

ae ydē

CONTEMPORARY LUXURY

AEYDE CORE PRODUCTS

- THE AEYDE ICONS WERE CREATED FROM A GAB IN THE MARKET
- WE HAVE EMBODIED THIS IDEA AND IMPLEMENTED IT IN OUR CORE PRODUCT CATEGORY
 - PURE SHAPES, CLEAN LINES, TIMELESS DESIGN, PRAGMATIC YET ELEGANT
 - PURITY OF IDEA AND FUNCTION
 - QUALITY AND CRAFTSMENSHIP
- THEMES AND TECHNIQUES ARE APPLIED TO CORE COLLECTION TO CREATE A CONTEMPORARY INTERPRETATION OF TREND AND CRAFTSMENSHIP
 - EVERY STYLE IS A STUDY TO CREATE THE IDEAL AEYDE PROPOSITION
- A DESIGN DOGMA IS APPLIED TO CREATE A SEASON AEYDE PROPOSITION , THUS ENFORCING THE AEYDE BRAND IDENTITY AND PRODUCT PORTFOLIO

AEYDE CORE COLLECTION

BOOTS

SQUARE TOE

POINTED TOE

ROUNDED TOE

1.0 ANKLE BOOTS



3.0 ANKLE BOOTS



5.0 ANKLE BOOTS



5.0 KNEE HIGH BOOTS



1.0 ANKLE BOOTS



3.0 ANKLE BOOTS



5.0 ANKLE BOOTS



5.0 KNEE HIGH BOOTS



1.0 ANKLE BOOTS



3.0 ANKLE BOOTS



5.0 ANKLE BOOTS



5.0 KNEE HIGH BOOTS



FLATS

OCCASION



OPEN FLATS



CLOSED FLATS



OPEN



CLOSED



1.0 ANKLE BOOTS



3.0 ANKLE BOOTS



5.0 ANKLE BOOTS



5.0 KNEE HIGH BOOTS

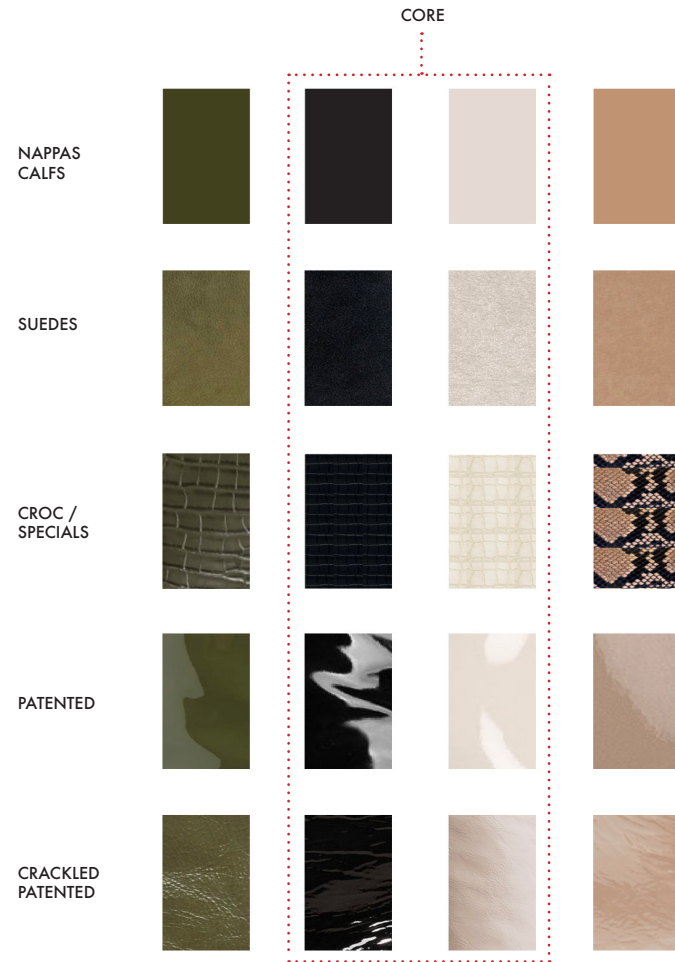


UNIFYING AEYDE CORE PRODUCT

- SAME SOLE THICKNESS ACROSS ALL CATEGORIES
- MONOBLOCK SOLE ON ALL ALL ICON COLLECTIONS
- SAME RAND SIZE ACROSS ALL CATEGORIES
- SAME BASE LEATHER ON ALL CORE COLLECTIONS (POLIDO/POLISHED CALF)
- SAME SHAFT HEIGHT AND PATTERN ON ACROSS ALL CATEGORIES
- COVERED ELASTIC ACROSS ALL CATEGORIES
- SAME WIDTH OF COVERED ELASTIC ACROSS ALL ICONS
- DESIGN OF CURVATURE AND CORNERS FOLLOW TOE SHAPE CATEGORY

