

R U B I R O S A



Fine shoes for pleasure and leisure



RUBIROSA shoes are timeless and modern, the epitome of gentle luxury, made in Italy.

Swiss brand RUBIROSA presents the contemporary face of classic shoes: the comfort of sneakers, the nobility of formal footwear. Crafted and refined, considerate of nature, every stylish pair can be worn joyfully everyday, everywhere. RUBIROSA shoes elevate leisure and fit like love.

RUBIROSA

Fine shoes for pleasure and leisure

Fine shoes

RUBIROSA empowers individuals to step confidently into any situation with poise and elegance. The stylish, comfortable shoes enable wearers to navigate their daily adventures with ease. The designs' sleek silhouettes, refined craftsmanship and modern sophistication subtly evoke ideals of action and confidence.





*for pleasure
and leisure*

At the same time RUBIROSA approaches life with a sense of enjoyment and joie-de-vivre. The superior quality of the products encourages wearers to luxuriate in wearing beautifully crafted shoes and savour the beauty and joy in everyday. Feeling confident and stylish, they meet every challenge with a light heart and good humour, poking fun at pomposity and outdated rules.



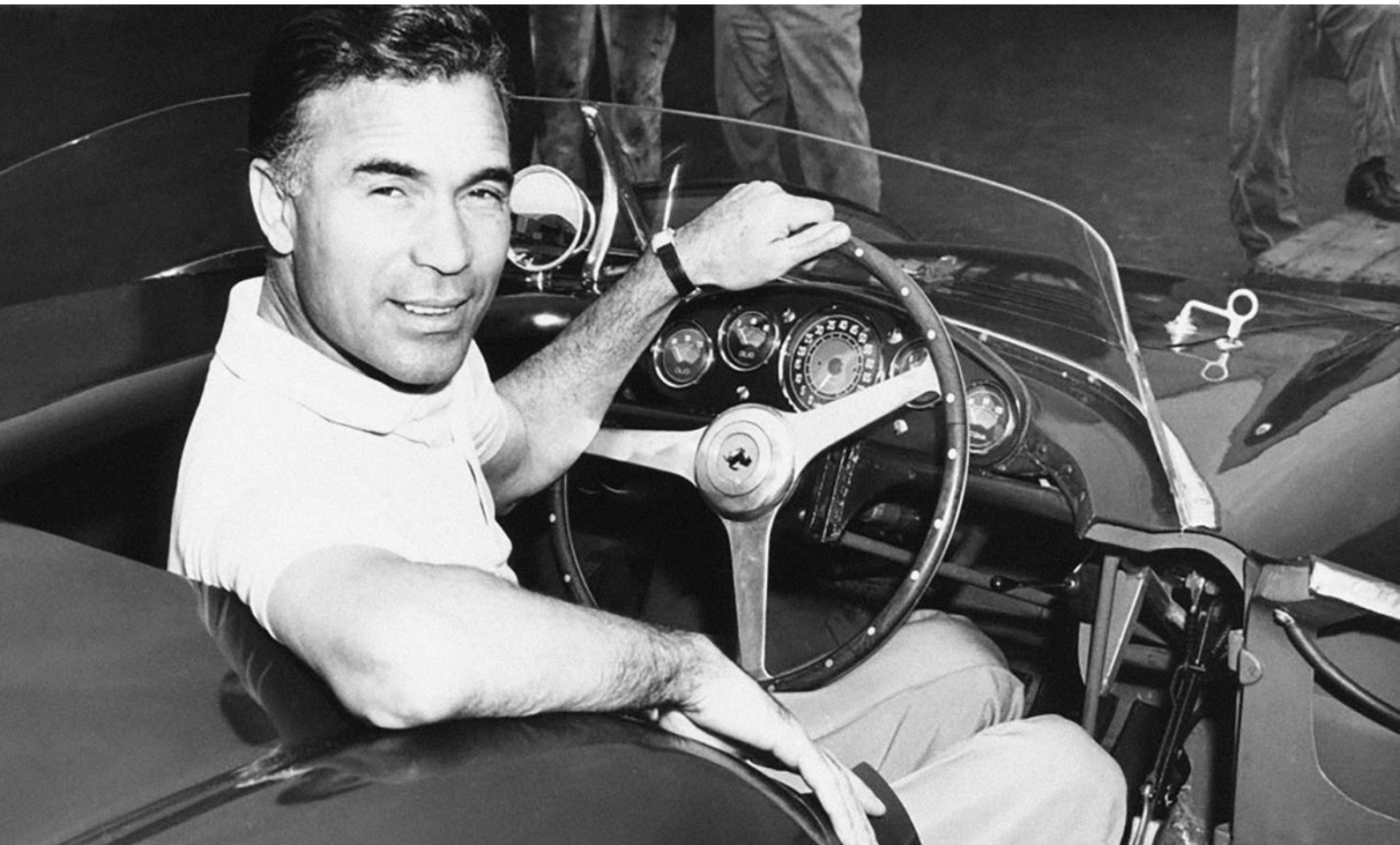
RUBIROSA addresses its collections to ladies and gentlemen with an appetite for refined shoes and subtle luxury. We speak to informed people whose pleasure is born out of intelligent choices.

