

Brand presentation



PEOPLE'S SHOES OF ITALY





GOOD DESIGN IS NOT ENOUGH
TO BE CONSIDERED AN EXCELLENCE.
AN ITALIAN ICON MUST BE ABLE
TO CONVEY A WHOLE LOAD
OF PASSION AND EMOTIONS.

SOMETHING THAT YOU CAN ONLY *FEEL*.

Superga®

Italian since 1911



CLASSIC

ITALIAN

FASHIONABLE

COLORFUL

CASUAL

VERSATILE

Superga® is the iconic brand for sports and leisure footwear who first in Italy used natural **rubber vulcanization** technology for the production of shoes, boots and sneakers.

During the celebrations for the 150th anniversary of the reunification of Italy, Superga® was acknowledged as “**one of the 50 objects that made Italy**”, thus confirming its status as the “**People’s shoes of Italy**”.

Superga® is and always will be a classic because, since the beginnings, it has always kept its timeless appeal untouched, regardless how you wear it.



Superga® 2750 — the icon



The shoes
you wear
when you
fall in love.

*The shoe
you fall in
love with.*



In **1925** - to satisfy the needs of his tennis player wife - the founder of Superga®, **Walter Martiny**, created one of the first sports shoes with vulcanized natural rubber sole.

At that time, tennis players used canvas shoes with a rope sole: Martiny created a cast of that rope sole and reproduced it in natural rubber, which was non-slip and resistant.

It is from the irregular texture of the rope that the characteristic “orange peel” sole is born:

the same that we still see under the 2750: for everyone, the classic Supergas.

The shoe is still one of the greatest examples of Italian design which gathered plenty of appreciation around the world.

In almost 100 years of history, the iconic white canvas - with its countless possibilities of customization - has enabled dozens of artists and designers to express their creativity.



Superga® history

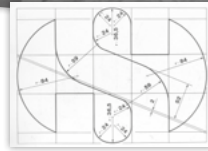


Superga produces **rubber boots**, fully waterproof, which reduce the problem of diseases and infections typical of places like rice fields and marshlands.

1913



Economic boom. In the early Sixties, **1,380 people** were working in the Turin factory. Women make up the majority of the workforce.



'60s



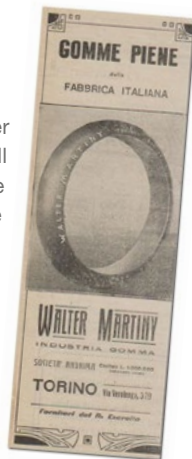
BasicNet acquires the Superga brand for 23 million Euros.

2007

1911

Torino, Italy.

The Walter Martiny Rubber Industry was born, which will be called "Superga" given the proximity of the factory to the famous Basilica. Walter Martiny, the founder, discovered the existence of a new technology, invented by Charles Goodyear: the **vulcanization of natural rubber**. He was the first person to bring the invention in Italy.



1925

The **2750** model was born. It all started thanks to Walter Martiny's wife, an enthusiastic tennis player. At the time tennis was played with rope-soled shoes, offering excellent grip on clay courts but easily damaged. The Swiss engineer decided to produce a mould with a latex and sulphur mix creating a new sole in vulcanized natural rubber, which was basically indestructible.



'70s



Superga firmly established itself in the world of sports with a dedicated range. All of the brand's sports shoes featured the unmistakable "swallow tail" logo. Here were **Superga Sport**, shoes aimed at professional athletes from different sports, including tennis, which continued to feature in the brand's history. There were many athletes who wanted to wear Superga, and not just them.



55 countries

Global brand distribution

123 monobrand
98 shop-in-shop
2 pop-up stores

Superga® stores around the world

over 5.000.000

Pieces sold in 2020 globally

ALBANIA
ARGENTINA
AUSTRALIA
AUSTRIA
BELGIUM
BOSNIA
AND HERZEGOVINA

BRAZIL
CANADA
CHILE
CHINA
COLOMBIA
CUBA
CYPRUS

DENMARK
ECUADOR
ESTONIA
FINLAND
FRANCE
GERMANY
GREECE

HONG KONG
ICELAND
INDONESIA
IRELAND
ISRAEL
ITALY
JAPAN

KOREA, SOUTH
LEBANON
LUXEMBOURG
MACEDONIA
MALAYSIA
MAURITIUS
MEXICO

MONTENEGRO
NETHERLANDS
NEW ZEALAND
NORWAY
PERU
PHILIPPINES
PORTUGAL

RUSSIAN FED.
SERBIA
SINGAPORE
SLOVENIA
SOUTH AFRICA
SPAIN
SWEDEN

SWITZERLAND
TAIWAN
THAILAND
TURKEY
UNITED KINGDOM
UNITED STATES
VIETNAM

Who wears Superga®



In the last years, lots of international celebrities and influencers (even Royals!) have enthusiastically endorsed Superga® or collaborated with the brand in the design of special collections.