CORE PRODUCT

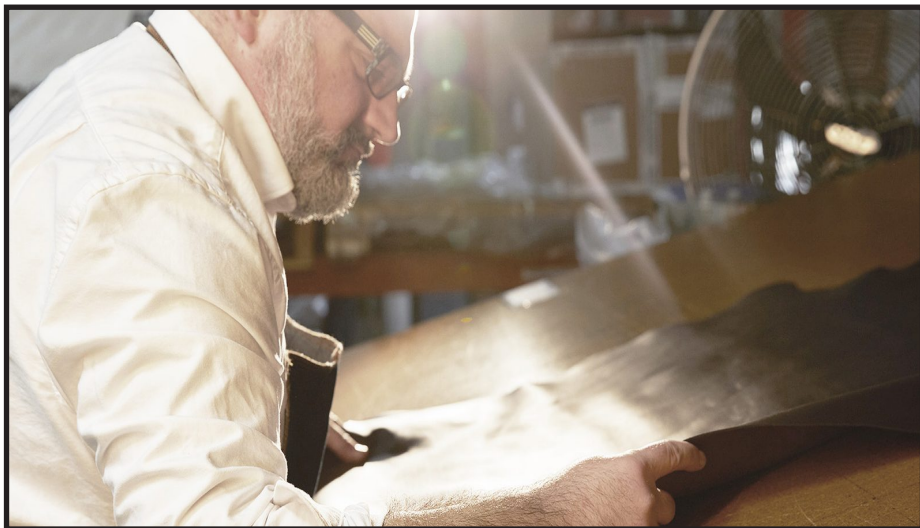
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AEYDE COLOUR/TEXTURE DNA

- THE AEYDE BRAND IS CONTEMPORARY ELEGANCE EXPRESSED THROUGH A STUDY AROUND SHAPES, TEXTURES AND FUNTION: MODERN LUXURY
- A SEASONAL COLOUR PALLET THAT IS BASED ON THE AEYDE CORE MOODS (BLACK / CREAMY)
- THE AEYDE COLLECTIONS EXPRESS A STUDY ON TEXTURE; TONALITY AND MODERNITY
- KEYWORDS: MATT / TEXTURED / GLOSSY

BRANDING IDEAS



SELECTING THE LEATHER

CHOOSING THE RIGHT PIECE OF LEATHER

"Our AEYDE boots are handcrafted from fine grain leather that's tough enough to make a long-lasting pair of boots, but soft and supple enough to guarantee comfort and durability. Each hide is carefully examined for premium quality and natural character, and that's something that can't be done by a machine."

Costa, 7 years at AEYDE



HAND LASTING

MADE TO LAST

"There's a real connection between the craftsman and the boot. It's the hands that shape the boot that makes the difference."

Frank, 6.5 years at AEYDE



THE STITCH

STRENGTH AND CHARACTER

"Twin needle stitching gives the upper its distinctive design. It adds strength and character to the boot, and it's the only visible line, so it needs to be extremely precise."

Vanessa, 6 years at AEYDE



SOLE STITCHING

BOOTS WITH SOLE

"The stitches around the sole give the boot extra character and a classier, more polished look. Stitching it's a precise skill with only a few of us trained to use those machines, which makes the boots even more special."

Luca, 4 years at AEYDE



HAND LASTING

MADE TO LAST

"There's a real connection between the craftsman and the boot. It's the hands that shape the boot that makes the difference."

Frank, 6.5 years at AEYDE



FINAL APPROVAL

SEAL OF QUALITY

"Human hands are the best tools we have, and we don't make boots; we craft them. I feel privileged every single time I get to stamp the AEYDE SEAL OF QUALITY"

