

Meraviglia

100 % Handcrafted in Italy

Meraviglia Who?



Meraviglia means Wonder or Miracle in Italian and Nothing less is our target.

The Meraviglia Group is well known for producing Italian handmade full bespoke riding boots.

It started in Hong Kong in February 2012 as a one-time project to enhance the visibility of small Italian factories and artisans at that time struggling to survive by using their unused capacity and their high skills to develop a global brand of highest quality tailor-made leather products.

Within the first 18 months more than 200 customers in HK, China, Taiwan, Japan, Australia, Korea, Singapore and Thailand were served. Now Meraviglia expanded to all major markets in Asia, Europe, Middle East and South America.

Meraviglia successfully passed an audit to certify a 100% made in Italy certification as one of the first fashion and boot brands. Additionally the Italian Chamber of Commerce awarded Meraviglia for our innovative business concept

The Meraviglia group now diversified the collection into Riding.



Note from the Meraviglia founders

When we were young, we always watched actors in Italian movies. How they dressed, how they were wearing perfect outfits and costumes, and of course amazing shoes.

We wanted to find the same outfits, and same shoes, which were perfectly fitting, and which were of highest quality.

Now, with our own company and brand we are able to dress those movie stars and famous singers. We always wanted to follow when we were young.

We come from Germany and Italy. One of us, Kristian Hertel, worked in different Luxury and lifestyle brands in different functions countries for the last 15 years. Together with Roberto Balestra, **we combined Italian style and creativity with German engineering and perfection**, and we created Meraviglia, which means Wonder or Miracle in Italian. And nothing less is our target.

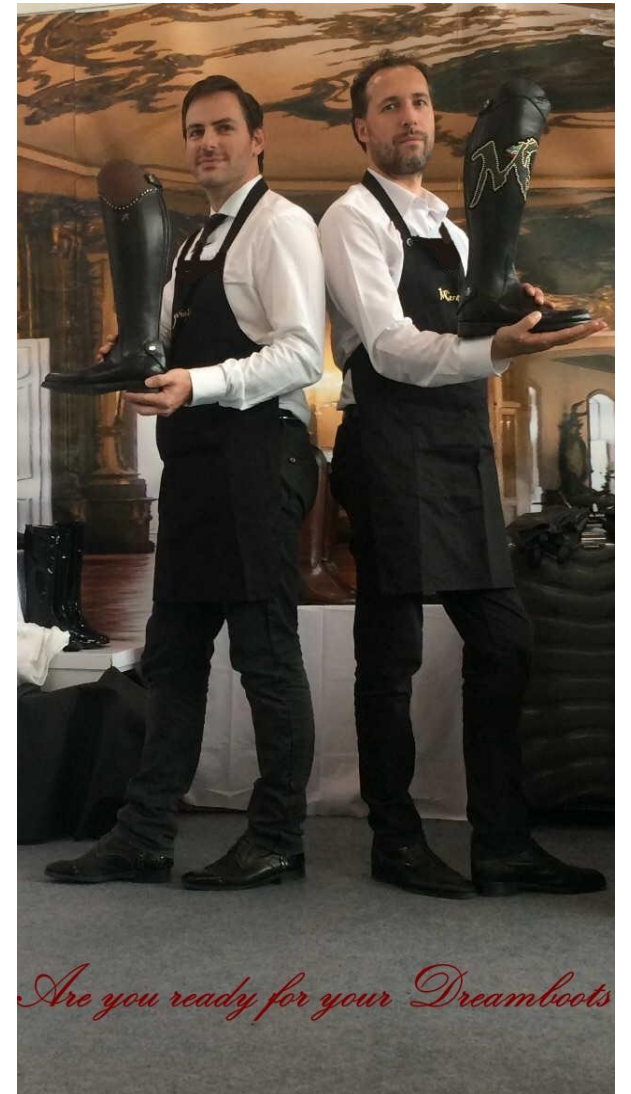
The Meraviglia Group is well known for producing highest quality, handmade and fully customizable leather products exclusively in the Marche region in Italy.

Our heritage comes from Sport products for horse riding.

A high amount of our customers are, actors, singers, members of royal families or world-class athletes.

Our symbol is the jumping horse, which reminds us where we come from. We started with horse riding boots. It also reminds us to always be a step ahead of our competition in creating wonderful designs, wonderful products and fulfil your most outstanding dream.

Yours,
Kristian and Roberto.



