



















Nothing really happens  
by chance. When some  
destinies and paths of  
life meet, new ideas and  
wonderful projects are  
**born. Like this succesful  
brands come to life.**

(verificare frase in marrone scuro)



Montegranaro ~ 1924

# History and evolution of the footwear manufacture district of the Marche

(manca “dalla fabbrica all’industria”)

**T**he footwear manufacture activity in the Marche begins to spread more than a century ago and mixes with the typical features of an area that is mainly agricultural, yet having signs of an ingenious cleverness.

This is a phenomenon with deep roots that creates an industrial district which is not born either yesterday or by chance.

To understand completely the entrepreneurial history of Romit you must consider the context in which it originated. The Marche footwear manufacture district's origins probably date back to 400 AD., when there were small workshops, mostly committed to the production of footwear for town markets.

At the beginning there were factories in Montegranaro, Monte Urano, Monte San Giusto and Sant’Elpidio a mare, then with the process of time and the demand for labour force, they spread both to North and South. At first they produced the Chiochiere, a kind of slippers made of fabric or leather, without heels and a light sole made of horse leather.

The industrial footwear manufacture began to widen only in the twentieth century during the interwar years, with more and more master shoemakers working in the districts of Fermo and Macerata.

THE  
TALE  
BEGINS



A true story  
**1908**

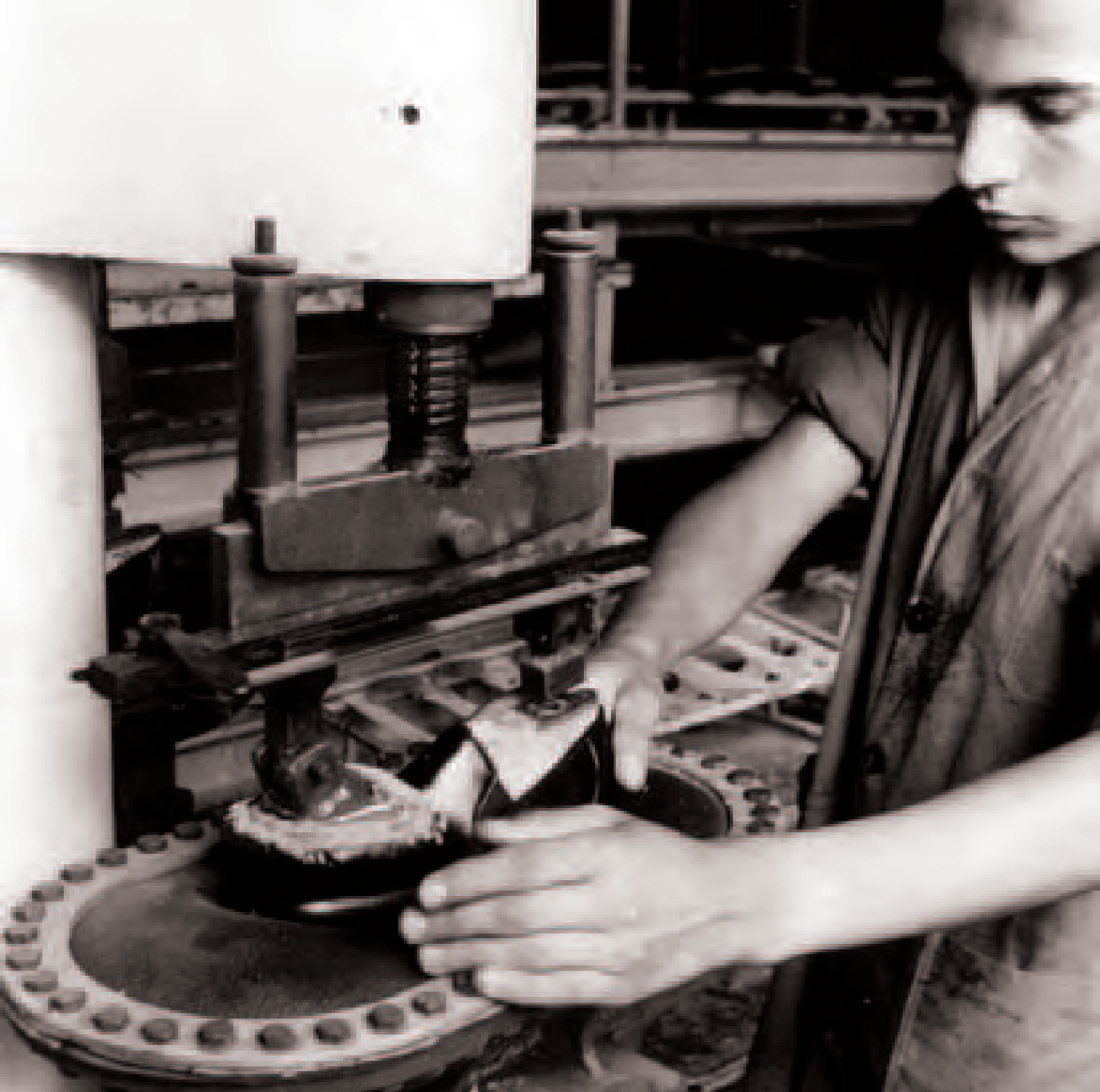


**D**uring the second half of the past century, the companies in the Marches were in a favourable condition thanks to the growth of national and international demand. They could offer good quality and fashionable products at low cost production. The growth of the market and the low barriers to entry led to the spontaneous establishment of several small or micro companies and to the development of a monocultural business, gathered in a quite small territory.

The district area is one of the most interesting productive reality of the territory, where all the working phases are carried out and all the parts of the finished product are made.

