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GENESIS AND INSPIRATION

Arzanà Veneto is a 100% made in Italy brand, a mix of history and craftsmanship, it is linked to the concept of stylistic perfection and is a shoe brand devoted to luxury. AV transmits the cultural and fashion values of the only beating heart of the city of Venice that amazed the world for centuries: the Arsenale. The largest ship factory on an international level, the arsenal was also the privileged place for the construction of the Bucintoro, the most famous luxury rowing boat in the world destined for the Doge of Venice. The translation into the Venetian dialect of Arsenale, Arzanà in fact, proudly establishes a deep root with Venice and presents it to the world as a factory of artisan excellence.

In fact, AV recovers the raw materials with which Venice sailed the seas such as: wood, jute to build ropes, cotton to build sails and clothing; leather to give a touch of warmth and perfume of craftsmanship to footwear and accessories. The naval and military environment change into military-chic elegance and, added to the design and "handmade" realization of the single pair, they return a style and a product of footwear with a contemporary taste.

TERRITORY, CITY AND PLACE

Venice, a symbolic city that has been fighting for thousands of years against the forces of nature, primarily water. An example of great strength and great strategic ability which, combined with the best naval engineering experts, inaugurated the colonial expansion and opened the Silk Road.

The Arsenale, the city's workshop, the first industrial enterprise in the world, a shipyard in which the fusion of craftsmanship and passion has allowed the construction of quality boats unique in the world enriched by fabrics from the Far East, combining them with leather, made in Italy hides and reinforced with the best woods.





PHILOSOPHY

AV narrates the values of historical contamination: exclusive craftsmanship, indomitable will to "give the best because we need the best". The choice of noble materials, of great communicative impact, to restore excellent quality to a new and contemporary footwear product.

The collection was created with resistant materials: canvas as an element of family feeling, vegetable tanned leathers to make the shoes extremely soft and long lasting.

As with footwear, the accessories that complete the line also have their own identity, enclosing the ritual of the gestures of our craftsmen, a qualitative plus that the world expects from our collections.

Our philosophy speaks in Venetian, it comes from the 14th century. It is an authentic story. The two axes recall the ax masters, the real thrusters of the arsenal. Men who knew how to "speak" with wood, obtaining the best pieces that, once assembled, became precious and long-lasting ships. Today, with Arzanà Veneto, materials change, but not the values of exclusivity, quality and durability. And the craftsmen who help create, become artists.

"Quality is never random, nothing can be done at random, but it is always the result of intelligent effort"

(John Ruskin)



THE BRAND

Mixing tradition, culture, design and style in a fashion product that recalls the values of an authentic history. The noble materials acquired from the history of Venetian textile manufacturing forge a collection of great personality and appeal. The best fabrics, the most beautiful textures, the most iconic designs that embellish a shoe that becomes an object of art and use. A concentrate of knowledge, history and craftsmanship that goes straight to the heart. Today, with Arzanà Veneto, the material production technique changes, but not the values. And the craftsmen who contribute to creating become artists.



ICONICITY

Creating an icon is definitely not a simple thing. All the elements that make up an object must be expertly mixed to obtain one that for charm, desire to possess and style, will always emanate its own character. A shoe becomes iconic when in addition to these elements, a timeless and fashionable refractory design is added. Yesterday, today and forever.



TECHNICAL FEATURES

A shoe that also communicates from inside a box is a "living" shoe. Her skin, tanned and dried to dry in a climate where nature skillfully mixes sea air and mountain air, is in itself an element of great charm. Here time is not the fundamental variable, but one of many.

The leather, rigorously striped, and joined piece by piece, gives the strong, characterful perfume.

The great skill in cutting, joining, washing in a machine that smoothes the outermost part of the skin, dressing and finishing tell a story of great impact.

You don't make a shoe, you create it.

And this creation is the result of many people, of words that will remain between the folds of the leather of the upper. Because it is not only the force that makes the needle go into the leather. It is not just the thread expertly hand-waxed. It is not just a process, but a systematic passage of ideas, emotions, materials that become style.



STYLE COMBINATIONS

We have studied a casual chic style of great emotional impact. Hipster & Biker.

Two lifestyles that confront each other on the road but in different areas.

The unconventional style of the first becomes an alternative and apparently rough model in the other. A way of expressing one's essence, a way of dressing and also of living. Because history can be a real meeting point with one's personality, with one's taste, with one's point of view.

Always be yourself, beyond conventions, beyond fashion.





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