

beHouse 2015: Stefano Bemer

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"A shoe is an object which, if of excellent quality, helps us to walk and live more comfortably. When made from high quality materials and using excellent craftsmanship, it becomes a product that pleases us and stands out from the inevitable globalization of brands and industrially manufactured products". Stefano Bemer, 1964-2012

Tommaso Melani is CEO and founder of the company that carries **Stefano Bemer's** name after the inauspicious passing of Mr. Stefano in 2012. With the support of his family business, **Scuola del Cuoio** (established in 1950 inside the Monastery of Santa Croce and specialized in the production of handmade leather bags), Melani took over the guidance of the brand with a precise strategy: apply the virtues of the bespoke service to develop state of the art Ready to Wear products.

Stefano Bemer started his company in 1983 to create the perfect Italian shoe. Thanks to Stefano's commitment, the brand name has been more and more associated with the highest standard of Italian elegance and quality and, nowadays, stands synonymous to both style and refinement.

Nowadays, **Stefano Bemer** shoes feature unique and rare materials in very stylish way, such as Cowhide, Horsefront, Cordovan, Kudu (African Antelope), Suede, Deer, Bull, and obviously, our "Anilveau" (Calfskin from France, where the hides are better due to the farming methods on the other side of the Alps and the tanning luxuriously refined). They are paired with "the usual suspects": Shark, Elephant, Hippopotamus, Crocodile, Alligator, Stingray, Python, Lizard, Ostrich and Perch. Even Russian reindeer dating from 1786, whose hide was recovered from a sailing ship which sank off the coast of Plymouth and was preserved using tanning methods of the period.

"This unique blend of style, quality, service and, above all, provided experience defines the concept that Stefano Bemer embodies, aiming to become a symbol of a new chapter in man's fashion: the renaissance of the bespoke culture and a coronation of individuality against globalization" Tommaso Melani explains.

Today, **Stefano Bemer** has two stores in **Florence** (one inside the Four Seasons Hotel), a showroom in New York (opening July 2015) and it's currently retailed in Japan (Isetan Mens' Shinjuku and Isetan Ginza), China (Brio Beijing), Korea (Unipair, Peletteria and Sundance), Mongolia (Premier Tailor), Azerbaijan (Emporium), Ukraine (Sanahunt and Le Billionaire), Florida (Morigi showroom), Switzerland (Le Chic), New York (Leffot). His team is also constantly traveling to meet customers around the world. *"Our upcoming trip in 2015 will include Beijing, Hong Kong, Bangkok, Singapore, Seoul, Tokyo, Belgrade, Sofia, London, New York, Laguna Beach, Napa Valley, Dallas, Milano, Porto Cervo"*.

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