

PEOPLE'S SHOES OF ITALY

Q3Q4 2016
Superga® Collection



SUPERGA® Q3Q4 2016

With its Q3Q4 (autumn-winter) 2016/2017 proposal Superga® pursues its search for new materials, fabrics and patterns.

The more classic production dedicated to the cold season of the 2750 Label includes a wide palette for the most recent plain color models with natural vulcanized rubber sole, unisex low and midcut, and with platforms and heels for women. This collection is complemented by the Fantasia Label featuring countless designs, patterns, warm fabrics and materials (wool, pashmina, velvet, leather, suede, nylon and water-resistant cotton with ultra thermal lining) applied to a range of styles inspired by the 2750 format.

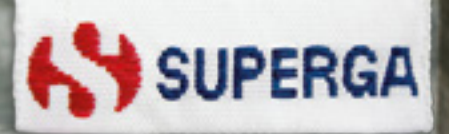
For the Extreme Label Superga® 2750 sought out the most precious and unusual materials, including python, ostrich and a soft laser-processed laminate made with wood and fabric.

Focus on the Love D Label where Superga® collaborates with top designers: the collection is spawned by their imagination and reinterpretation of classic vulcanized models. Giorgia Schvili presents mid and slip-on 2750 models featuring multicolor crystals, stones, beads and embroidery. Yong Bae Seok created 4 models made with soft cowhide and a mountaineering-type boot, (high and low), with a suede upper and articulated metal eyelets.

The Martiny Label was created as an homage to the genius of Walter Martiny, Superga®'s founder, featuring rubber models manufactured as a solid, seamless piece. The collection also includes rain boots in high and low versions, featuring an urban style and made with both shiny and opaque rubber.

Also part of the Q3Q4 (autumn-winter) collection Superga® presents the new Orchestra Label: going beyond the 2750 design, Superga® has created an entire "orchestra" exploring classic and contemporary, urban and country, work and leisure styles, ranging from sneakers to mocassins, slip-ons and mids.

Finally the extensive Bambino collection, inspired by grown-ups' shoes, entirely conceived and developed for kids. Warm and hardy models for the colder season.



PEOPLE'S SHOES OF ITALY



COLLECTION

2750

The 2750 collection is named after the iconic model invented in 1925 and contains the vulcanized shoes, classic and colorful, that identify the Superga® brand.

FANTASIA

The Fantasia collection is characterized by the development of different fabrics, materials and graphics applied to a range of styles inspired by the 2750 format.

ORCHESTRA

Going beyond the 2750 model, Superga® has created a whole “orchestra” that explores classic and contemporary styles, metropolitan and country, for leisure and work.

ESTREME

Superga® went searching for the most precious and unusual materials: from python and ostrich, for example, to the innovative and soft laser-processed caminate made with wood and fabric.



Estreme.

MARTINY

As a tribute to the ingenuity of Walter Martiny, founder of Superga®, the collection comes in models developed in rubber completely printed out in one piece, without seams. The Label also includes coloured rubber rain boots.



LOVE D

Superga® engages collaborations with great design signatures. The Love D Label was created by their imagination and their reinterpretation of the classic vulcanized models.



BAMBINO

The Bambino Labeln, inspired by adults footwear, is entirely conceived and created for the children world. Creative graphics, practical and light models for every season.





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Classic Superga® 2750 unisex shoe.
Sports footwear in canvas for man and woman.
With unlined upper in extrastrong, fully breathable
pure cotton. Outsole made with vulcanized natural rubber.
The Superga® 2750 sneaker is available in a vast range
of classic and fashion colours

10



S000010



Superga® 2750 shoe in stone wash canvas:
sports footwear for man and woman
with unlined upper in extrastrong, fully breathable
pure cotton. Outsole in vulcanized natural rubber.
Available in a vast range of classic and fashion colours

11



S0037L0



The classic Superga® 2750 in winter version:
upper in water-resistant canvas,
fur lining and outsole in vulcanized natural rubber.
Available in several colourways

12



S002KI0



ORSETTO
Warm and Breathable



The Superga® 2750 Plus with upper in water-resistant
canvas, fur lining, removable insock H. 3 cm
and outsole in vulcanized natural rubber

13



S004ZY0



ORSETTO
Warm and Breathable



Classic Superga® 2750 unisex shoe.
Sports footwear in canvas for man and woman.
With unlined upper in extrastrong, fully breathable pure cotton.
Outsole made with vulcanized natural rubber.
The Superga® 2750 sneaker is available
in a vast range of classic and fashion colours

14



S000010



Superga® 2754 shoes: mid cut footwear in canvas
for man and woman with unlined upper
in extrastrong, fully breathable pure cotton.
Outsole in vulcanized natural rubber.
Available in a wide range of classic and fashion colours