Shay Mitchell



Emma Watson



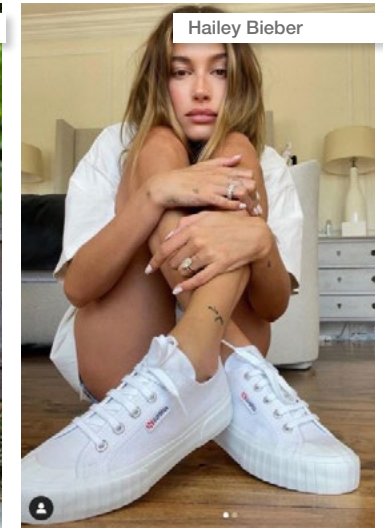
Chiara Ferragni



Alexa Chung



Kate Middleton



Hailey Bieber



Leandra Medine



Sofia Hellqvist



Julia Roberts



Emily Ratajkowski

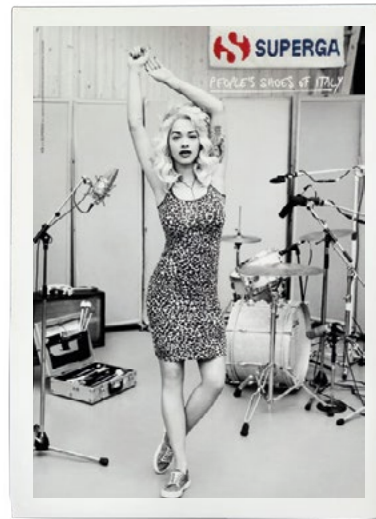


Caro Daur

Superga® Campaigns and Ambassadors history



2013 The Blonde Salad



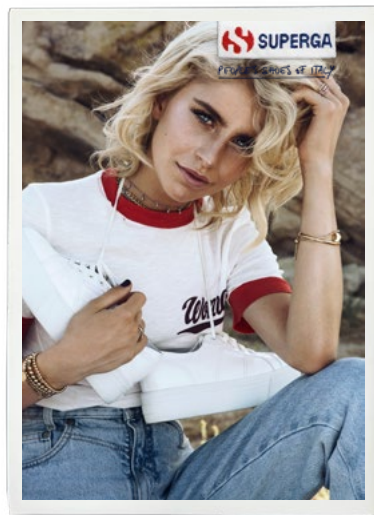
2013 Rita Ora



2014 Suki Waterhouse



2016 Abbey Lee



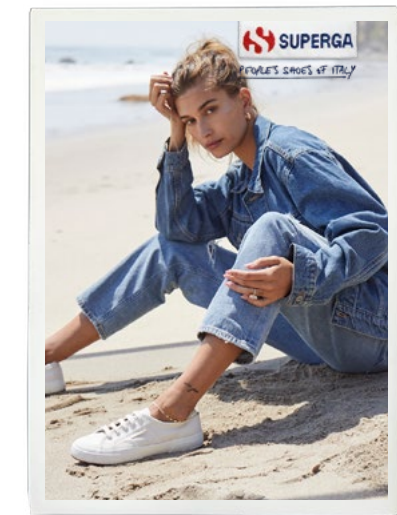
2017 Caro Daur



2017 Pyper America

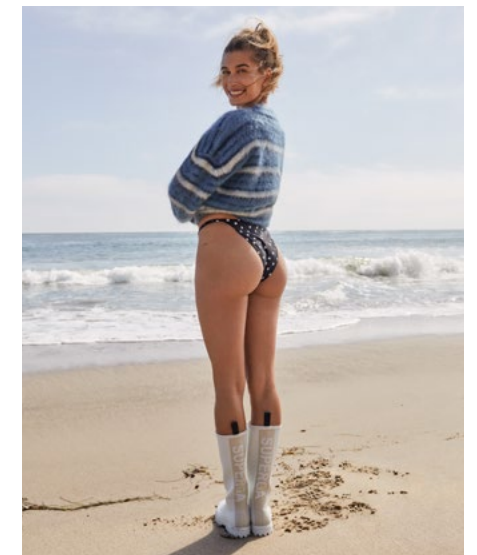
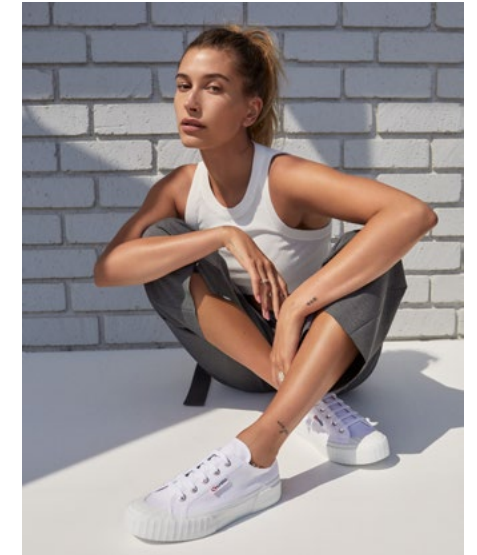