Meraviglia Locations



The Meraviglia Atelier is located in the Marche Region in Italy, Leathers and components come exclusively from Italy



The Meraviglia commercial headquarter is Located in Hong Kong, but the partner network is expanding as quick as the customer Base throughout Europe, Middle East and Asia. Current locations include Hong Kong, Shenzhen, Guangzhou, Beijing, Shanghai and Melbourne

Key facts and main Events



2013

14th of February, Valentine's day. Registration of the Brand and setup of the sales, distribution and customer service structure in Hong Kong

Longines Masters – Hong Kong

2014

Italian Chamber of Commerce awards Meraviglia for the innovative business concept

Certification of 100% Made in Italy testifying that all components and leathers

and all production steps are executed in Italy

eCommerce Launch in Hong Kong

Longines Master – Hong Kong

Gucci Masters – Paris

Equleuus – Beijing

2015

Extension from the initial Riding to Golf, Dance and Sailing shoes

Longines Masters – Hong Kong

Equleuus – Beijing

China Horse Fair – Beijing

Longines Masters - Beijing

2016

Longines Master – Hong Kong

Longines Global Champion Tour – Shanghai

Citic Square Shanghai – Popup Store

VIP event with the Ferrari Owners Club in Hangzhou

Green Valley Riding Club event in Shanghai

Fashion Show in Minsk - Belarus

2017

Partnership with Italian artisan Jeweler to enhance the customization options required in the middle eastern markets

Longines Global Champions Tour – Shanghai

International Gold & Jewelry Fair in Dubai

Citic Square Shanghai – VIP event

Shanghai Equestrian Center VIP event

2018

Equestrian and Golf line for Children is launched

Gold & Jewelry Fair in Hong Kong

Longines Masters – Hong Kong

Longines Global Champions Tour – Shanghai

2020

Launch of the Meraviglia Global Ambassador Program

Launch of Meraviglia in Central and South America

Meraviglia riding on tour

Meraviglia



Hong Kong, Shanghai, Beijing, Hangzhou, Dubai, Verona, Tokyo, Sydney, Minsk...

Some top ranked athletes trusting:

Annie Ho, eventing champion



Michael and John Whitaker, ranked no 3 Showjumper



Aianna Ladd, member of the Hong kong equestrian team



Vincent Ho, HK Jockey of the year



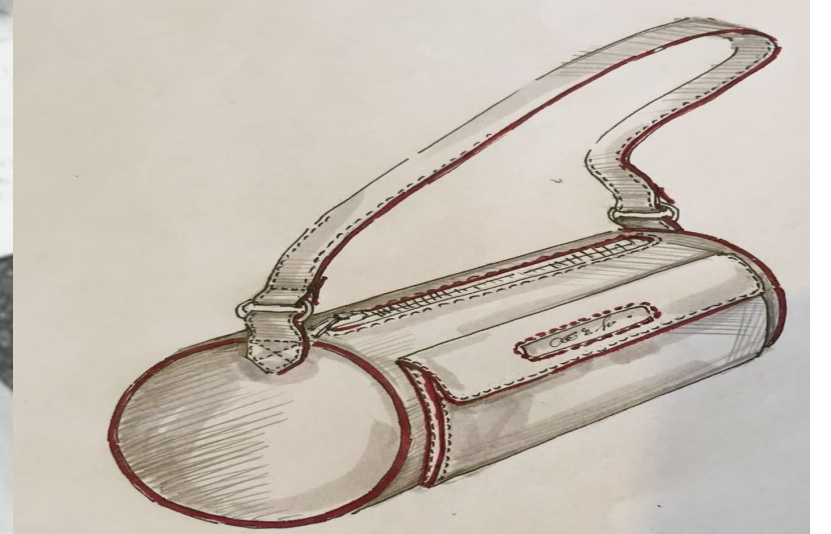
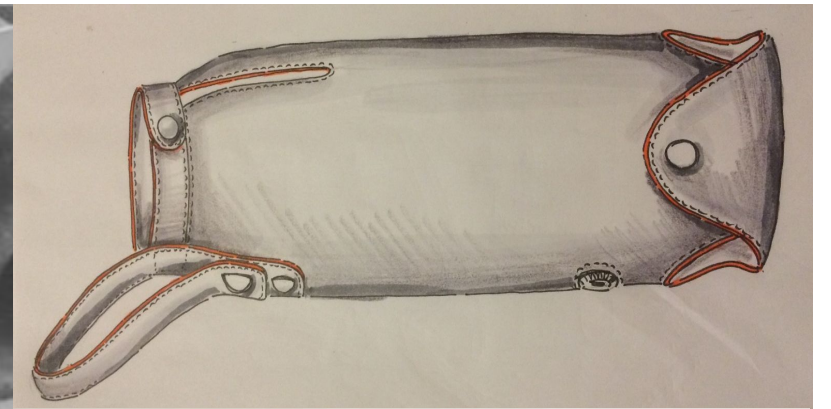
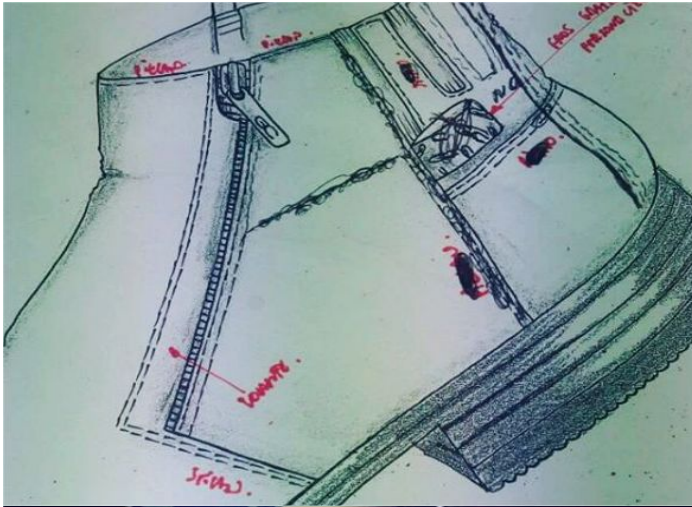
Sven Maeder (DE national team)