FRANCESCO, Master Craftsman, 27 years of experience



SEAL OF QUALITY

- LAST STEP OF MADE IN ITALY STORY

- SEAL OF APPROVAL OF OUR CRAFTSMEN

- AEYDE DESIGNED LOGO OR GRAPHIC SYMBOLISING OUR COMMITMENT TO HIGHEST LEVEL OF QUALITY AND CRAFTSMENSHIP



AEYDE CERTIFIED COBBLERS IN KEY CITIES/MARKETS

- CAMPAIGN TO ENFORCE OUR SOLE TO LAST STRATEGY

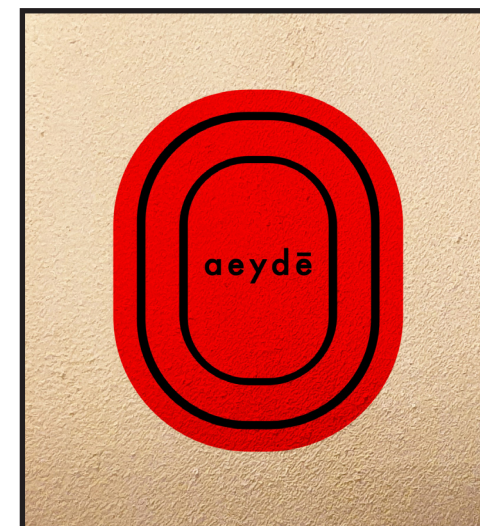
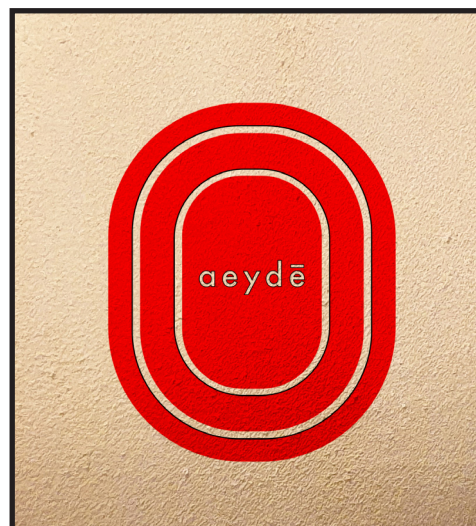
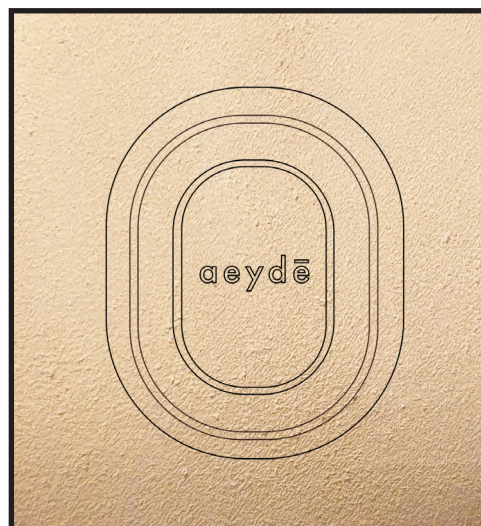
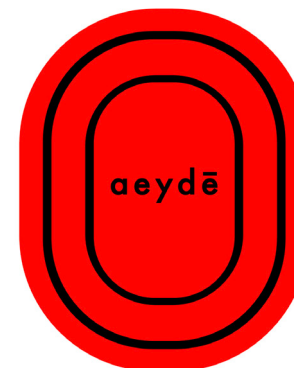
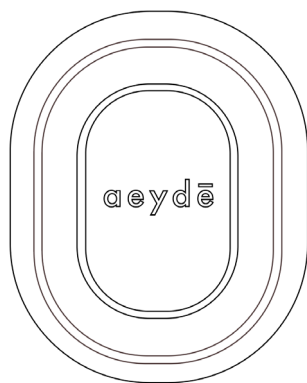
- CUSTOMERS TAKE THEIR "WORN OUT" AEYDE'S AND HAVE THEM RETOUCHEDED BY AEYDE CERTIFIED CRAFTSMEN

- THE CERTIFICATION IS VISUALISED ON THE SOLE WITH THE AEYDE "SEAL OF QUALITY"

