



ROLLY GROUP



MADE IN ITALY



The Group
California Processing



Rolly Group: at the heart of the Italian footwear tradition.

The Rolly Group was founded in 1975 in Civitanova Marche by the current owner Gianfranco Malaccari, with the support of his partners. Each having their own role to play, they are still contributing to the success of this “traditional” business, which creates its prestigious products by hand using time-honoured techniques.

Gianfranco personally handles the development of new models and creation of the collections.

The other partners, almost a “family”, work together in this well-established business, handling and coordinating the production phases.

During the 70s, the Rolly Group made its initial appearance in the footwear sector, taking its first steps as a small artisan workshop. The original goal remains the same today: to create a product that, by its very nature, offers consistently high quality, class and comfort.

Growing market demand prompted the move to a larger premises which maintains original working practices but uses a larger workforce; around 50 employees.

In fact, despite the organisation’s growth, the business has retained the characteristics of its traditional identity. The shoes are always produced following the special “California” method right from the outset.

Quality control checks are carried out on every pair of shoes by specially trained personnel.

Out of a respect for tradition, each collection retains the secrets and the skills represented by its name, and whilst these unique products are distributed worldwide, their handcrafted nature means that numbers are very limited. As a brand, we proudly remind you that everything is done exclusively by hand.

The People’s Republic of China is an important example of one of the Rolly Group’s biggest markets.



foto: archivio roolly group



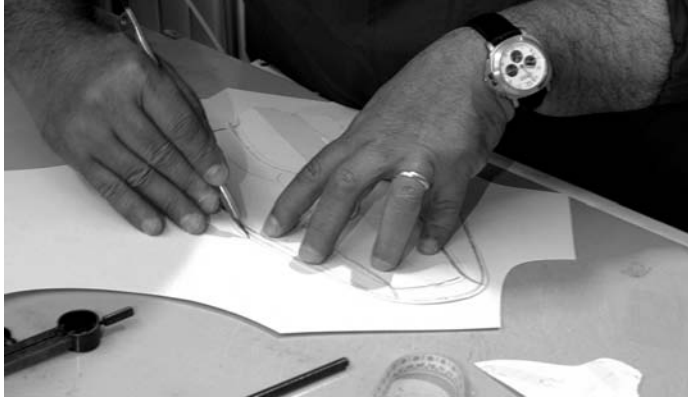
CO&MODA®

MADE IN ITALY



ROLLS GALLUP®

MADE IN ITALY



Exclusive “California” Processing

The “California” slip-lasting method (with no cutting or stitching involved) guarantees the best possible result through its use of top quality leather handled exclusively by craftsmen: all production phases are carried out following the techniques of this type of manual moulding.

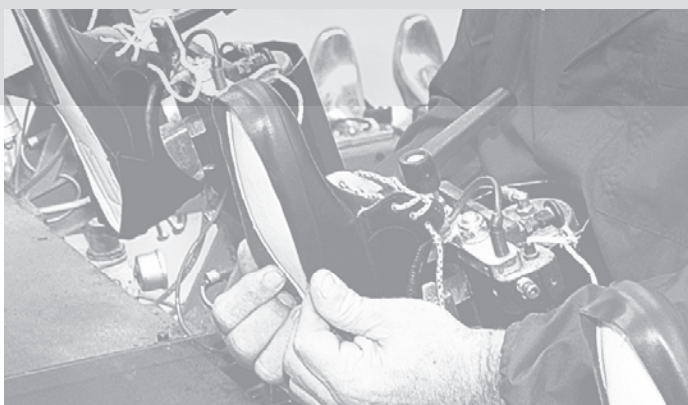
The specially trained, highly competent personnel has grown with the company and achieved a level of professionalism which is evident in the finished product.

The hides are cut by experts working with their own skilled hands; then highly qualified hemmers, also working by hand, carry out the preparation and the binding with great precision. The leather, chosen for its extreme softness, does not undergo stretching, and isn't fastened under the last. Expert hands shape a shoe around the vamp endowed with flexibility and grip. The assembly is followed step by step by personnel with thirty years of experience.

All this in order to create a leather structure which retains its natural suppleness year after year.

The Rolly Group name represents exclusive shoes, produced with the commitment and experience of those who know how to make every shoe unique to wear.

This is true, inimitable “Made in Italy”: class and art, creativity and craftsmanship, with the unmistakable mark of high quality.





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Via Vittorio Valletta, 10 - 62012

Civitanova Marche - (MC) Italy

Tel. 0733 898800 - Fax 0733 895111

e-mail: info@rollygroup.it

www.rollygroup.it