

Franceschetti

FOUNDED 1983 IN ITALY
BASED IN MONTEGRANARO

*When it comes to shoes, the words **Made in Italy** stand for a know-how that goes perfectly with a passion for work. For the Franceschetti family, it is something more...a true love that has lasted over four generations.*

In the early decades of the twentieth century, in Montegrano, a little city in the Marche region, immediately after the First World War, Adelio Franceschetti, grandfather of the current owners of the Calzaturificio Franceschetti, started men's shoes production, completely handmade in the workshop downstairs.

In 1983, with the transition to the third generation, the current company was established under the name of Calzaturificio 'Franceschetti Srl'. But our history will



be continue...

1. Quality

The notable features of shoes which are made in Italy are the fine attention to detail, the use of raw materials which have been carefully selected, along with a refined elegance and originality. All of these factors make each product a true work of art. The jewel in the crown of the Franceschetti collection is the Handpainted line. Each shoe is hand dyed by master shoemakers by applying several layers of color. The result is a single pair of shoes, which gives the wearer exclusivity, and which will be loved by the new owner.



2. Price

Perfect combination of materials, design, fit, quality, name and price. Retail price is in between 300 €to 700 €for men shoes and boots.



3. Growing

His skill has now been passed down to his sons, grandchildren and great-grandchildren. They proudly carry on the family business; an expression of Made in Italy, or better said, of an authentic Made in Marche. The fourth generation aims on internationalize the business in order to make Franceschetti shoes loved all over the world: from Germany to Russia, to Japan via the United States.



4. Profit

Franceschetti Shoes is represented from Germany to Russia, to Japan via the United States, therefore it can potentially have a higher m.up -3.5 and more



5. Potentials

Growing and development -

Saleability -

Exclusivity -

We believe that such a high-quality product could get more powerful distribution and popularization due to the strengthening of the marketing component.

But these nuances also fade in comparison with the energy and love with which this footwear is presented. For us, this has been proved once again by the fact that only such an attitude can create products of the highest class and this bar will never be available to people with a mediocre attitude to their work and goals.

Just check yourself <https://franceschetti.it/>



6. Same class brands

Testoni, Santoni, Bally, Doucal's

