



THE RELAXED ELEGANCE OF THE TUSCAN COUNTRYSIDE

Sturlini shoes combines the Florentine Art with innovation

by **beSpoke** staff | photos Laila Pozzo

In the heart of the Tuscan countryside, so rich in history, beauty, and tradition. It is in this heart of Italy that a beautiful story of quality and excellence is born. It was here that Rolando Sturlini and his wife Olga founded the «Navayos» shoe factory in 1967, giving life to a family history and artisan tradition. Their in-depth knowledge of the sector, combined with the skill of several expert shoemakers, gave birth to a product born of a passion for detail, research, and the use of leathers that are synonymous with Made in Italy, Made in Tuscany know-how. Thanks to collaborations with several international high-fashion brands, the company also established itself in foreign markets, becoming a benchmark for Italian footwear. In 1990, their children Alessio and Alessia joined the company with the same energy, spirit, passion, and determination to create high-quality footwear with a contemporary appeal and comfort derived from the lightness and flexibility of increasingly innovative and exclusive constructions. Today the company is

led by Alessio Chief Executive Officer and Alessia Chief Financial Officer, both determined to expand the brand into new markets and selective overseas Clientele. Looking to the future, and with the addition of Alessia's son Edoardo, product manager, along with its artisan shoemakers and skilled workers, the company's goal is to grow globally by exporting a brand that represents the excellence, originality, and style of Made in Italy footwear. Since the mid-2000s, the shoe factory has begun to enter the retail market with its own brand, Sturlini, which also adopts the logo, a heraldic symbol from the coat of arms of the Medici family of Florence, featuring six bezants, or balls as they were later called by the Florentines, due to the family's distant ties. For over 20 years, Sturlini has combined craftsmanship, innovation, sustainability, and classic and contemporary elegance to create footwear with a unique and timeless style. The brand draws its soul from its birthplace, Tuscany. Thanks to craftsmen who have been associated with the brand for decades,





Left to right: Alessio Sturlini, Chief Executive Officer
and Edoardo Boldrini, Product Manager.

using national and regional materials and producing everything in-house, a unique feature in today's footwear industry. An ethical vision of the production cycle and a sense of social responsibility have led the brand to a specific choice: «a return to the future». Organic craftsmanship combines ancient production processes rooted in the local area, favoring eco-sustainable materials; plant extracts, glues, waxes, and natural pigments, which give life to a finished product with a bold design and comfortable fit, distinctive elements and unique characteristics that reflect the personality of the wearer. The Sturlini's distinctive aesthetic also derives from manual finishing techniques such as «chiaroscuro», rough cuts, contrasting glossy and matte finishes, and «garment-dyed», (a tannery operation in house, for which Sturlini represents an unicum in the footwear field) where each shoe has a unique, never identical color. This demonstrates the uniqueness and artisanal touch of each handmade shoe, which takes months to conceive and create and days to take shape. Tradition and innovation combine authenticity to create men's and women's collections that express a strong identity, a «timeless wardrobe» designed for all the needs of everyday life». Tuscan craftsmanship and contemporary innovation

come together in a men's and women's footwear collection offering quiet, conscious luxury across the themes of the AW 2026 season. Mountain is more than a simple aesthetic nod to the «alpine» world, this theme fuses function and form, embracing the «gorpcore» phenomenon that pairs an urban-style outfit with footwear featuring technical mountain details: ankle boots, hiking boots and low shoes with trekking-style lacing. Dress casual in a theme representing the meeting point between formal elegance and informal comfort. Three-eyelet derbies, loafers with a stitched, gathered «chunky» apron, single-buckle styles, all with substantial yet exceptionally light and comfortable soles, as in the line «Magnifico» a tribute to Lorenzo the Magnificent through a shoe that unites the nobility of Florentine art with the innovation of contemporary manufacturing. A step into the future, with the soul of the Renaissance. The new Sturlini dress casual redefines comfort with style, from work to leisure, with the freedom of a sneaker and the elegance of a Sturlini shoe. The relaxed elegance of the countryside paired with refined city style. Chelsea boots with elastic gores and zip, plain four-eyelet derbies, five-eyelet derbies with a stitched wallabee-style apron, and desert boots.





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