Natasha Tse, participant of the 2012 Paralympics in London



Everything starts with an Idea



The idea gets combined with leathers



- all our leathers and components come exclusively from Italy
- we mainly use calf leather, for it's durability and if a high quality is used, also for it's comfort. For special requirements also kangaroo, lamb or goat leather can be utilized
- we often combine this with decorations and details made of crocodile, caiman, snake, lizard

The soles

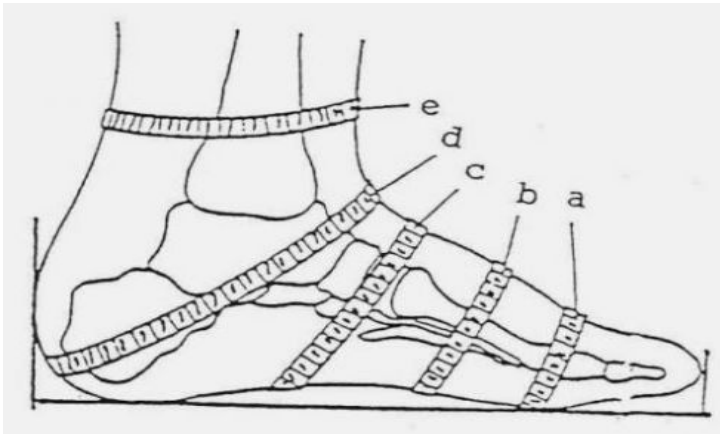


All our soles are manufactured in Italy. We mainly use rubber soles from a well known supplier called Vibram for our Riding boots. But we can also use leather soles or even shell cordovan soles for our most exclusive fashion shoes. Especially for riding we provide

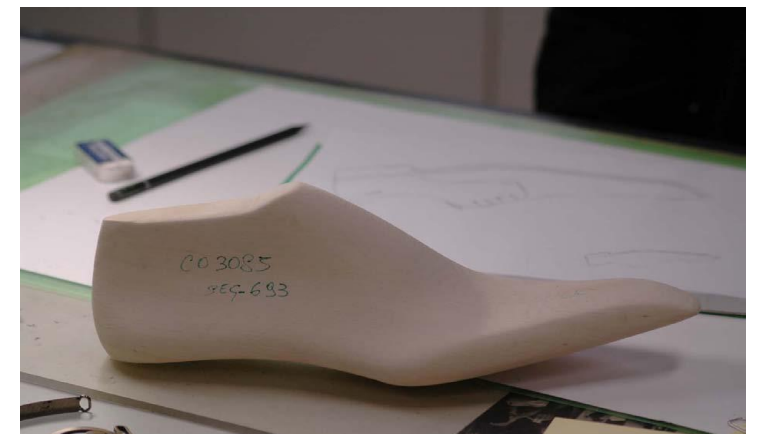
The option to add magnetic elements into the sole



Understanding customers feet



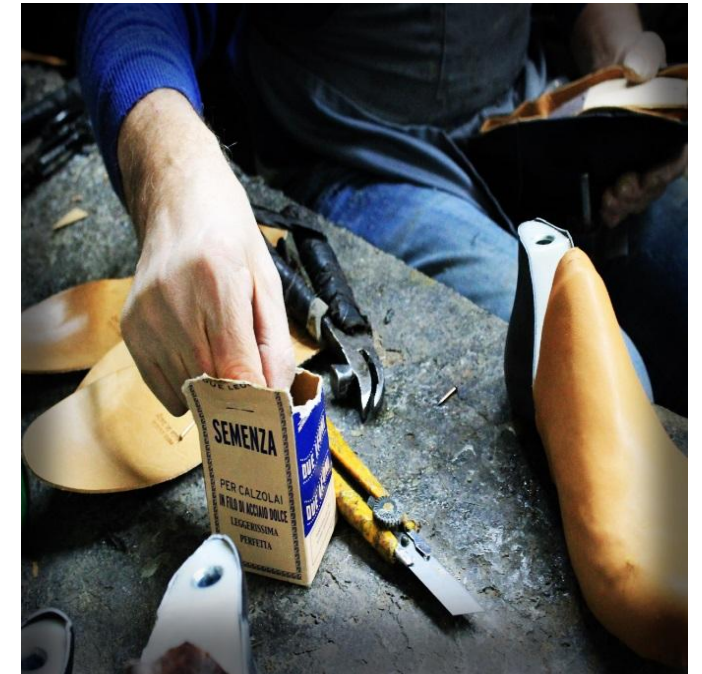
Foot shapes vary between different countries, and within the countries often between different regions. Left and right foot are rarely equal. Our experts will help you to take perfect measurements and choose the right size for you. For bespoke boots or shoes we will produce them exactly on your measurements