2018 - 2019 Alexa Chung



2021 Hailey Bieber

Hailey Rhode Bieber 2021 Global Brand Ambassador



The new Superga® advertising campaign for the Fall/Winter 2021 season continues to encapsulate the most authentic spirit of the brand, which is rooted in timeless laid-back refinement set across joyful moments.

Hailey Rhode Bieber, appointed as the face for Spring/Summer 2021, continues to shine as the global ambassador with an effortless yet chic girl next-door style and attitude,

The campaign was shot in Malibu by former painter, illustrator, and animal rights activist, Zoey Grossman. New York based stylist and fashion editor, Gabriella Karefa-Johnson placed her unmistakable mark in capturing Hailey in a series of 24/7 looks around time-honored styles of Superga® sneakers.

Successful activations



Superga® x Marco De Vincenzo

Florence, 2019

Marco De Vincenzo presented the first menswear collection of the brand with a runway show in Pitti Uomo in June 2019; the models walked the catwalk with the sneakers designed for its third capsule collection with Superga®.



Successful activations



Superga® x LoveShackFancy

New York, 2019

For SS19, Superga® USA presented the collection designed in collaboration with LoveShackFancy, a sweet, dreamy and vintage-inspired New York fashion brand. The co-branding launch event was held on June 11, 2019 at Ladurée in New York and had a strong impact on social media.



Successful activations



Perrie Edwards, Face of Superga® UK

United Kingdom, 2019

Superga® UK announced on April 25, 2019 the new face of SS19 campaign for Great Britain: the singer and model Perrie Edwards, highly acclaimed in the UK. She chose her favorite styles of the brand and wore them in the campaign shots.



Successful activations



Superga® x Alanui

Milan, 2019

Superga® walks the catwalk of Alanui - an Italian brand specialized in cardigans inspired by the Native American tradition - on the occasion of Milan Fashion Week 2019 (February 19 - 25), accompanying the Alanui fall/winter women's collection with its historic rubber boots: the white "Alpina Ginocchio".



Successful activations



Superga® x Drea Chong

Singapore, 2019

On January 18, 2019 Superga® Malaysia, also licensee for the Singapore market, presented the Superga® x Drea Chong capsule collection with an event at Merci Marcel in Singapore. After the success of June 2018 - on the island the collection sold out in less than 48 hours - Superga® and Singaporean blogger and influencer Andrea Chong collaborate on a new special edition entitled “A New Day”.



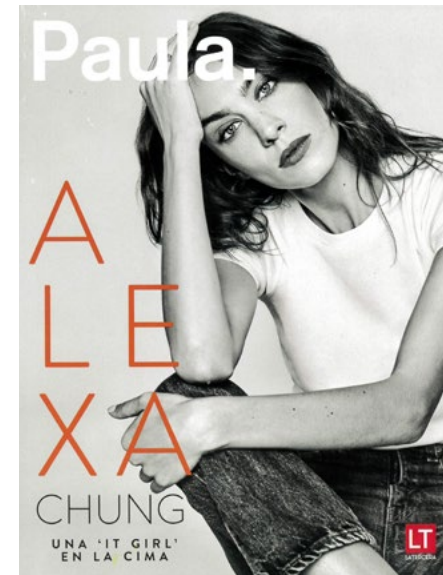
Successful activations



Superga® x ALEXACHUNG

Santiago de Chile, 2018

On September 24, 2018 the launch event of the Superga® x ALEXACHUNG capsule collection took place at the Bidasoa Hotel in Santiago de Chile. Among the attendees at the presentation of the new FW18 line - as well as journalists and influencers - the British model and designer Alexa Chung herself, who wore her favourite models from the collection.



Successful activations



Superga® x Philosophy

Milan, 2018

After the preview of the first style, revealed during September 2017 Milan Fashion Week, on January 14, 2018 Lorenzo Serafini presented the first Superga® x Philosophy capsule collection at the One Block Down store in Milan. The store was set up with delicate floral compositions in which the shoes of the collection were positioned.



