

Brand Book





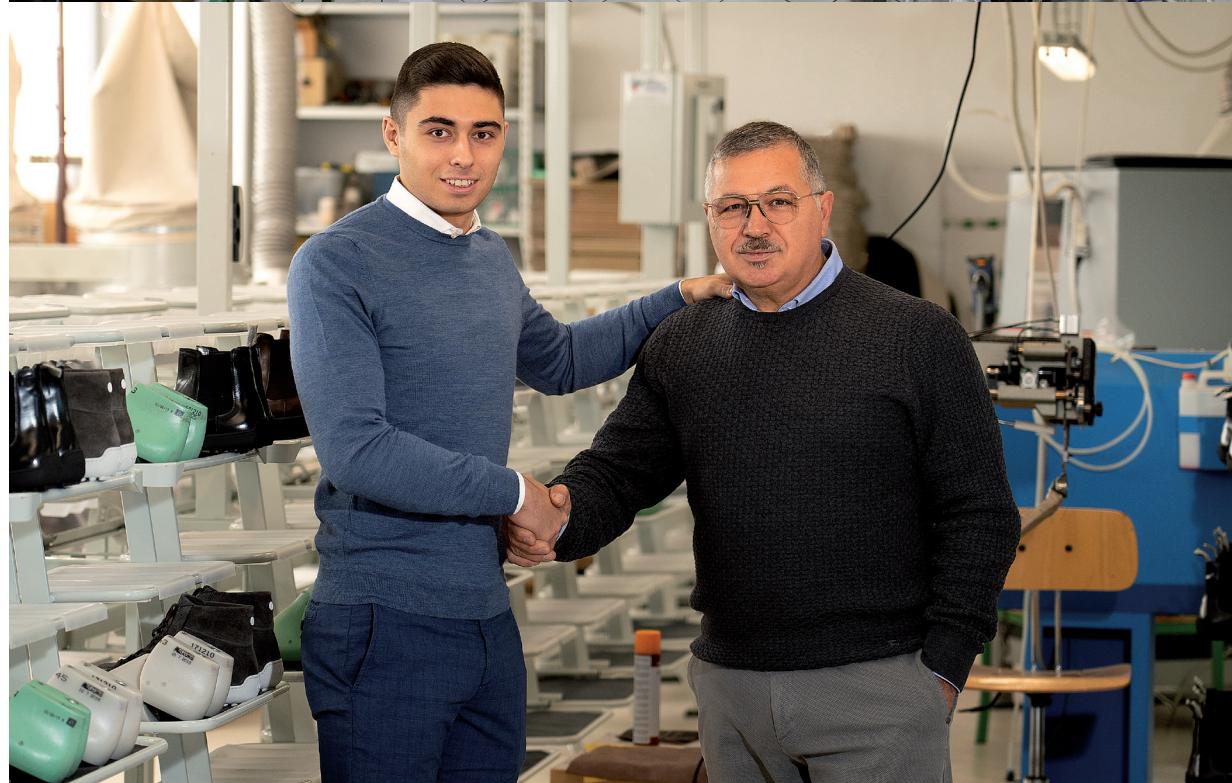
Our beginning

The brand Calò is manufactured and distributed by Original Mocassin Ltd, based in the inland of Naples (Frigento - AV Italy).

It all began in 1987, when Giuseppe Calò started sewing shoes with needle and waxed thread in a tiny workshop, for luxury brands.

Over the years, the company developed into a modern operation and is now at its second generation, thanks to the entry of Giuseppe's son – Marco - who launched his own brand, while Giuseppe keeps heading production.

The whole manufacturing process is managed within a state-of-the-art factory of over 2000 sq. mt, operating according to the model of short supply-chain, which ensures top quality and efficiency performances, besides representing the most sustainable organizational model.







Our mission

To offer casual footwear hand-made like in the past, apt for today's lifestyles.

Our values (the 5C)

Craftmanship
Casual elegance
Care for details
Creativity
Comfort.



A close-up photograph of several overlapping red leather straps, likely from a vintage suitcase or bag. The straps are perforated with small, evenly spaced metal rivets. The leather has a textured, slightly worn appearance. The background is a light-colored, possibly wooden, surface. The text "Details make t" is overlaid in a large, white, sans-serif font, partially cut off on the right side.

Details make t



the difference

Our heritage

Artisanal construction methods are combined with contemporary design vision in a well balanced mix of tradition and modernity, to create timeless and versatile pieces.

It all starts from the research of the finest leathers, exclusively made in Italy - up until the smallest accessory. All hides – mainly from Tuscany - are treated within the Calò factory with manual techniques such as hand-polishing, discoloration and

aging.

The soles are original and designed to add a touch of exclusivity to every shoe, and the interior is made of authentic calf leather. The main strength of the brand is the hand-stitching, executed by expert artisans with unparalleled precision. The art of the hand-stitched mocassin has always been the primary passion of the Calò family. The tubular and "sacchetto" loafers still express the brand identity at its best, with their flexibility and refined aesthetics.





