



MARIO MINARDI

BRAND PROFILE




HISTORY

Started with a passion to create men's shoes with Italian craftsmanship, Mario Minardi was initiated in 1982. Since the beginning the brand has already been pursuing exceptional quality and timeless design two become it's hallmarks with genuine leather sourced from various parts of the world.

Mario Minardi mainly revolve around classic, more conventional styles that include brogues, loafers, derbys, oxfords, boots, and monk straps. They remain as best sellers today, and continue to represent the brand's loyalty to timeless, dapper sophistication.

Bespoke service was launched in 2016 and quickly become the talk of the town. We offered a special crafted shoe fit perfectly with the options of creating each individual designs, shapes , colors and initials

We always exploring the best materials and introduces more contemporary models, striving to combine traditional shoemaking techniques with creativity and innovation. As a shoe expert, we flexes its muscles in catering to men of all age groups from 20 years old to 60 years old in different countries.



MATERIALS & CRAFTMANSHIP

In Italy, German, France or other leather-producing regions, Mario Minardi always look for the best leather (natural and exotic). An extensive knowledge of shoe construction, understanding of the nature of leather, and attention to detail define the expertise that belongs to Mario Minardi.

As the result, comfort is never sacrificed for style or shape; elegance and wearability go hand in hand.

Authenticity is also ensured, As the experts remain loyal to the brand's vision of crafting quality shoes with heart and love to the brand's design codes when designing shoes with more silhouettes.

To wit the team confidently experiments with colors and techniques, as apparent in the hand-painting series and use of Goodyear Welt construction.



COLORING

HAND PAINTED SERIES

The process of crafting shoes in Mario Minardi is very detailed with the touch of the work from the expert at each stage. The colors used are basic colors and selected colors that can be customized by every shoe lovers. Thus creating unique special colors.

The coloring process done by experts in hand painted way that produces beautiful color strokes.





SERVICE

CUSTOMIZE & MADE TO ORDER

A PAIR OF SHOES SPEAKS FOR MAN'S IDENTITY.

Therefore, Mario Minardi proudly creates its unique made-to-order and bespoke services to provide personalization that meets each client's taste, flair and build. In made-to-order range, he will be able to choose the model, material, details, size and fit from a series prepared by the brand. More elaborate personalization is offered by the bespoke service, in which a client will be able to adjust each part of the shoes and have his feet measured by the master shoemaker.

This exclusive service lets the client bring his own design and also accommodates orthopedic requirements. Consultation and recommendations will also be made to better assist clients during the decision making process.





STORE

SHOWROOM

Started to opened flagship store in 2012 on Jakarta – Indonesia and on 2016 the second store of Mario Minardi opened in **Lotte Shopping Avenue** (GF), one of the busiest shopping destinations in Jakarta. in May 2019 we opened a new one of flagship store at **Pacific Place Mall** (Level 2) – SCBD which is one of the best mall destinations in the heart of Jakarta. The interior is furnished by wood to leave an impression of a tradional legacy but kept clean and spacious to evoke modern contemporary style.

A shoe lounge lets the visitors enjoy their time in the store, as made to order and customize service are available at their disposal. At the same time, they can experience firsthand the quality of Mario Minardi shoes that filled the dashing corners of the store.



STORE

PACIFIC PLACE MALL

LEVEL 2

SCBD

Jl. Jend. sudirman kav 52-53, Senayan,
South Jakarta City
DKI Jakarta 12190





STORE

LOTTE SHOPPING AVENUE

UNIT GF

SCBD

Jl. Prof. DR. Satrio No.RT.18, Kuningan

South Jakarta City

DKI Jakarta 12940





STORE

GLOBAL PRESENCE

Accounting its flexibility, versatility and quality as its strengths, Mario Minardi has been exporting the collection to Asia Pacific, a manifestation of the leader's vision. Not just a collection of shoes, we also have good leathers products as a complement to other needs.

- INDONESIA
- SINGAPORE
- MALAYSIA
- THAILAND
- VIETNAM
- JAPAN
- SOUTH KOREA

"FROM A PAIR OF SHOES TO THE WORLD"



THANK YOU

MARIO MINARDI