15



S000920



The Aerex Superga® 2750 shoes,
made for the 100th anniversary of Superga® brand.
Sports sneaker for man and woman in canvas
with unlined upper in extrastrong, fully breathable pure cotton.
Outsole made with vulcanized natural rubber.
Available in different colours

16



S0046Q0





The Superga® 2750 for woman
with upper in plissé lamè, lining
in microfleece and outsole in vulcanized
natural rubber

18



S00A1C0



Chic version of the Superga® 2795 woman:
upper in fabric pieddepoule lamè,
lining in microfleece and outsole in
vulcanized natural rubber

19



S00A1F0



Chic version of the Superga® 2795 woman:
upper in synthetic metallic, lining in microfleece
and outsole in vulcanized natural rubber

20



S00A290



Warm version of Superga® 2750 for man
with upper in fabric pinstripe printed,
lining in microfleece and outsole in
vulcanized natural rubber

21



S00A2P0



Warm version of Superga® 2750 for man
with upper in principe di Galles, lining in
microfleece and outsole in natural rubber

22



S00A2Q0



Warm version of Superga® 2750 for woman
with upper in fur and paillettes, lining
in microfleece, outsole in vulcanized
natural rubber

23



S00A2J0



Warm version of unisex Superga® 2750
with upper in wool melange effect,
lining in micropile and outsole in
vulcanized natural rubber

24



S00A5P0



Warm version of Superga® 2750
for woman with upper in wool,
lining in microfleece and outsole
in vulcanized natural rubber

25



S00AWB0



Warm version of the Superga® 2754 woman:
upper in knitting and suede leather,
lining in microfleece and outsole
in vulcanized natural rubber

26



S00AXV0



Warm version of Superga® 2750 for man
with upper in wool striped printed,
lining in microfleece and outsole
in vulcanized natural rubber

27



S00AXU0



Warm version of Superga® 2750 for woman
with upper in wool, lining in microfleece
and outsole in vulcanized natural rubber

28



S00AWW0



Warm version of the Superga® 2795 for woman:
upper in wool, lining in microfleece and outsole
in vulcanized natural rubber

29



S00AYJ0



Warm version of Superga® 2750 for woman
with upper in microfleece with Crystal printed,
lining in microfleece and outsole in natural rubber

30



S00A240



Warm version of the Superga® 2795 woman:
upper in microfleece with Crystal printed,
lining in microfleece and outsole in natural rubber

31



S00A250



The Superga® 2750 for woman
with upper in synthetic fabric horse printing
camouflage, lining in microfleece and outsole
in vulcanized natural rubber

32



S00A1G0



The fashionable unisex Superga® 2750:
upper in printed leather with horse effect,
lining in cotton and outsole
in vulcanized natural rubber

33



S006P60



Superga® 2754 Plus, unisex mid cut model, with upper in opaque nylon. Lining in microfleece. Removable insock h 3 cm. Outsole in vulcanized natural rubber

34



S00AMR0



The classic Superga® 2750 unisex developed in suede leather with lining in microfleece and outsole in vulcanized natural rubber. Available in several colourways

35



S009XD0



Unisex Superga® 2750 original version
with upper in printed PU micro-pyramids
effect, cotton lining and outsole
in coloured vulcanized natural rubber



S009Y80



The fashionable Superga® 2790 for women:
upper in full grain leather printed crocodile,
lining in cotton, wedge 4cm height
and outsole in vulcanized natural rubber



S0094Q0



Superga® model for man with upper in full grain leather cracked effect, lining in cotton, outsole in vulcanized natural rubber



S00A5J0



Superga® ankle boots for men's winter
with upper in suede leather, lining in cotton
and outsole in vulcanized natural rubber

40



S009ZX0



Classic Superga® ankle boots for men
with upper in suede leather, lining in cotton
and outsole in moulded rubber

41



S009X80



Special Superga® unisex mid cut sneaker in nylon and suede leather, lining in cotton with collar lining in leather and outsole in moulded rubber with printing the historical map of Turin in 1800

42



S009XF0



Superga® original version of the mocassin slip-on for man with upper in cotton with rubber coating and suede leather, lining in cotton and outsole in moulded

43



S00AXF0



Fashionable woman Superga® mocassin,
slip-on model: upper in leather with
snake printing, lining in cotton
and outsole in moulded rubber

44



S00AYK0



Warm version of the Superga® mocassin
slip-on for woman: upper in wool,
lining in microfleece and outsole
in moulded rubber

45



S00AWD0



Fashionable Superga® model: slip-on with wedge 4 cm height, upper in velvet snake printing with metallic effect, lining in cotton and outsole in vulcanized natural rubber