The production has mostly an upper middle quality and the classic product is preferred, thus confirming the quality standards of the Marches district, where the employed materials are traditional such as leather and hide for uppers and soles.





There is the need to offer constantly new product ranges and to use new, composite and high-tech materials. This leads to invest more in “research and development”.

The district companies innovate the productive process investing in modern machinery aimed at increasing production and improving the qualitative level. The area is essentially characterized by the following features: identity, a district nature, flexibility of the small firms, competitiveness and productive quality.









# THE IDENTITY

## **Romit:** families history becoming company history

There is a thin fil rouge that links the most important stages in the history of Romit. A run full of successful elements and of reached goals, since the beginning.

The Romit style meets the fashion trends of all times, it's innovative and fashionable, it's on the cutting edge and satisfies people likings and needs.





## Romit nel tempo: ieri, guardando al domani

The company was established in 1978 in Montegranaro, heart of the most important footwear manufacturing district in Italy.

The brothers Enrico and Giovanni Ciccola and Bruno and Otello Romitelli get automatically involved with the entrepreneurial career.

Their humble origins and their common values are at the basis for this adventure that would shortly become a smart industrial business.



# R

The distinctive personality of Romit and its international push allowed it to have important goals since the beginning.

Nowadays the whole workforce is made of 100 people, counting both the internal and the external personnel, for an average output of 800 pair of shoes per day.

# VALUES



## Familiarity

Working everyday shoulder to shoulder with the chiefs, like some employee has been doing for 30 years, has let build solid human relationships and cooperation. A big family with common values.

## Respect

It is represented by the esteem for coworkers, when you can learn from each other, accepting each other differences. Only human cohesion and people synergies allow them to reach a common goal.

