



Georgeblue

BESPOKE & HANDMADE IN TUSCANY

George Blue

George Blue was born out of a desire to produce a line of basic but stylish and, above all, beautifully-made premium resort-wear sandals and accessories. The founder sought a return to quality in a world which has become reliant on cheap mass-production consumerism, combining skills fine-tuned by generations of artisans and quality raw materials to produce exquisitely made leather products from the people who do it best...all in a resort wear context.

Resort wear was originally designed for the super-wealthy clientele of fashion houses who would spend January and February in exotic, sun-drenched resorts, avoiding the colder climes of the Northern hemisphere. Resort wear has become increasingly popular as these holiday destinations have become permanent residences for many, and the increasingly jet-setting lives people lead have come to demand clothing and accessories which compliment them.



NESTLED IN THE TUSCAN HILLS
IS A TRANQUIL REGION WHERE
IN SEARCH OF THE ARTISANAL
SYNONYMOUS WITH LUXURY.

It is only here that the level of exp
sufficient quality that George Blue
that encapsulates our guiding pri
in Italy that we found the artisans
for crafting beautiful footwear tha
is unsurpassed.

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First the leathers for sole and upper are
that also supply many of your favourite
of the latest fashion trends, innovativ
that harken back to a different era;
that to work faster is to the detrim
production to ensure th

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Soles are cut from beautiful nubuck leather at a factory in the small Tuscan town of Ponte a Egola then sent to be stitched at a workshop in the nearby Tuscan countryside. All sole-stitching is carefully completed by a local artisan working at a simple sewing machine and individually checked before being transferred to the next stage of production.

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Our artisan, antOniO, cuts the upper leather and stitches the straps at his wOrkshOp with his small team Of craftsmen and wOmen. we use a variety Of leather in the straps including calf, calf hair, kid and mOre exOtic skins like snakeskin. all straps are lined with a sOfT leather tO ensure a cOmFOrtable and luxury finish.

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The soles and straps are pu
artisans complete the finishing
smoothed and polished to complet
carefully checked once again before
box. The shoe bags an



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As a company with a conscience, we
future and our policies reflect this.
small radius in Tuscany minimising our
any exotic leathers have CITES certifi
every product sold to

STOCKLIST

PATENT
NUDE

PATENT
PINK

WHITE WITH
BLUE STRIPE

GREEN SNAKESKIN-
EMBOSSSED

LEOPARD PRINT
CALF HAIR

WHITE

METALLIC
GOLD

NATURAL SNAKESKIN-
EMBOSSSED

ZEBRA PRINT
CALF HAIR

GIRAFFE PRINT
CALF HAIR

THE LAUNCH COLLECTION