Our brand positioning

The Brand is positioned in the Upper Casual segment. The shoes are conceptualized to be casual, yet are also elegant and sophisticated, made with exquisite soft leathers and embellished with handcrafted details.

Smart essentials for modern Men and Women looking for casual elegance, on every occasion – from casual chic to dressy casual attire.

With an excellent value for money, Calò shoes are positioned in the accessible luxury segment (Bridge / Luxury).





**Traditional craftsmanship,
contemporary vision,
Italian creativity.**





Craftmanship

Care for details

Creativity

Casual elegance

Comfort



Our commitment to ESG

Our organizational model is based on the short supply-chain, which represents the most sustainable approach to manufacturing for people and environment.

The whole production process takes place within our factory and is carried out by skilled artisans who work according to the strictest safety standards and in the respect of diversity, equity, and inclusion in the workplace.

Our shoes are made with the finest materials, all made in Italy and of certified origin. They are hand-stitched by master craftsmen according to traditional methods and are made to last over time, thus representing a sustainable choice for the environment.

The company is also actively committed to the search for sustainable materials, and has launched an eco-friendly capsule named **“Re_new”** made with chrome-free vegetable-tanned leather, recycled rubber compound soles, water based glue, recycled nylon threads. **“Re_new”** shoes are recyclable for 90% at the end of their life-cycle .

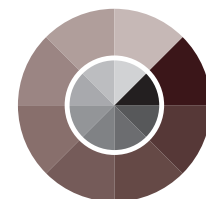





CALÒ
MADE IN
ITALY



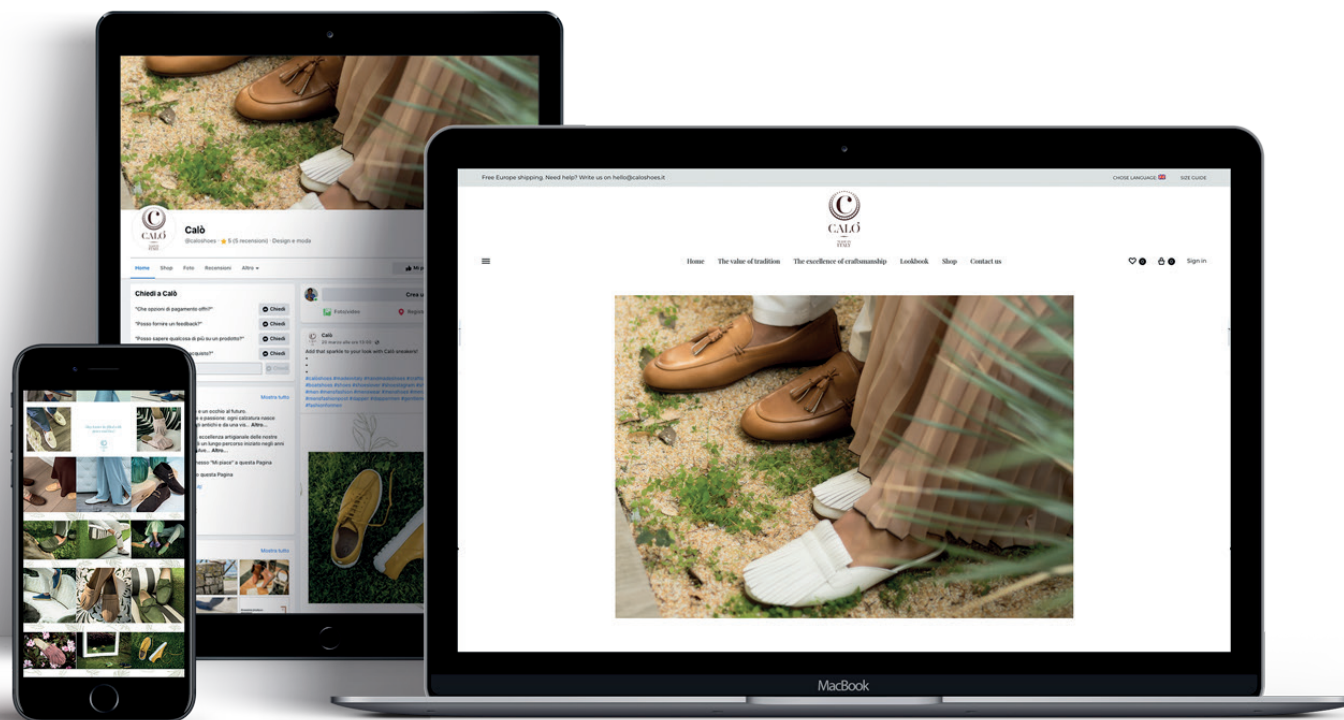
Our logo and visual identity



PANTONE 4975 C
CMYK 49-77-69-67

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
ALLER

Our communication





È un marchio distribuito da:

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concept e realizzazione

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