

de fonseca[®]
I T A L Y

COMPANY PROFILE

70S HISTORY

**THE EARLY YEARS:
TRAVELS TO THE EAST AND THE
DISCOVERY OF CHINESE SLIPPERS.**

The De Fonseca company was founded in 1972 thanks to the intuition of LIVIO TAMAGNO and LAURA CAMIS DE FONSECA, globetrotting spouses and entrepreneurs in the footwear industry who were fascinated by the typical little cotton shoes of local tradition during a trip to the East. When they came back to Italy, inspired by their discovery, the two entrepreneurs decided to get a few pairs manufactured and imported. That is how De Fonseca became the pioneer of a new product category: THE SLIPPER. Customers increased and the family business has been grown. IN 1977 DE FONSECA DECIDED TO DEVELOP ITS PRODUCTS IN-HOUSE, with a design office created to professionally design new models and improve their performance, style characteristics.



80S HISTORY

PRODUCT INNOVATIONS, PACKAGING DEVELOPMENT, THE FIRST ADVERTISING CAMPAIGNS.

In this period, the creative mind of the design department came up with the MOPPINE® funny animal-shaped slippers which became a separate product category: the perfect combination of slipper and soft toy. THE FIRST TV SPOT was broadcasted in the 80s: De Fonseca entered the homes of all Italians and the brand's notoriety increased exponentially. A milestone in the growth in those years was the idea to develop an innovative patented packaging: "CAVALLOTTA", a cover with a hook to hang the slippers on that, greatly improved with the display and visibility of the product at the point of sale. This improvement allowed an easier handling of the product at the point of sale. IT WAS A REVOLUTION FOR THE COMMERCIAL WORLD that changed the way of selling slippers and it was approved successfully by the market.



HISTORY FROM 2000 TO TODAY

THE CONQUEST OF INTERNATIONAL MARKETS AND THE PRODUCTIVE DEVELOPMENT.

From 2000, De Fonseca has followed a step by step path made of **COMMERCIAL GROWTH**, expanding both in Europe and in the rest of the world, thanks to the ability to develop successful partnerships that have enabled the Italian style slipper to be known also abroad.

These are the years in which a strong boost has been given to the production of an ever-increasing range to meet the demand of new international customers, not just based on slippers, but also on other product categories used outside the house, both in the water environment - such as flip flops and sliders - and in the outdoor walking sector.

A winning strategy that has led us to our current success: **TODAY DE FONSECA IS THE ITALIAN LEADER IN THE SLIPPER MARKET.**



KEY FIGURES

6

BILLIONS OF PAIRS SOLD

28

BILLIONS OF REVENUES

1000

NEW MODELS

3

BRANCHES
(ITALY, CHINA, RUSSIA)

80

EMPLOYEES AND PARTNERS

50

YEARS OF EXPERIENCE

38

COUNTRIES SERVED

700

BILLIONS OF FEET SERVED



DISTRIBUTION



MISSION, VISION, VALUES

QUALITY

Our products meet the highest qualitative standards. From the careful selection of materials to the scrupulous control of the production phases, quality represents the core of the supply chain processes so that the products, tested and certified, guarantee the maximum comfort for the final consumer.

INTEGRITY

One of De Fonseca's main priorities is to guarantee the maximum respect for the most precious company resource: people. Consumers, employees, suppliers and partners have been walking alongside the company for more than fifty years and they actively contribute to the company's daily success.

RELIABILITY

The heritage inherited from years and years of experience and from travels to discover footwear innovations and traditions, has generated a tenacious and significant asset which is a source of pride for the company.

CURIOSITY

The careful study and the incessant search for new models, constructions, materials and styles gives rise to vast collections, each one different from the other to meet the heterogeneous needs and desires of today's consumers.



MISSION

To offer comfortable footwear: quality, captivating, accessible and democratic

VISION

To make people's daily lives more comfortable

OUR COMPANY'S STRENGTH IS DIVIDED INTO 4

IN-HOUSE DESIGN



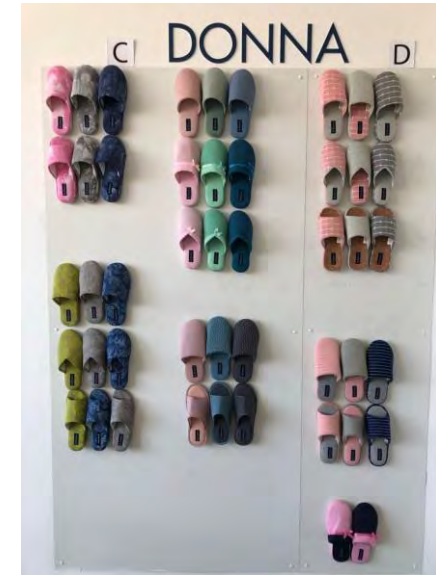
QUALITY



PRODUCT TESTING



VARIETY



QUALITY

de fonseca
ITALY
i maestri della comodità

I 5 BENEFIT DELLA COMODITÀ

- PIÙ COMFORT NEI MATERIALI
- PIÙ MORBIDEZZA DELL'IMBOTTITURA
- PIÙ SOSTEGNO NEL TACCO
- PIÙ CONTROLLO AMMORTIZZANTE
- PIÙ ADERENZA E PROTEZIONE

