

VENTESIMA STRADA
SHOES & ACCESSORIES

HANDMADE WITH HEART

COMPANY PROFILE

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PRODUCTION

DESIGN
RESEARCH
HEARTMADE

All Ventesima Strada items of footwear are entirely **Made in Montebelluna** - TREVISO, from design to construction. All processes take place inside our own factory. The most distinctive element of our shoes is the Norwegian construction, typical of the footwear made in our manufacturing district. It is a handcrafted process, designed to insulate the foot while offering flexibility and comfort all at the

same time. A full **5 layers** insulate the foot from the ground: ananatomic insole in leather, a more rigid lasting board in real leather, a filling in light EVA that serves as a shock absorber, a midsole again in EVA with additional shock absorbing properties and to finish a high-quality non-slip outsole.

HISTORY

“ Mankind walks even before
being able to speak.

Ventesima Strada

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Ventesima Strada is a young company but with a culture rooted in the Montebelluna tradition.

Ventesima Strada is a young company but one with its culture firmly rooted in the traditions of the Montebelluna shoemaking industry. It is the product of an idea, or rather an ideal, thought up by Sante Poloni: a return to the style, design and typical workmanship of the Montebelluna area, all elements that were once the pride of the Montebelluna shoemaking district but which were gradually disappearing.

With a career spanning over 45 years in the shoemaking industry, Sante Poloni has always been fascinated - even as a small child - by the complexity of the workmanship carried out manually by true masters shoemakers. The experience needed to execute such painstaking but at the same time such refined workmanship meant that shoes became authentic

Retro lines in modern re-editions, hi-tech materials that do not upset fashion but respect the canons.

works of the craftsman's art. To reintroduce footwear exactly the same as it was 50 years ago would have been at the very least outdated. This led to the idea of combining the age-old working methods and their rigor with modern materials and the most recent advantages offered by technology. And so Ventesima Strada was born, with a mission to combine tradition and innovation to achieve absolute quality.

This quality level is so high that it compels as to refuse any elements not made in Italy, and better still if made in Montebelluna! It is hard to express in just a few words the pride that we feel in taking on custodianship of the Montebelluna shoemaking tradition.

VISION

DESIGN
IS THE CREATION
OF A PRODUCT WITH
THE INTENTION OF
IMPROVING HUMAN
EXPERIENCE.

No sterile workshop where the accent is on numbers but a group of experts with different ideas who debate and exchange them. This is the basis of our passion and our Italian character. Different points of view and different paths, but with one common objective; to create the best possible product for our customers. All the various aspects of Ventesima Strada all go into our footwear; rough in appearance but kind on the feet.

Our research is of a cultural kind. We have no wish to be innovative at all costs, we prefer to **perfect** what was already considered flawless, to make comfortable what is uncomfortable and to bring back into use what was previously abandoned through errors in judgement. The research is as much to do with the future as it is the past, in the widest sense. Everything can be made useful, with influence from other genres.

MISSION

“ We take pride in our workshop, where superior craftsmanship and advanced design go hand by hand. ”

Ventesima Strada



A consideration that is too often overlooked in today's market, durability is one of the fundamental features of our footwear. The materials we use to make our shoes are very hardwearing and, if used properly, they can last for decades. The Vintage design in itself ensures the product will not become obsolete in terms of aesthetics either.

Nowadays there is so much talk of quality, with the concept very often extended to undeserving products. Ventesima Strada footwear however really does express the definition of absolute quality. Try our quality and compare it to the quality of others. We are sure that our products will triumph every time.



HUMAN CENTERED DESIGN FOR FOOTWEAR INNOVATION

Ventesima Strada is a young company made by master craftsmen of proven skill. Everyone make their knowledge available to create a unique, true product that distances itself from mass-produced products. By virtue of the materials used our footwear can last decades, even if treated harshly,

and with just the minimum of care the appearance will remain unchanged in time. The vintage design makes our shoes timeless, and the new models that are launched regularly do not make the previous ones obsolete; we are totally against the throw-away society and planned obsolescence.

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