## Professionalism

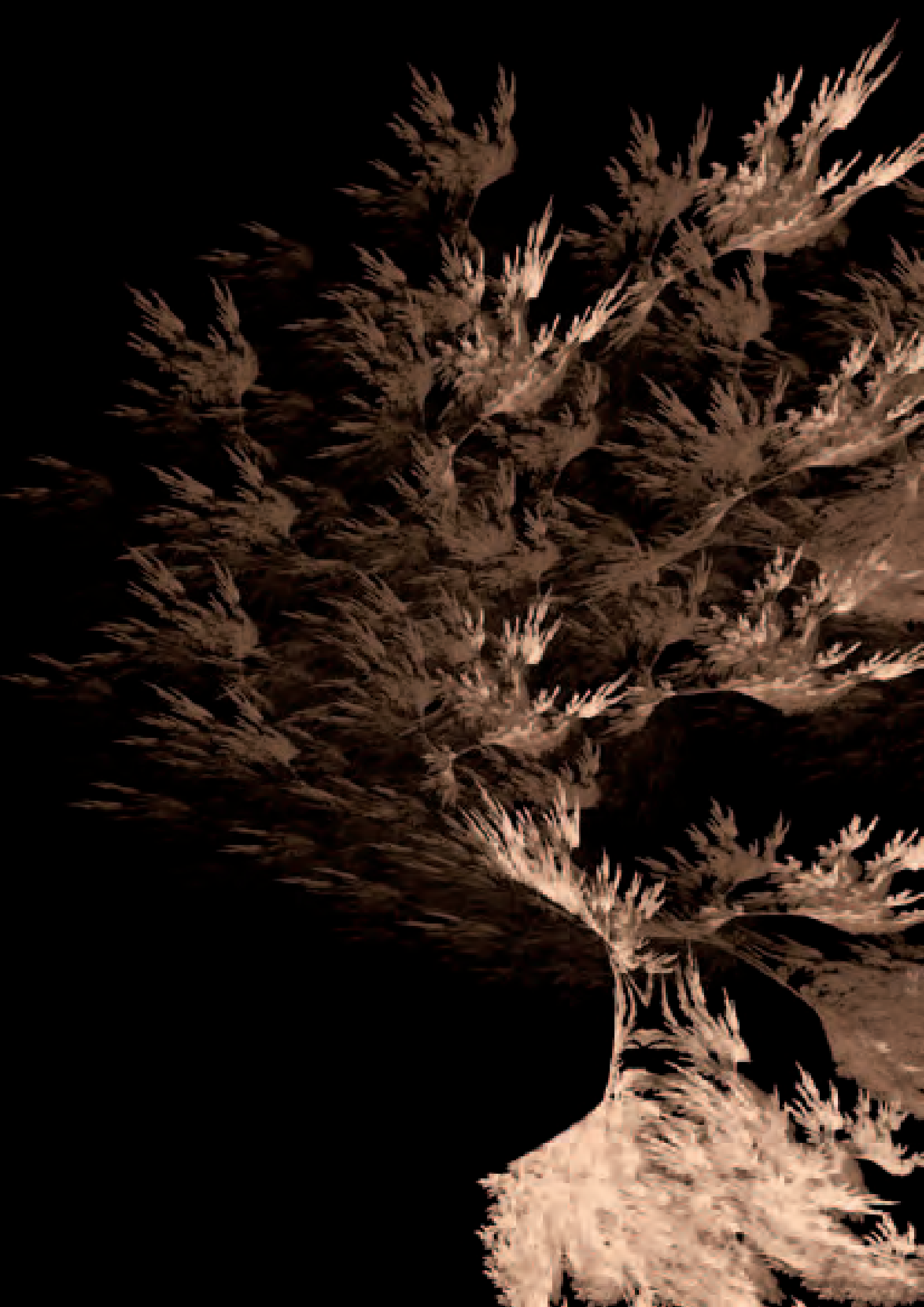
Based on three elements: knowledge, know-how and know how to be. In other words the ability of making one's own work with love, passion, tradition, innovation, skill and efficiency.

Values of all time, season by season, year by year,  
generation by generation.











## The mission

An experience of art, more than an experience of handcraft: for every shoe there is will of perfection, there is love for tradition and refinement, and attention to detail.

This has always been the philosophy of Romit



Romit has been practising the hand-craft tradition also thanks to customers, able to understand such a work and appreciate the familiar taste of an hand-made shoe.

To believe firmly in the Made in Italy brand, to enhance it and popularize it, to keep creating shoes with a long story and an interesting background to tell. All these things are integral parts of Romit mission.

## The relevant markets

The acquired experience allows Romit to give perfect solutions and meet the needs of the target markets for what concerns size and fit. The wide knowledge of the markets reached throughout the years is surely one of the strong points of the company.

The working techniques originate both from the experience and from a perfect understanding and knowledge of the shoe.

Everything is made by hand, following the schedules of manual work and every piece of leather has a history to tell. One should deeply understand it in order to respect its uniqueness and make it perfect for its shoe last.





## Russian market:

Romit has been in this market for over 10 years. The great success obtained in Russia is basically thanks to the refined style, elegance and comfort of the commercialized product.

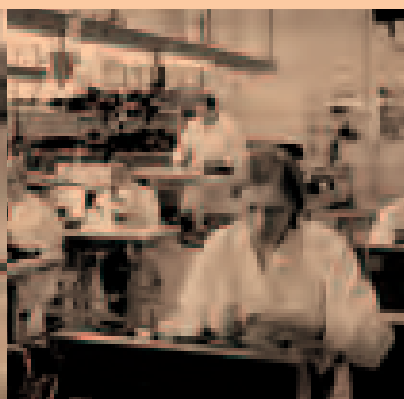
## Chinese market:

Romit has been in this market for few years now. A market that is more and more careful and demanding about luxury footwear. Given its dimension and dynamism, it is a successful market, in which there are several opportunities, also thanks to Chinese partners that are cooperating for the diffusion of our brands.

## American market:

It's the first important target market for Romit and it has the merit for its growth and industrial development.

The up to date commercial management and the multi-ethnic identity of this market allowed Romit to learn and improve, above all in the study of the different fits of the shoe lasts.





