIAN LEATHER

We use one of the best leather you can find in Italy. The entire shoe is made out of calf leather. Our trusted tannery uses vegetable tanning process to give you the most natural and respectful finishing.

VIBRAM OUTSOLES

The outsoles we use are from the Italian brand Vibram. That's why we say that our boots are 1000% Italian.

CONSTANTLY IMPROVING

We work constantly to improve the quality of the materials we use. That's why the eyelets we use can now resist to 15,000 hours in salt water.



THE LAST SPRINT WITH

SONS

ANTONIO & MICHELE CAPPELLO

1948

During the 40's Antonio's sons, Alfredo and Antonio took over the factory. The young brothers helped Fracap developing a new image increasing the production with new design and styles. They experimented all of the most important welt technique in the shoes world with great success.

1987

THE LAST SPRINT WITH
SONS
ANTONIO & MICHELE CAPPELLO

In the 80's Alfredo's sons, Antonio and Michele, started a new era for Fracap. The brothers together designed a military collection for Italian Army and Airforce introducing new styles that became famous soon.



ANTONIO CAPPELLO

MICHELE CAPPELLO



TODAY

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#FRACAP

FRACAP.IT

Take part to our story following us on our social accounts! Share your Fracap shoes with #myfracap and be part of our story. See you online!

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