*True elegance
defies cliché*



Porfirio Rubirosa

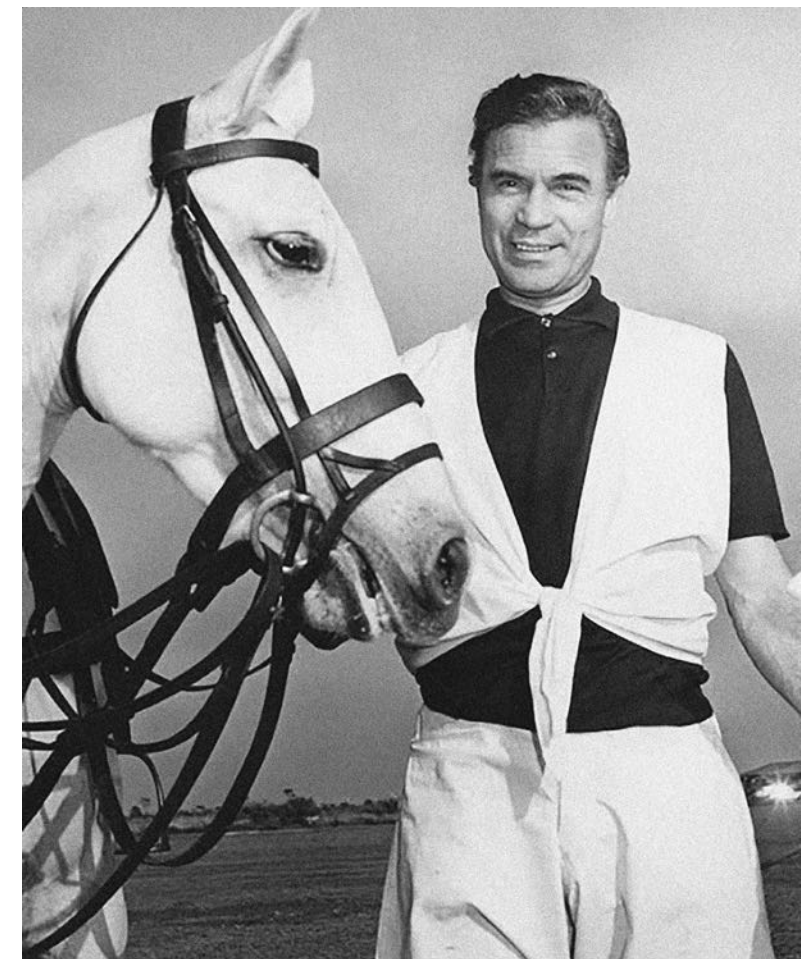
Life and love in the fast lane



It's no wonder that this man-about-towns inspired Ian Fleming to create the international secret agent James Bond 007. Rubi made pleasure-seeking an art form. We believe, like he did, that the secret of a joyful life is a real interest in everyday details.

"I will risk everything to avoid being bored" – Rubi Rubirosa.

