

Mario Minardi



Bespoke Leather Shoes Campaign

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ABOUT US

Mario Minardi is a local brand from Indonesia, which has been established since 1982. Having a license from Italy, Mario Minardi produces shoes with international quality. With leather imported from various parts of the world, and supported by a skilled workforce, Mario Minardi is able to present a collection of quality, elegant shoes that meet the lifestyle needs of men for both formal and informal events. The models also vary, such as Classic Oxfords, Derby Moccasins, Boots, and others. According to the deputy director of Mario Minardi, Faiq Suwoto, Mario Minardi is always committed to producing the best quality shoes. Mario Minardi always offers the best service for customers who want to buy ready-to-wear shoes or customization orders.

MARIO MINARDI



1. CREATIVE STRATEGY

A Brand with Quality and Handcrafted Heritage

Established by president and CEO Mario Minardi who turned his knowledge by years of learning about leather shoes, making it into a luxury footwear brand, Mario Minardi's is renowned for its craftsmanship and high-quality leather. Every leather shoe, including the pieces featured in the Su Misura campaign, is all handmade by the skilful artisans.

Italy has a long-standing tradition in craftsmanship and specifically, in leather goods. The Italian best well known leather goods inspired the new campaign of Italian luxury leather shoes Mario Minardi's. Taking the Italian craftsmanship as the theme, Mario Minardi's new campaign :

"L'idea Regalo Che Non Si Aspetta: Scarpe In Pelle Su Misura" means "The Gift Idea You Don't Expect: Bespoke Leather Shoes."



L'IDEA REGALO CHE NON SI ASPETTA

Scarpe in pelle su misura

2. BIG IDEA





Rooted from those ideas made Mario Minardi create aiming to attract Italians by collaborating with a determined Venetian young woman named Daniela Ghezzi that has mastered the rare art of simultaneously beautifying and comforting the human foot by creating a campaign where Mario Minardi will elevate Indonesia's heritage by combining the finest quality of Italian most popular shoes technique "patina" where Italian shoe art meets Indonesian culture.

The reason why the “Su Misura” campaign would succeed in Italian market is because Italian consumers are demanding quality products. According to the WordBank, Italians are more concerned about the quality of goods than about promotions. Craftsmanship is particularly important, as this plays to Italy’s heritage. Because of this, Italians want to know where their goods come from – and the ‘Made in Italy’ label is particularly alluring. Given the choice, Italians will choose home-grown.





PATINA





BATIK



Patina is the result of many techniques for colouring and bleaching leather, through the application of solvents, essential oils, pigments and dyes. For Daniela, "Nothing was more beautiful than a shoe that had already been worn." A shoe burnished by time, whose colour was partly worn away: "Only those possess a soul,". Daniela Ghezzi believes that understanding the influence of the moon on the depigmentation of leather allowed her to invent the colour range, contrasts and transparencies that give each Mario Minardi custom shoe its signature with a batik carved surprises at the bottom shoes (sole). The campaign idea wants to tell a story of the impeccable and timeless Italian style in every detail, and reflect the natural tone and warmth of batik.

There are a lot of shoemakers in Italy, as well as many shoe factories. Italian bespoke or custom shoes are very different from Italian factory made shoes. Even in Europe, Italy has probably the highest density of bespoke shoemakers people can find. It's the same with tailors, shirt makers and other crafts especially related to menswear.



WORKSHOP EXHIBITION

For three weeks, Mario Minardi's bringing Indonesian heritage as a testament to its rich continuous evolution as a brand into an exhibition that is located at Shopping Mall Porta in Rome which is reputed as the most modern shopping mall in Europe, and it also ranks highly among the largest shopping malls in the entire country. With more than hundreds of stores from a variety of leading brands it will make it easier to reach out Italian customers.

The exhibition is dissected into four parts, it will represent the most top three Mario Minardi's signature shoes, which are Classic Oxfords, Derby Moccasins, and Boots. Each of them will showcase on how every artisan making each of the bespoke shoes from different batik from several regions in Indonesia that have their own uniqueness combined with different shades of the most famous Italian shoes technique "patina".

This workshop exhibition will involve several Italian artisans led by Daniella Ghezzi. Where in each section, each artist will demonstrate the one of the example processes on how Mario Minardi combines the "patina" technique and surprise it with batik carvings at the shoe sole on each of the bespoke shoes.