5 TECNOLOGIA INNOVATIVA A CINQUE STRATI

UNA SPECIALE STRUTTURA ANATOMICA A 5 STRATI GARANTISCE PIÙ SOSTEGNO, PIÙ MORBIDEZZA E UNA CORRETTA POSTURA

THE VALUE THAT MAKES US UNIQUE.

From the project to the selection of the best materials, from the control of the production phases to the creation of the finished product, quality represents the distinctive value that distinguishes us in the competitive panorama. Complying with the highest quality standards, the most comfortable De Fonseca slippers are created. They are designed and manufactured with the same know-how used in the production of Italian footwear. Each of our slippers is designed to offer quality both in terms of sturdiness and comfort: hence the SPECIAL 5-LAYER ANATOMICAL STRUCTURE which ensures solidity and durability of the product but also support and comfort.

TESTING AND CERTIFICATION



TOP QUALITY CERTIFIED AND GUARANTEED IN ITALY AND EUROPE.

Our footwear ensures the highest quality standards because it is made by following a rigorous production process in compliance with Italian and international standards.

Our products are constantly subjected to strict testing carried out by Specialized European Laboratories that test, that confirm and certify the quality in terms of safety of the materials, sturdiness of the structure and resistance to wear.

Chemical and mechanical tests guarantee not just a resistant product but above all safe footwear for all our consumers.

**2 SEASONAL
COLLECTIONS:**
SPRING/SUMMER -
AUTUMN/WINTER
MEN, WOMEN,
CHILDREN.

We offer a constantly renewed range of products that follows fashion and trends.

Not only slippers, but also flip-flops, sandals, sliders, clogs, water shoes, walking shoes and much more: **THE LARGEST OFFER OF THE SECTOR** with more than 600 new models for each seasonal collection, able to meet any requirement of use and style of a very wide target of consumers.

That is not all: De Fonseca range is constantly growing, not only towards civil footwear, but also towards the accessories destined to become an important addition to the range.



CLASSIC

SLIPPERS

An incomparable collection for comfort and variety that is enhanced with new models every season.

SEA and POOL

A range of cool and light outdoor footwear, dedicated to summer days.

OUTDOOR and WALKING

From the original Lungamarcia® to the legendary Espadrilles, De Fonseca's comfort and style are also outside the home.

EXCLUSIVE

MOPPINE®

Comfortable as a slipper, padded like a soft toy: original and funny, always an icon of the De Fonseca brand.

LICENSES

From ©Disney to Avengers, Frozen to Spider-Man, to Paw Patrol, an unprecedented range of licenses.

TECHNICAL

BIO-LIGHT 500

Ultra-light and natural footwear.

SANITARY CLOGS

Sturdy footwear dedicated to professional consumers and for those who are on their feet most of the day.

UNIQUE

SARA LÒPEZ

Cheeky fashion shoes for young girls

SOLO SOPRANI

Classic and trendy shoes for men and women

SLIPPERS



de fonseca[®]
ITALY
i maestri della comodità

Fall Winter 2021

A "SUPER-COMFORTABLE" COLLECTION LIKE NO OTHER, THAT IS RENEWED EVERY YEAR WITH MANY NEW ITEMS.

Indoor, hand sewn and finished footwear, made with top quality materials and the best fabrics, with closed or open toe. Always the flagship of De Fonseca product range is the maximum level of comfort in perfect Italian style.



SEA AND POOL



COOL, LIGHT,
COLOURED
AND TYPICALLY
MEDITERRANEAN

A sea of colours and patterns in the name of De Fonseca comfort and style. A full range of products perfect for the sea and pool: plastic and neoprene flip-flops, sliders, sandals, clogs and water shoes. Waterproof, quick-drying, light and trendy footwear.



ESPADRILLAS



DOZENS OF VARIATIONS EVERY SEASON:
MONOCHROME OR WITH PRINTED
PATTERNS, PLATFORM OR WITH WEDGES,
PERFECT TO MATCH WITH ANY LOOK.