- BRANDING QUALITY, TIMELESSNESS OF DESIGN, SUSTAINABLE IDEAS AND INSPIRING A NEW MOVEMENT SPEARHEADED BY AEYDE

AEYDE COBBLER / SEAL OF QUALITY

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FACTORY SEAL

COBBLER SEAL 1

COBBLER SEAL 2

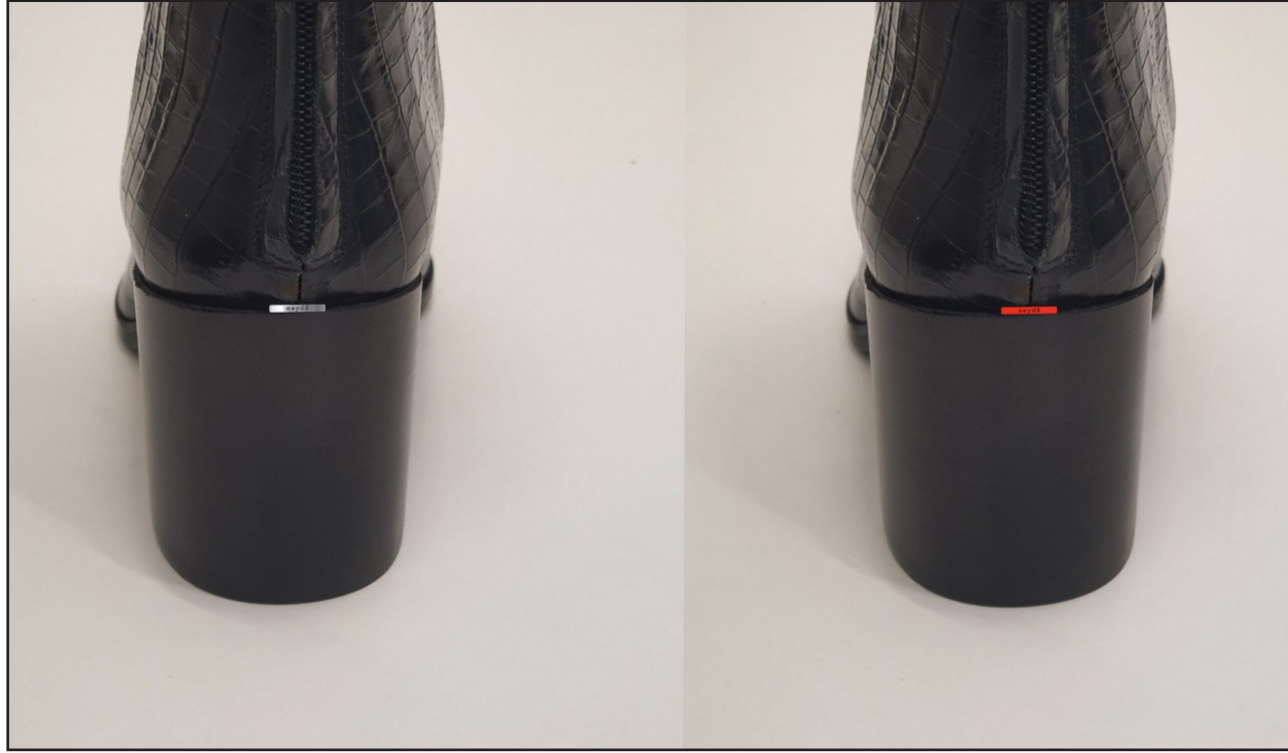


AEYDE CARE / COBBLER SHOPPER

- CUSTOMERS PICK UP THEIR RETOUCED AEYDE'S WITH CUSTOM AEYDE CARE PACKET
- KEYWORDS: QUALITY, CRAFTSMENSHIP, INNOVATION, TIMELINESS, SUSTAINABITLY; RESPONSIBILITY

AEYDE COBBLER / SEAL OF QUALITY

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TRIM BRANDING

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WHAT IS THE AEYDE BRANDING?

- SUBTLE, YET DISTINCTIVE

- INTEGRATES EFFORTLESSLEY INTO ANY WARDROBE

- SIGN OF QUALITY, PRECISION, TIMELESSNESS, CRAFTSMENSHIP, ELEGANCE, REDUCED, CLEAR, ESSENTIAL, MODERN

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BRANDING PLACEMENT

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BRANDING PLACEMENT

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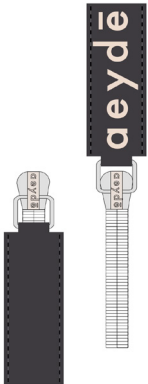
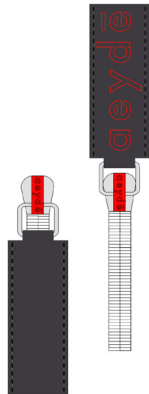
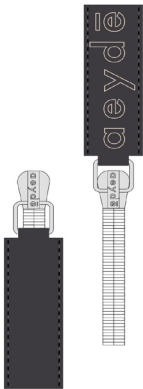
CONTRAST STITCHING



CONTRAST STITCHING

BRANDING PLACEMENT

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HEAT EMBOSSING RUBBERIZED SOLE

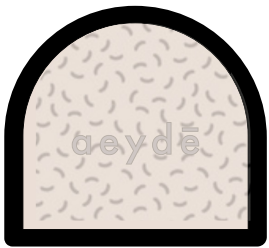
SOLE BRANDING

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TONAL BRANDING

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HEAL CAP BRANDING

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CROSS CATEGORICAL BRANDING

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CROSS CATEGORICAL BRANDING

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CONTEMPORARY LUXURY