At the entrance from the exhibition's facade, visitors can enjoy how Daniella Ghezzi will play with her dyes and pigments like an artist with his palette. The patina can then be “tortured” (enriched with colour gradations), “flamed” (with light streaks) or “cloudy” (with smoke-like effects). All these techniques can of course be applied to the entire shoe, or only to specific areas on the instep, the vamp, the tip. That’s why no two pairs are exactly the same: each one becomes a work of art.

After entering the entrance, it will lead visitors to Batik Parang Kusumo. It will tell how Batik Parang Kusumo has a unique philosophy that resembles ocean waves that always hit cliffs and rocks tirelessly. According to this analogy, Parang Kusumo means that life must be based on struggle and effort. Real struggle in order to achieve physical and mental fragrance. For Javanese people, fragrance is meant by personal fragrance without leaving the prevailing norms and manners. There will be Mario Minardi's Classic Oxford colored with "Autumn Leaf" patina shades and have "Batik Parang Kusumo" details at the bottom.





In halfway, it will guide visitors to Batik Mega Mendung, where it's set to impress with its collection of specialty items the brand has created in the past. Mega Mendung is one of the types of batik motifs which are popular in Cirebon, Indonesia. Visitors will be surprised by a batik motif with cloud patterns which holds a deep philosophy. In the Mega Mendung motif, there must be seven color gradations as a coating. The gradient in the Mega Mendung motif corresponds to the seven layers in the sky. The term overcast is defined in human life as a patient nature, not easily angry. Here, Mario Minardi takes the signature Derby Moccasins colored with "Caviar" patina shades and has "Batik Mega Mendung" details on the soles.

The last room is filled with batik Sidomukti LCD screens, which is one of the batik types in the Solo palace, Central Java. This batik is usually made from natural soga dyes. The soga or brown color on sidomukti cloth is a classic batik color with original and ancient motifs. Batik Sidomukti has a philosophy according to its name. Sidomukti comes from the word "sido" which means to be or to be or to be continuous while "mukti" which means noble and prosperous. Here, the iconic Mario Minardi's Boots are colored with the famous "Tobacco Bis Brown" patina shades and have "Batik Sidomukti" details at the bottom of the shoes. For ultimate audacity, a recently perfected "Golden Patina", delicately applied before the colour, makes it possible to give a red or dark brown a beautiful "antiqued gold" transparency, as if patinated by time.



One thing that always amazed people about Italian bespoke shoes is that even a shoemaker in a small town has a very good eye for an elegant last. If someone goes to a smaller town in Italy and every bespoke shoe is made, it will fit very well, the quality and construction will be very good. Italians are very good tanners and because of that, most Italian shoes are made of Italian leather. Unlike in other countries, people can find entire towns dedicated to leather tanning and it's just a joy to see that that craft is still so very much alive in Italy today.

So when someone looks at the quality of Mario Minardi shoes, most likely have a hand burnished patina with either something darker areas and lighter areas which makes the shoe more lively, easier to combine, and it simply looks much better than a plain colored leather shoe.



ADVERTISING APPEAL

"Scarcity"

These campaigns boosted the brand appeal with a limited time campaign. Scarcity appeals are being used to stimulate consumers to buy a particular product because of a limitation. For example in the form of limited time to purchase a product or limited supply. The primary benefit of this appeal is to encourage consumers to take action. While the scarcity was part of the appeal, Mario Minardi took this campaign a step further by allowing customers to personalized shoes with different batik patterns in every shoe. Increases the feeling of every Mario Minardi's bespoke shoes value and makes the customer buy on impulse.

Rational/Lecture Appeals

The reason why Mario Minardi took these campaign by appealing as an rational lecture is because Italians has collectivist culture with high power distance and high uncertainty avoidance factors.

High uncertainty avoidance often requires rigid codes of behavior and beliefs. There may easily be intolerance of unorthodox behaviors and ideas. Italians has high uncertainty avoidance appreciate explicit instructions. They often rely on procedures and policies to reduce the chance of things getting out of control. Also, Italian culture shows a high level of power distance between different members of society and accepts the differences in the level of power various societal members and groups obtain.