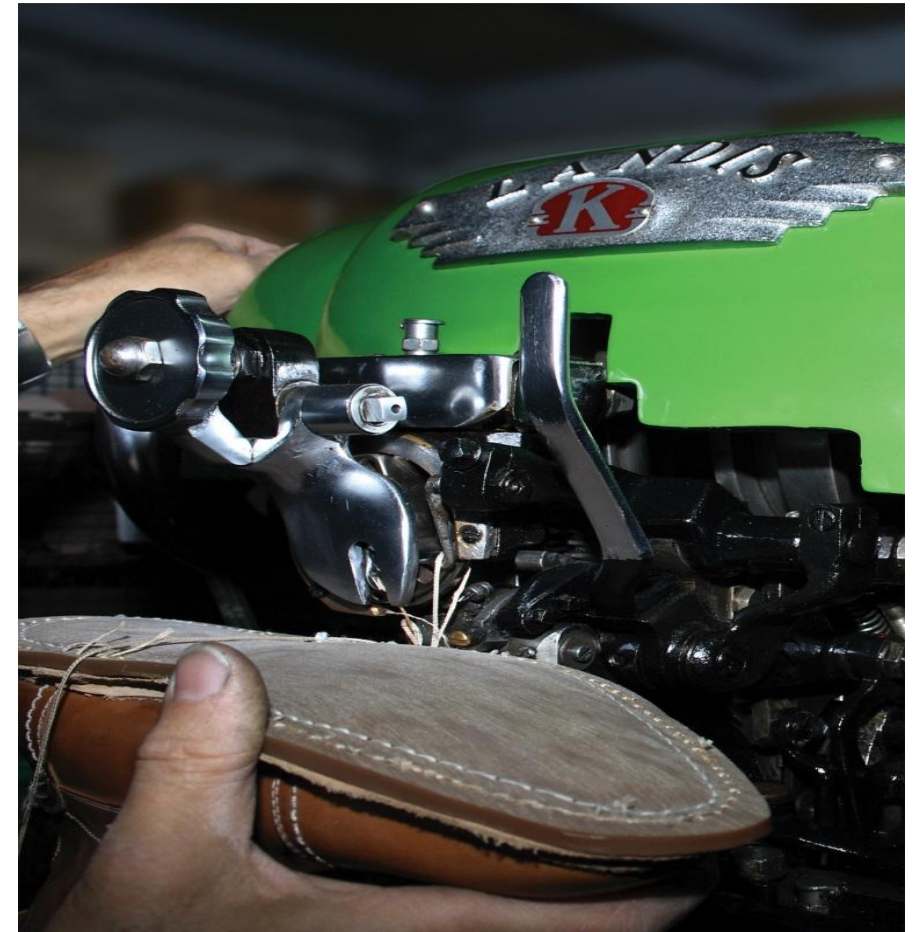
Developing the product



one master craftsman develops and produces the whole product



Construction Types



We can produce any production type. Blake, Blake Rapid, Norwegian, Goodyear, Bologna. Our expert will help you to choose the best option, and of course you can decide based on your preference

Artisanal Production

Meraviglia



Our master shoe makers are proud to create shoes and boots with traditional methods and techniques

The Luxury of Customization



Engravings with special messages, metal studs, lasering, stitching of names or Gold and diamond ornaments are just some options we created in the past



It's our pleasure to answer your questions

 Meraviglia

Bespoke riding boots



Standard Riding Boots

Meraviglia



With or without Laces, we offer 272 sizes from kids to adult

Bespoke chaps and ankle boots

Meraviglia



Chaps can be produced with the same leather and same customization details as the ankle boots to make the whole outfit match

Bespoke Polo and Gallop riding boots

Meraviglia



**Groom or training boots,
Comfortable and durable,
With the option of fur lining and
Carbon fiber reinforcements**

**Galopp riding boots in leather
or Synthetic, with or without zip,
weight between 50g and 250g
per pair**