The original LUNGAMARCIA®, the only ones with a green heel, made with natural materials; created as indoor footwear but also used outside the home for their comfort and lightness. Breathable and attentive to the wellbeing of the foot, they are a successful “green” icon: more than 100 million pairs sold to date.

The legendary ESPADRILLAS, protagonists of the Italian summer since 1970. A timeless icon, a must-have that De Fonseca brought to the market 50 years ago.

They are the perfect combination of cool and breathable cotton canvas, and the twisted rope sole that makes them light and very resistant.



MOPPINE



de fonseca[®]
ITALY

MOPPINE

LE UNICHE ORIGINALI

FAI FELICE CHI AMI
CON IL REGALO
UTILE E DIVERTENTE!!!

de fonseca[®]
ITALY
MOPPINE

NUOVA CONFEZIONE REGALO

The advertisement shows a family of four (a man, a woman, and two children) lying on a sofa, smiling and wearing colorful slippers. In the foreground, a box of de fonseca MOPPINE slippers is displayed, featuring a grey dog character. The box is labeled 'NUOVA CONFEZIONE REGALO' (New Gift Packaging).

A WORLD OF
CHARACTERS AND
ANIMALS, SUPER
PADDED, SOFT
THREE
DIMENSIONAL
SLIPPERS MADE
WITH SELECTED
QUALITY
MATERIALS.

Created in the 80s, they
are timeless and are
experiencing a second
youth. Only the original
De Fonseca Moppine[®]
that are as comfortable
as slippers and funny as
a soft toy, are the ideal
gift that makes the
recipient happy and
gratifies the giver.



OFFICIAL LICENSEES



THE LEADER IN
SLIPPERS
TOGETHER
WITH THE BIG
NAMES IN
ENTERTAINMENT.

BIOLIGHT -500



500 KG LESS OF PURE COMFORT.

Thanks to the special cork footbed each Biolight-500 model is 100 g lighter than a standard shoe. With an average of 5,000 steps per day, this means carrying 500 kg less every day.

Strengthened by the 100% Made in Italy quality, Biolight-500 are designed and manufactured with the utmost care also thanks to the special latex foam in the insole which makes the fit extremely soft and comfortable.



SANITARY



de fonseca[®]
ITALY
#Benefit
CALZATURE PROGETTATE PER IL BENESSERE DEI TUOI PIEDI

100% QUALITÀ MADE IN ITALY

SUOLA ANTISCIVOLO CERTIFICATA
SOTTOPIEDE IN PELLE
PLANTARE ANATOMICO ANTI-SHOCK

DE FONSECA BENEFIT, LE SANITARIE CON LO STILE DE FONSECA
I prodotti della linea De Fonseca Benefit sono progettati dalla nostra divisione Wellness per offrirti le migliori caratteristiche tecniche di una calzatura professionale, senza rinunciare allo stile. Calzature comode, pensate per il benessere del tuo piede e rigorosamente made in Italy.

MADE IN ITALY WITH TOP-QUALITY MATERIALS, THEY ARE STURDY AND RESISTANT FOR DEMANDING FEET.

Thanks to the experience of the in-house “wellness” department, De Fonseca’s sanitary footwear is designed to the smallest detail, starting from the antishock padded leather insoles and high-resistant plastic material structures with a cushioning effect. The anatomical shapes of our sanitary footwear meet the needs of prolonged wear, for those who are on their feet for most of the day, offering the utmost support for a correct posture, with all the quality of the new strictly

Made in Italy constructions. Now, also with the new certified non-slip sole.



