

# SHOE SUPREMACY

Superlative men's footwear brand Rubirosa has launched a new proposed addition to its suave shoe selection, the Horse Olive Leather Sneaker. *FOUR* takes look at this chic new shoe design and unveils the secrets behind its stylish and sustainable semblance.

**F**ounded in 2015, Rubirosa is a brand focused on innovative design, artisanal craftsmanship and superior quality, whose mission it is to move the men's smart-casual footwear market forward into the 21st century. Using the best raw materials paired with transcendent manufacturing techniques, Rubirosa creates high-quality, durable footwear with a modern-day aesthetic.

Rubirosa's newest brainchild, the Horse Olive Leather Sneaker, blends traditional handiwork with innovative design. Handcrafted by Italian artisans whose families have been making shoes for centuries, the Horse Olive Leather Sneaker will be authentically produced by experts for those with expert taste.

Rubirosa explains, "We produce in Italy not only for high-quality reasons, but also for an integrated European production. The new sneakers will be produced by third-generation family businesses. We know each person individually in our production facility, are closely connected with them and can therefore give each shoe its own personal story."

The horse leather that will be used to produce the shoe is high-quality, durable and sustainably sourced. Horse leather is rare to come by but is highly sought-after due to its increased durability, and a richness in fat that makes it water-repellent. With supply exceeding the demand for this precious material, the Rubirosa Horse Olive Leather Sneaker will indeed be an incomparable piece of footwear handcraft in more than one respect.

Not only will the Horse Olive Leather Sneaker look the part, but the production process that results in the superb shoe will also be markedly environmentally conscious.



**OPPOSITE PAGE** The new Odile Low sneaker in Bog Oak.

**ABOVE** The new sneaker collections from Rubirosa continue to push the boundaries of comfort, design and sustainability.


**BELOW** In the first of its kind, the Horse Olive Leather Sneaker uses olive-leaf-tanned horse leather.

The leather will be tanned using a gentle olive-leaf tanning process, which achieves colour change without the use of toxic chemicals such as sulphuric acid. The neutral tanning agent, oleuropein, is a naturally occurring substance so pure that it's even present in extra-virgin olive oil.

In addition, all residual materials will be completely recyclable, and the waste water from the tanning process will be purified in a purely ecological treatment plant. Unlike traditional leather treatments, chemical-based lacquers and dyes will not be used to finish this leather. Instead, after the organic-based colouring, the leather will be coated with beeswax to protect it from environmental damage.

Olive-leaf-tanned horse leather is called Blattwerk leather, and the Horse Olive Leather Sneaker by Rubirosa will be the first sneaker of its kind in the shoe industry to use this type of material.

The new sneaker range will be available in two versions, Odile Low and Odile High, both of which are coloured beige, bog oak, torf and black. Stylish, sustainable and sentimental, these novel, handcrafted sneakers will be a luxury addition to any wardrobe.

The Horse Olive Leather Sneaker had a Kickstarter crowdfunding campaign launch in May, which will serve as a great opportunity for footwear fanatics to voice their interest in the sleek new sneaker. As Rubirosa has said: "If enough people want it, we produce it." 

[rubirosa.ch/kickstarter](http://rubirosa.ch/kickstarter)