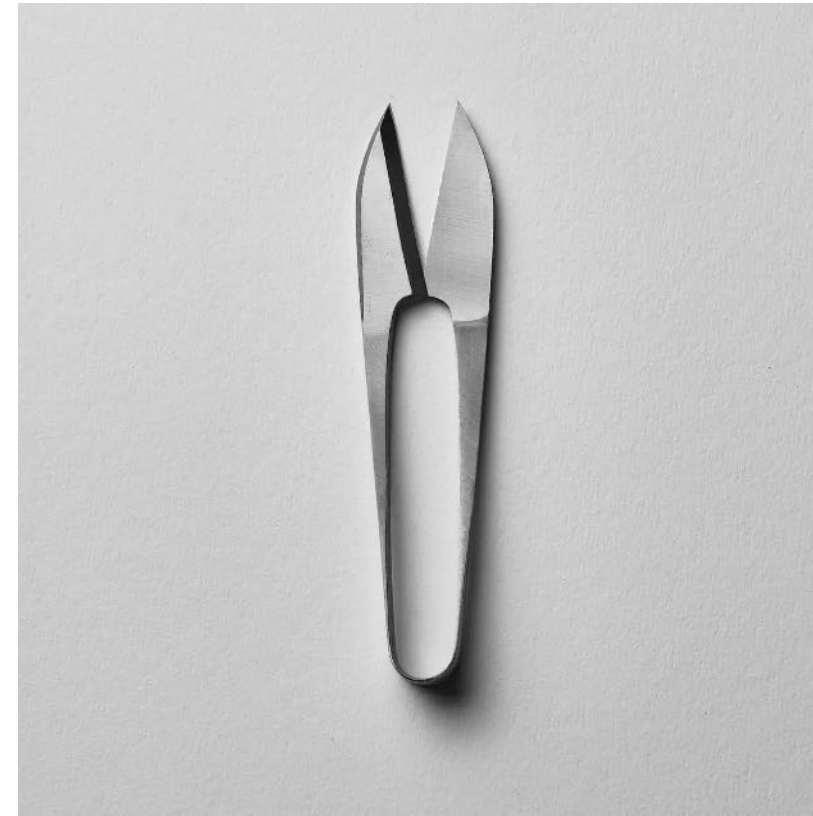
The brand is inspired by Porfirio "Rubi" Rubirosa, a real-life adventurer whose elegance, passion and non-conformist character informs every stitch. Rubi was a living embodiment of the adventurer, the sportsman and the man of passion. The famous Latin American was a style icon and the last great playboy of the 20th century. Among the jet-set of the 1940s and 1950s, Rubi was considered the "ultimate man's man". He played polo, loved women, piloted aeroplanes, drove racing cars and searched for sunken treasure in the Caribbean.





Made in Italy

The aim of RUBIROSA is to make shoes ever better and more comfortable. A beautiful shoe is like a three-dimensional, moving sculpture, which requires harmony, elegance, balanced proportions, style and, above all, craftsmanship.



From the selection of the material, the control of quality and colour nuances to the final approval of a shoe, at least 100 operations are necessary to produce an authentic RUBIROSA.

Each pair is individually cut using a template made of cardboard and pulled over the last by hand, and the leather upper is hand-stitched.



The area around the Riviera del Brenta near Venice is known as one of the oldest shoemaker regions in Italy. Today, crafts workshops and production companies still focus on the art of developing and producing high-quality shoes.

Only the most experienced craft artists from this region are allowed to lay hands on the RUBIROSA shoes. These include family businesses that are in their third generation of manufacturing the products with great passion and dedication.





Standing the test of time

RUBIROSA shoes have a contemporary-classic design and whispered brand logo yet a strong personality defined by signature refined details, premium materials and sophisticated leather textures.

Made in Italy, handcrafted
Immaculate comfort
Timeless style
Premium materials
Sophisticated leather textures
Authentic sustainability
Modern looks

RUBIROSA is a mark of elevated quality at a fair price in the luxury environment.



Texture culture

Resistant, breathable and charmingly looking, leather is universally recognized as the optimal material for footwear. In the RUBIROSA creations two or more different kind of high quality leathers are juxtaposed to create a richer and more sophisticated visual and tactile experience; at the same time revealing an incomparable craft artistry and attention to details, that define RUBIROSA gentle luxury.