RIPOSELLA



THE HISTORIC COMFORT AND QUALITY OF RIPOSELLA ARE OUR DRIVERS

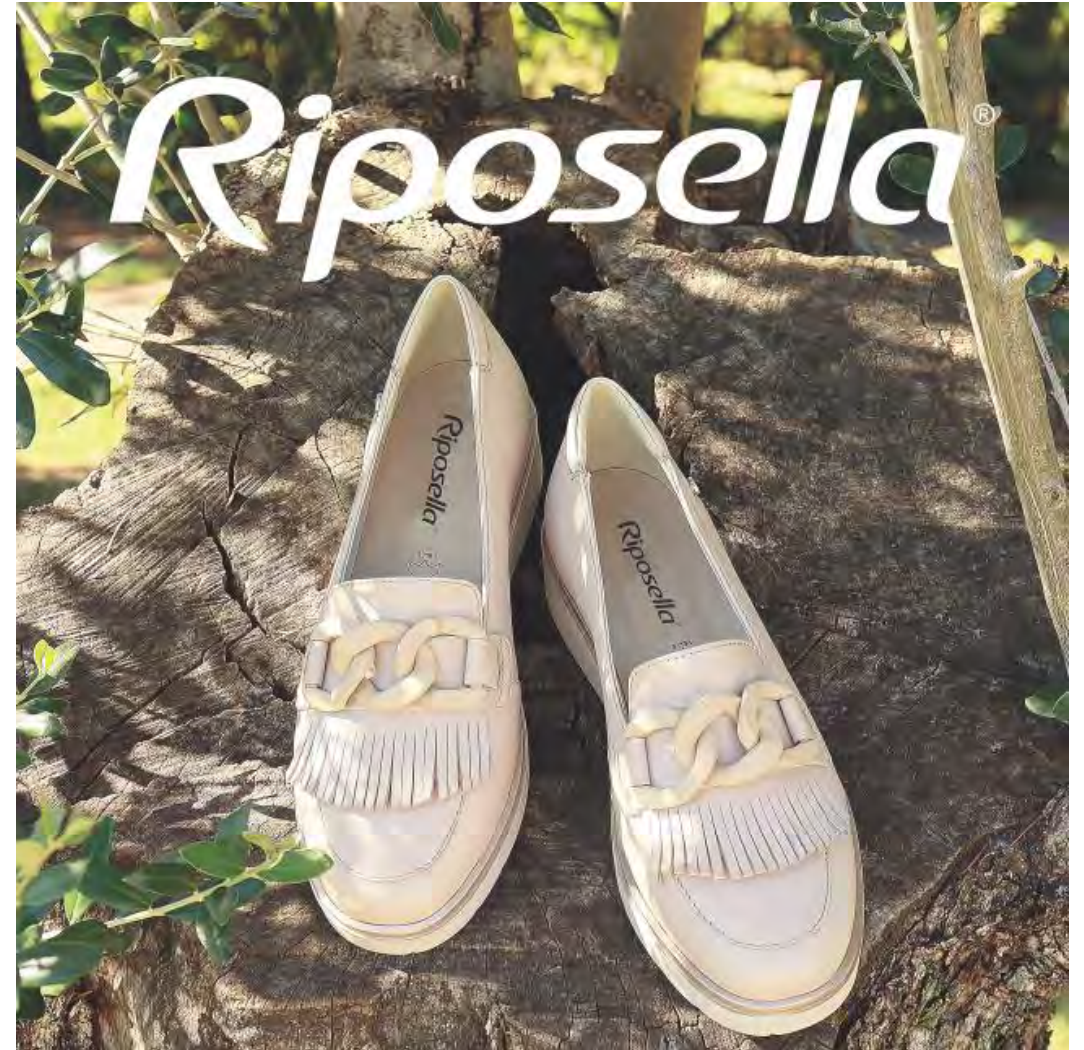
We create the most favorable conditions so that daily life is easier and more comfortable by responding to the desires and the primary need for comfort.

We listen to people's voices and it is from their desires that we have designed the premium line of slippers and shoes Riposella by De Fonseca.

A product range, indoor and outdoor, that overcomes all the comfort boundaries:

1. Flexible
2. Antistress
3. Modeling
4. Breathable
5. Balanced

#WALKTOREST



ESPADRILLAS



NATURAL AND FASHION FOOTWEAR

Our milestone is *DIVERSITY&INCLUSION*.
Espadrillas diversity background is the result of the plurality of points of view.

Inclusion is the ability to build a work environment where everyone is welcome and respected.

Our mission is to create value by satisfying the mix of current needs. That is the reason why Espadrillas are heterogeneous and versatile shoes.

Therefore any consumer can identify himself with them and he can find the product that best matches his style.



SARA LÓPEZ



A GREAT INVESTMENT, A NEW PRODUCT CATEGORY THAT EXTENDS OUR COMMERCIAL OFFER.

De Fonseca production, commercial and distribution experience meets the style of Sara Lòpez brand, of which it acquires the rights. A range of products is created for girls and women who love to dare.

Sara Lòpez shoes are also comfortable, in the perfect De Fonseca style of which they become an excellent addition to the range.

Sneakers, sandals, flat or platform slippers, as well as wedges, ankle boots and even bags: Sara Lòpez never ceases to amaze with the two spring/summer and autumn/winter collections.

It is the first step towards the expansion of the product range, both in the direction of civil footwear and accessories.



SOLO SOPRANI



DE FONSECA'S COMMERCIAL EXPERIENCE MEETS THE UNRIVALED STYLE OF SOLO SOPRANI

Solo Soprani collects the legacy of Luciano Soprani, the famous designer known for his collaboration with brands like Gucci and Nazareno Gabrielli. In 1980 he founded the maison that bears his name.



OUR COLLECTIONS

- Soprani Sport
- Soprani couture
- Soprani Beach
- Solo Soprani

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