Colorful Superga® sneaker volley inspired: sports shoes for man and woman with upper in suede leather and nylon, personalized with “swallow-tailed” Superga® logo. Lining in mesh nylon. Outsole in natural rubber. Available in different colours

46



S00AYI0

47



S001XG0

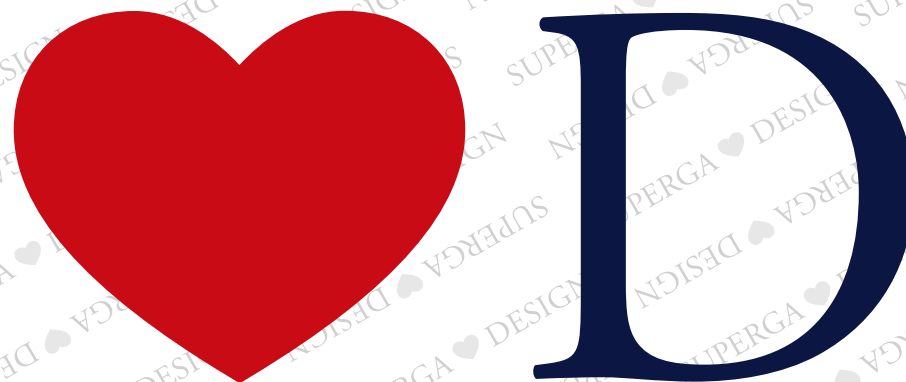


Superga® sneaker volley inspired: sports shoes for man and woman with upper in cotton coated with metallic effect, personalized with “swallow-tailed” Superga® logo. Lining in cotton. Outsole in natural rubber

48



S0084E0





The classic Superga® 2750 customized by Giorgia Schvili with upper in velvet and floral application. Lining in cotton and outsole in vulcanized natural rubber

50



S00A8P0



The classic mocassin slip-on Superga® customized by Giorgia Schvili with upper in velvet and application multicolor crystals. Lining in cotton and outsole in vulcanized natural rubber

51



S00A8S0



The Superga® mid cut 2795 customized by Giorgia Schvili with upper in tartan and applications. Lining in cotton and outsole in vulcanized natural rubber

52



S00A980



The classic mocassin slip-on Superga® customized by Giorgia Schvili with upper in tartan and applications. Lining in cotton and outsole in vulcanized natural rubber

53



S00A990



The classic Superga® customized
by Yong Bae Seok: upper in vacchetta soft
leather and outsole in vulcanized natural rubber

54



S00AAL0



The Superga® mid customized
by Yong Bae Seok: upper in vacchetta
soft leather and outsole in vulcanized
natural rubber

55



S00AAP0



The classic Superga® customized
by Yong Bae Seok: upper in vacchetta soft
leather and outsole in vulcanized natural rubber



The Superga® mid customized
by Yong Bae Seok: upper in vacchetta
soft leather and outsole in vulcanized
natural rubber

56



S00AAQ0

57



S00AAR0



The elegant version of the Classic Superga® 2750 unisex, with upper in genuine python leather and outsole in vulcanized natural rubber

Es-treme.

59



S002R50



The Superga® 2750 in ostrich leather: unisex, with upper in genuine ostrich leather and outsole in vulcanized natural rubber

60



S003KX0



The luxury Superga® 2750 shoes in cotton with Swarovski crystals application for women. Outsole in vulcanized natural rubber. Available in several colourways

61



S001270



Refined Superga® moccasin, slip-on model,
for women with upper in genuine python
leather. Lining in cotton.
Outsole in moulded rubber



S00AJQ0





The classic Superga® rain boots in rubber,
cotton lining and outsole in moulded rubber

64



S008170



The classic Superga® rain boots in rubber
characterized with buckle. Cotton lining.
Outsole in moulded rubber

65



S008280



Original version of the classic Superga® rain boots in rubber with matt finishing. Cotton lining. Outsole in moulded rubber