High power distance cultures have higher levels of inequality and are more willing to accept that without question. These cultures tend to value tradition, community, and strict social rules about where a person fits in society.

4. PLATFORMS (MEDIA)



Currently social media, particularly Facebook, are the most effective and the most widely used digital marketing tool in Italy. 81% of Italian internet users are on Facebook with a potential audience of 31 million people. That makes it a great place for gaining a wide customer engagement. Mario Minardi uses Facebook as a top priority platform. The press release will be posted on Facebook and Instagram that will direct people to Mario Minardi website where there will be a live stream of the exhibition.

Instagram is also growing rapidly, rising from 16 to 19 million users in 2018. This means Mario Minardi can reach 32% of the entire Italian population on the site. The main purpose is to promote the exhibition that adheres to a strict format and serves marketing and promotional purposes and to notify the media about the Su Misura event in hopes that it will spread the word.

5. ART AND COPY





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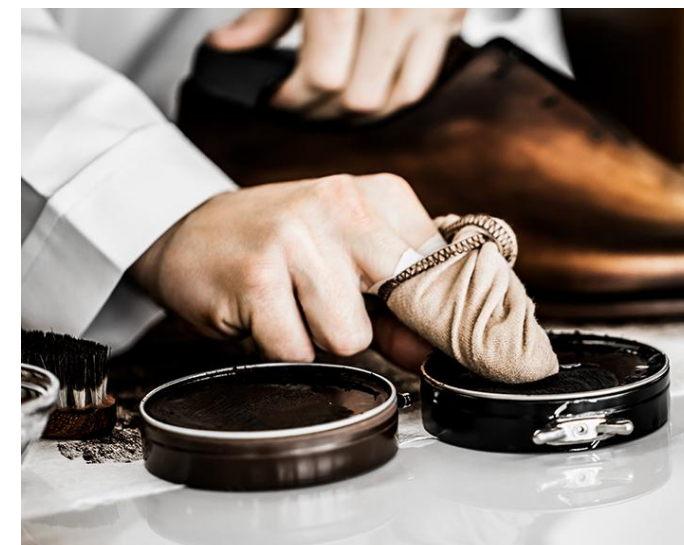
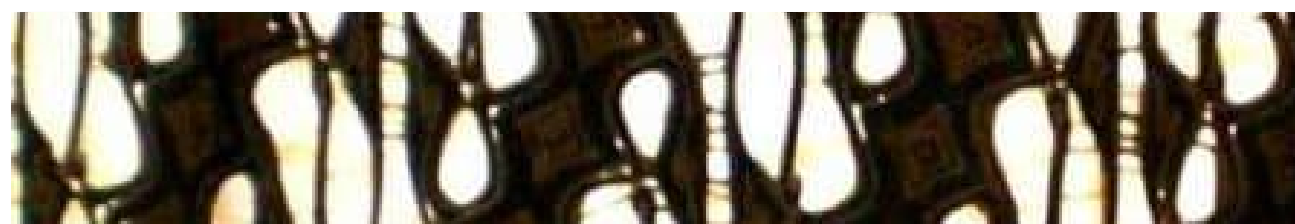
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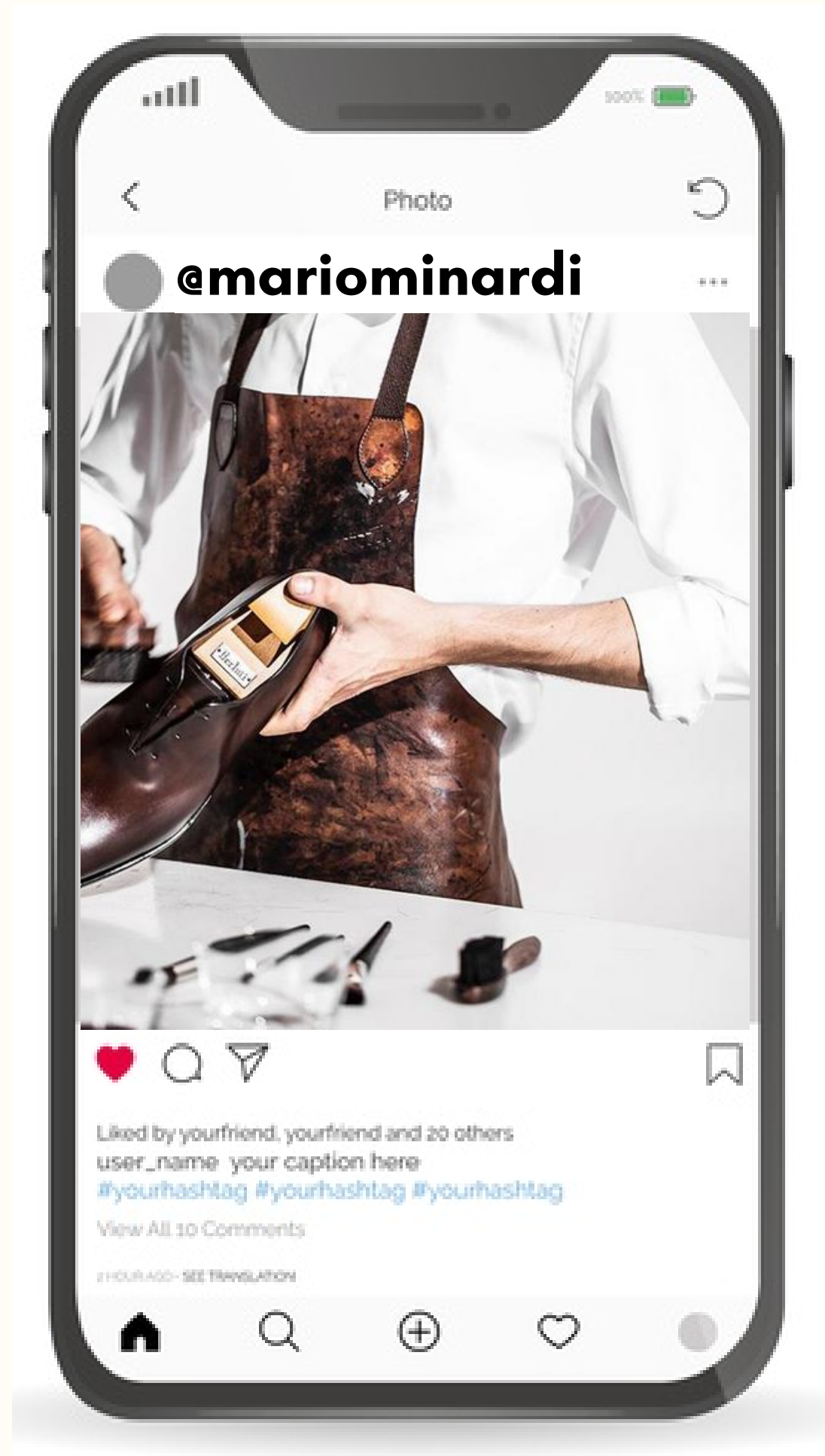
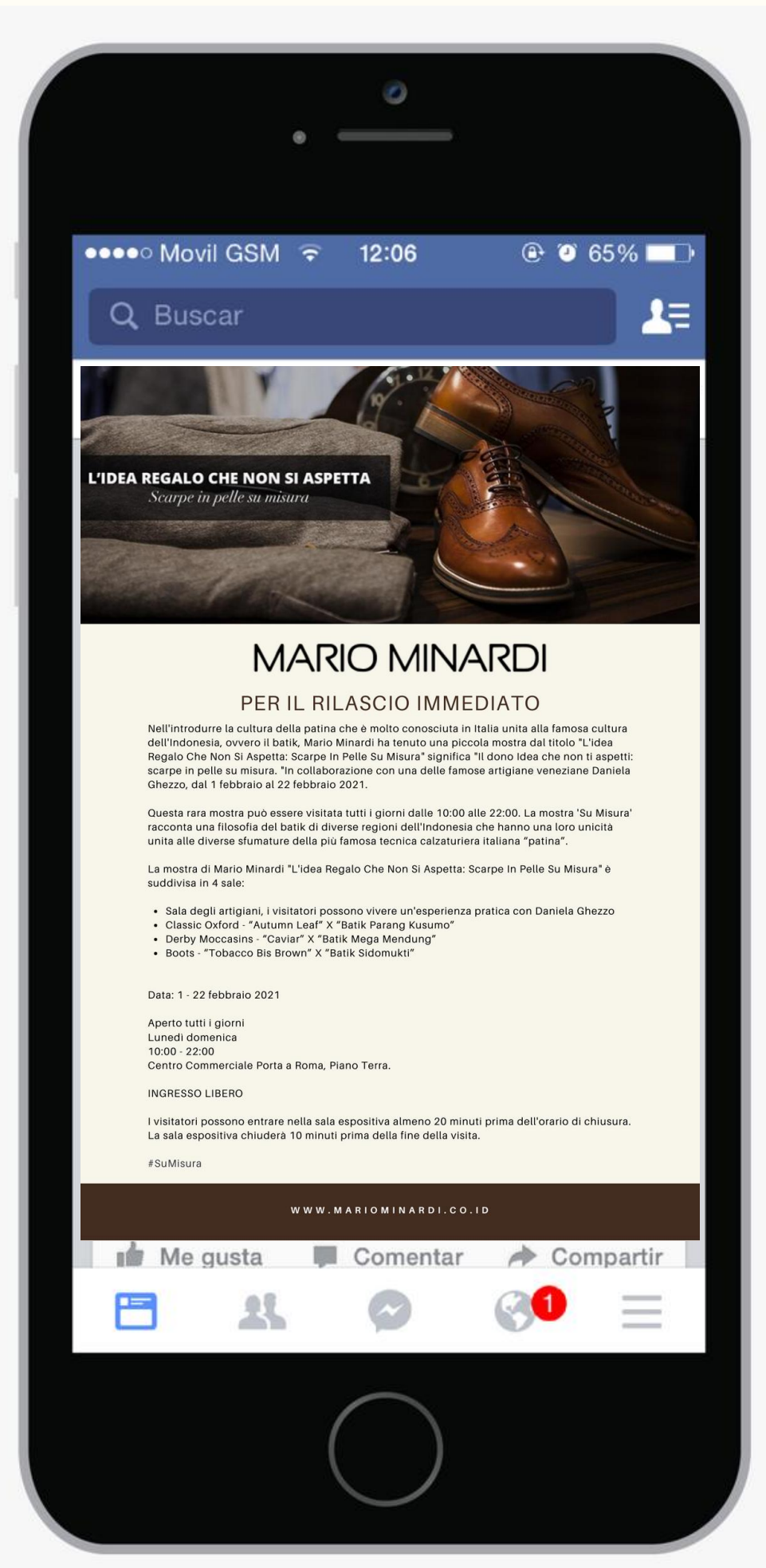
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L'IDEA REGALO CHE NON SI ASPETTA: SCARPE IN PELLE SU MISURA