**ROMIT**



# HANDCRAFTED IN ITALY

**How does a Made in Italy shoe  
come to life: a path of study,  
sensations and passion.**







There is a thin line between art and handicraft. A goal that has been achieved with the aid and the knowledge of expert hands and brilliant minds. Hands and minds that have been creating items of refined luxury.





Building a footwear necessitates many stages and each of them has to be done directly and “by hand” by an expert. A shoe is indeed the sum of several manufactures and professionals.

In Romit, the shoe models are meticulously processed. With an eye to the future, our passion for refinement has deep roots in tradition.



**E**xtrême care and precision for each and every detail, Romit shoes are at the same time enduring, comfortable and flexible, elegant and refined.

Handicraft work and technology are at the basis of the company success: a mix of innovation and tradition that doesn't give itself away just making comfortable and beautiful footwear, yet emphasizes the handicraft work for each and every item and defines the Italian way of life.

Being present, sniffing the smell while entering the workplace, understanding the multiple little secrets of this art and experiencing all the stages of the manufacture of each and every part of a shoe is an exciting experience.



## Creative research and study of the style

The stylist draws on paper free hand the first ideas, then transfers them on plastic prototypes alike to the shape of a shoe. At the same time the stylist assigns the kind of leather that matches more the model, he/she chooses colors and potential accessories.





## Technical production of the model

The image of a stylish shoe embodies the passion and the art of an expert model-maker. In the productive process, applied technology and manual work are complementary. As a matter of fact, the drawings made on plastic lasts are transferred on a flat surface, first manually and then by means of CAD softwares. This creates the card shapes to cut every single piece of leather composing the model.





## Cutting of the leather

The selection of the highest quality leather is fundamental in the creation of Romit footwear.

From the cut to the hem, the manual skill of an expert artisan plays a crucial role in obtaining a high quality result.

The card shapes are put over leathers in order to obtain a perfect cut of the model.



## Hemming and putting upper on the last

**S**ewing of upper and lining and insertion of reinforcements: the craftswomen are those with the delicate task of hemming. Each and every part of the cut leather goes to a department where they will be sewed together.

After having put reinforcements on the tip and on the heel, parts of the shoe subjected to more pressure, the upper, completely assembled, is placed on a shape-like-foot plastic last.

## Addition of the sole

After having put the upper in tension as to cover perfectly the last and having fixed it to the insole, the sole is applied and, according to the kind of footwear, different manufactures will be realized: “Ago or Incollata” – “Bologna or Sacchetto” – “Tubolate” – sewed “Blake” – sewed “Blake Rapid”. Each of them has different features that will mark the finished product.





## The finishing

**T**his stage embodies all the final operations of a shoe manufacturing. At this point there are several passages such as the ironing, the polishing, the cleaning or giving leather an antiqued look with creams and wax dyeing. In this way the shoe reaches the end of its productive process.









## Quality check and packaging

An expert observes in detail each pair produced and then gives the final O.K. An accurate packing, after a personalized packaging of each brand and collection, is the first guarantee of a safe shipment.

Destination: the world.



# PATENTS



The patent for this typical manufacture intended to the production of a “Blake-Rapid-Flex” a sacchetto shoe, rises from the experience achieved, from the will of doing better and better, and above all from the wish of matching a perfect look with real comfort.

Thanks to the evolution of the classic Blake-Rapid manufacture represented by this patent, Romit has been able to add really unique flexibility, easy wearing and softness to the structural solidity, strenght and endurance that are typical of a fine footwear like this.





# OUR BRANDS

ROMIT

VALENTINO  
SHOES

Enrico Bruno  
handcrafted in Italy

## Romit

Made meticulously, sewed by hand in its soft and willowy folds, enhanced by choosing high quality hides, this footwear of excellence is the essence of the Made in Italy.

The patented “Blake Rapid Flex” manufacture is unique in its mix of handicraft and refinement, and offers lightness and flexibility without forgoing features like strenght and endurance, typical of a high quality footwear.

## Valentino

It rises from the necessity of meeting the urgent need of elegance fans: wearing refined and modern shoes, everytime.


Made for dynamic men and up to date, they are exclusive and special, thanks to the soft, light and esteemed materials used for their creation.

## Enrico Bruno

At formal meetings and during elegant ceremonies, at work and during the most quiet moments: this is the ideal shoe for every situation without sacrificing the comfort.