66



S008190

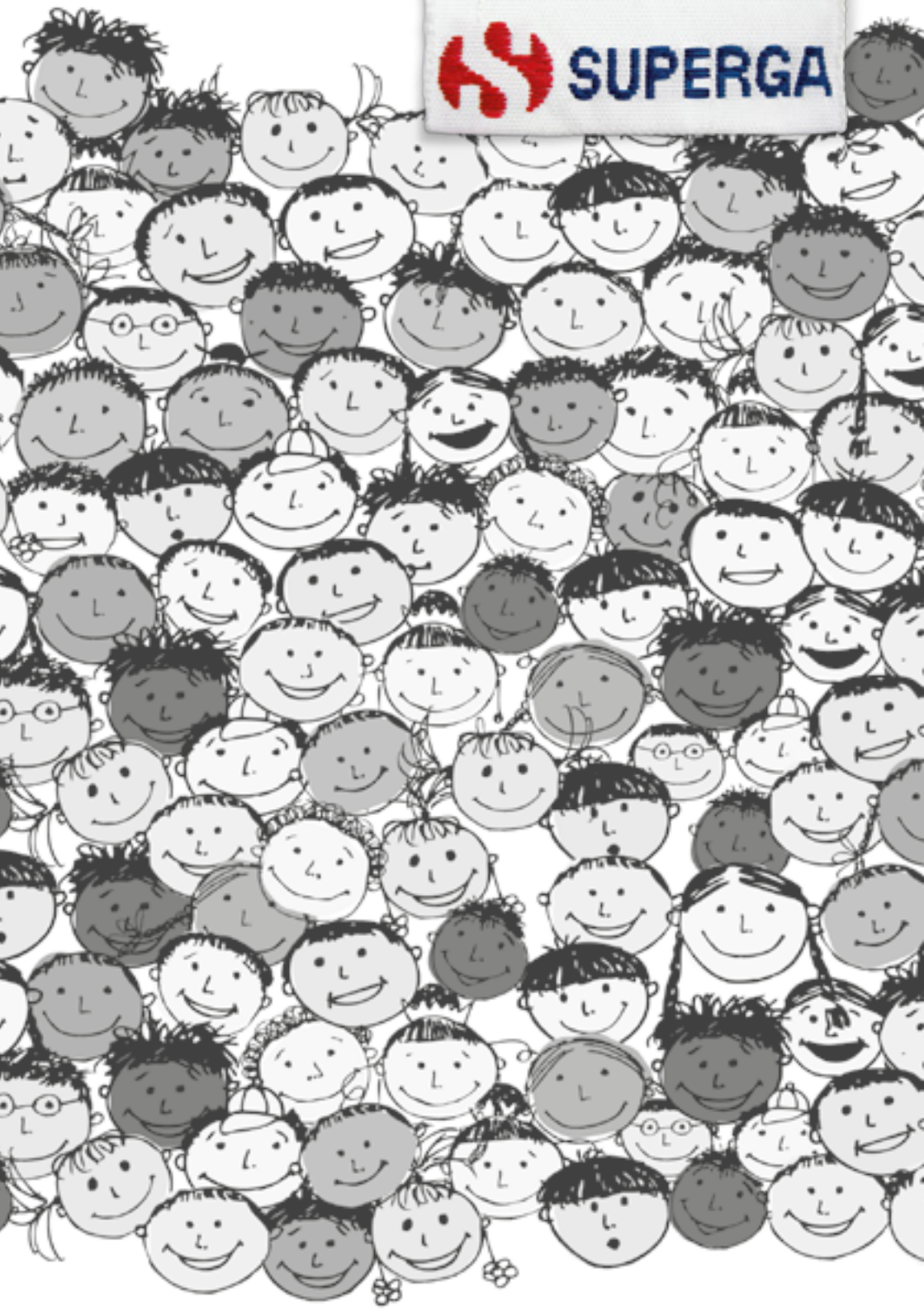


Original version of the classic Superga® rain boots in rubber with matt finishing and characterized with buckle. Cotton lining. Outsole in moulded rubber

67



S008180



The classic Superga® 2750 kid unisex with upper in water-resistant canvas, fur lining and outsole in vulcanized natural rubber. Available in several colours

69



S002KL0



The historic Superga® 2750 kid unisex with upper in suede leather, fur lining and outsole in vulcanized natural rubber. Available in several colours

70



S004Z10



The classic Superga® 2750 kid unisex with upper in water-resistant canvas with velcro closure, fur lining and outsole in vulcanized natural rubber

71



S0038N0



Warm version of Superga® 2795 for girl
with upper in fur and paillettes, lining
in micropile and outsole in vulcanized
natural rubber

72



S00A2M0



Warm version of Superga® 2750 for girl
with upper in wool, lining in microfleece
and outsole in natural rubber

73



S00AWA0



Special Superga® mid cut sneaker for kids
in nylon and suede leather, lining in cotton
with collar lining in leather and outsole
in moulded rubber with printing
the historical map of Turin in 1800

74



S009XG0



Superga® ankle boots for boys, Beatles model,
with upper in nubuck leather, lining in cotton
and outsole in vulcanized natural rubber

75



S009Z60



The Superga® kid unisex sneaker in mid cut version with upper in suede leather with velcro closure, lining in leather and outsole in coloured vulcanized natural rubber

76



S001NW0



The Superga® 2750 baby with upper in water-resistant canvas, fur lining and outsole in vulcanized natural rubber

77



S004Z20



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