Premium quality leather

Nubuck is a top grained leather boasting a frosted texture, almost reminiscent of peach fuzz. It is obtained through sanding or buffing the outer side of the hide in order to make it stronger, thicker, more durable and with a slight nap of short protein fibers which result in its characteristic velvet-like surface.

Suede is created from the inner layer of hides, which is softer and more pliable than the outer skin layer. Through the buffing or sanding processes the under hide gains its peculiar matte, napped and fuzzy appearance and a supple, almost cotton-like feel, easily conforming to the shape of the foot.

Calfskin or calf leather is a leather produced from the outer hide of juvenile cows, smooth and shiny. It is particularly valued for its fine grain, lightweight and flexibility. Calfskin has been used since ancient times to produce luxurious clothing, footwear and accessories, embodying the quintessential "good leather".



Washed Suede Leather

Washed Suede is RUBIROSA fresh reinterpretation of a true classics: the noble sophistication of suede gets a bohemian hint of slightly "distressed" look.



ODILE



JUDY



KIM





Nile Leather

RUBIROSA Nile, produced from a heavier grade suede with longer hair, is finely stamped in order to look like linen. A riddle only revealed to initiates.





Ivy Leather

RUBIROSA Ivy leather is the result of a special suede craft that creates the distinguished appearance of Oxford cloth.



JOAN AZURE HE11



JOAN WINE HE11



JOAN WHITE GREEN HE11



JOAN LIGHT GREY HE09





Intrecciato Dama Leather

RUBIROSA Intrecciato Dama is premium calfskin leather cut into strips or "fettucce" that are woven together by loom and afterwards by hand to create a soft, flexible texture with an iconic sophisticated look.



JUDY OFF WHITE HE11



JUDY BLACK/WHITE HE11



Merino Knit

RUBIROSA Merino Knit upper combines suede with an elastic merino wool knit. Softer, super wearable and fresher for the warm seasons, it's a smart and elegant choice. Weave elegance.



JUDY SL BLACK HE11



JUDY SL BLUE HE11



JUDY SL BEIGE HE10



DANIELLE LOW GREEN HE11



DANIELLE LOW GREY HE10



DANIELLE LOW OFF WHITE HE10



Suede De-Nimes Leather

RUBIROSA Suede De-Nimes: the finest suede gets artfully woven in order to resemble both the look and the touch of jeans fabric, more tactile than a simple print.



Couture Collection

RUBI ROSA Couture is an exclusive women's luxury capsule collection that embeds haute couture fabrics into RUBI ROSA footwear.



The beautiful textiles are sourced from Forster Rohner, a fellow St Gallen manufacturing jewel preserving and refreshing the precious embroidery tradition of the region. Their exquisite, feminine fabrics enhance RUBIROSA's gorgeous leathers and suedes.



JUDY COUTURE HE10



DANIELLE LOW D COUTURE BLACK HE11



DANIELLE LOW D COUTURE WHITE HE11



Practicality and aesthetics
entwine on a bed of sustainability.



More Responsibility Ethical Production

RUBI ROSA shoes are Made in Italy in compliance with EU environmental protection regulations and health and safety legislation in the workplaces. The close-to-home supply chain reduces carbon emissions.

Lower Emissions Climate-Neutral Company

RUBI ROSA continues to reduce all greenhouse gas emissions associated with its activities, and offsets the remaining emissions (carbon-connect AG certified).

More Engagement For a sustainable future

RUBI ROSA supports the RMDLT Portel-Pará REDD Project in Brazil, to help mitigate climate change, create a positive socio-economical impact for local communities and help protect wildlife and natural habitats.

More Trees Climate-positive initiative

In partnership with non-profit organisation Treellionaire, RUBI ROSA plants a tree for every pair of sneakers sold, via the Borneo Orang-Utan Survival (BOS) Switzerland, Sustainable Harvest International and Trees for The Future projects.

Reduced Consumption Quality and style made to last

High class materials, premium craftsmanship and timeless design ensure not only refined elegance, but also great durability. More durability means longer-lasting products, which means less waste, which is the key to true sustainability.



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