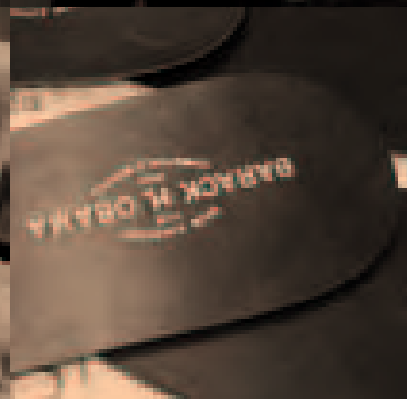
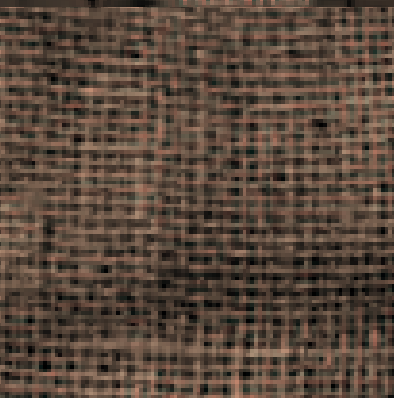
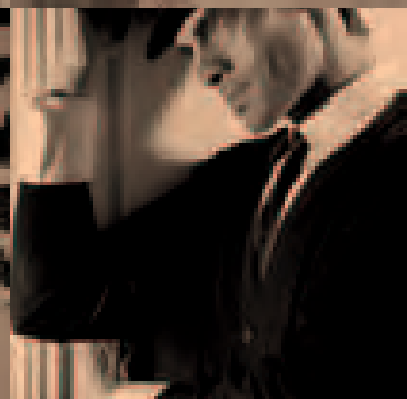
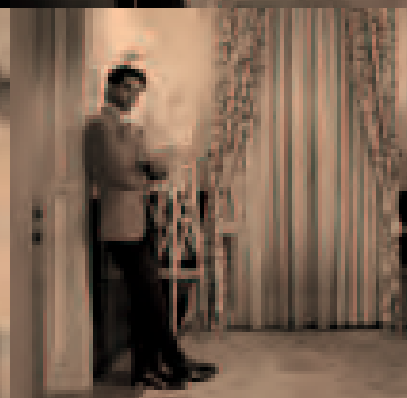
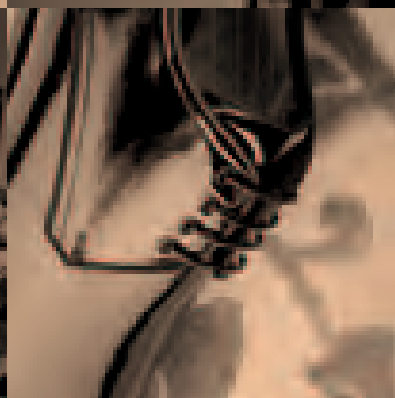
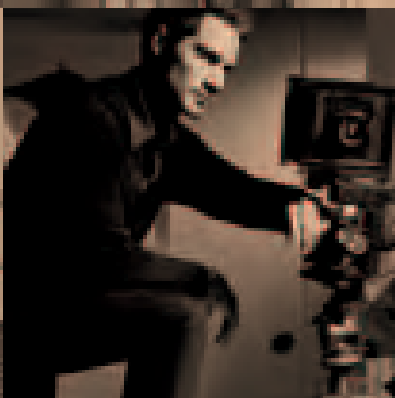
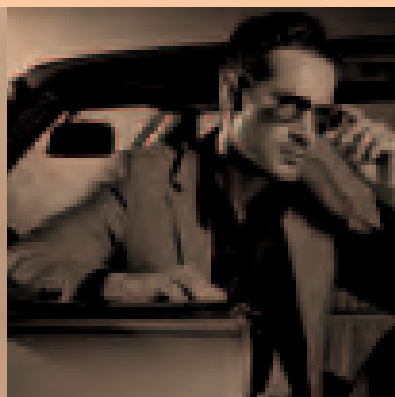






When professionalism, reliability and confidence blend in with knowledge and elegance, strong and long lasting partnerships come to life.

Thanks to the initiative and the expertise of its personnel, Romit has always been able to face new challenges, corner the global market and produce footwear collections for the greatest names of the international fashion.



# ADVERTISING

Romit has always believed in communication, building over the years a strong and recognized company look.

The key to its success is in its values, philosophy and in its ongoing renewal. Each detail is the result of a way of being and of a style: the Romit style.















# OPINION LEADER

Romit was able to carry the quality of his products beyond the region boundaries of the most important Marche's footwear district.

Making shoes for important personalities among the world of politics, cinema and sport is a source of prouddness and of great satisfaction.

Recently, in collaboration with the American brand Johnston & Murphy we had the honour to realize shoes for the President of the USA Barack Obama





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