MARIO MINARDI PRESENTA:

**MOSTRA DEL LABORATORIO.
ISCRIVITI ADESSO!**



The reason why all the media platforms **using Italian language** is because based on the research Italian English level is below average, luckily Mario Minardi brand name itself is from the famous Italian artist, and this is make Mario Minardi opens up to a big opportunities entering the Italian market.



L'IDEA REGALO CHE NON SI ASPETTA

Scarpe in pelle su misura

MARIO MINARDI

PER IL RILASCIO IMMEDIATO

Nell'introdurre la cultura della patina che è molto conosciuta in Italia unita alla famosa cultura dell'Indonesia, ovvero il batik, Mario Minardi ha tenuto una piccola mostra dal titolo "L'idea Regalo Che Non Si Aspetta: Scarpe In Pelle Su Misura" significa "Il dono Idea che non ti aspetti: scarpe in pelle su misura. "In collaborazione con una delle famose artigiane veneziane Daniela Ghezzeo, dal 1 febbraio al 22 febbraio 2021.

Questa rara mostra può essere visitata tutti i giorni dalle 10:00 alle 22:00. La mostra 'Su Misura' racconta una filosofia del batik di diverse regioni dell'Indonesia che hanno una loro unicità unita alle diverse sfumature della più famosa tecnica calzaturiera italiana "patina".

La mostra di Mario Minardi "L'idea Regalo Che Non Si Aspetta: Scarpe In Pelle Su Misura" è suddivisa in 4 sale:

- Sala degli artigiani, i visitatori possono vivere un'esperienza pratica con Daniela Ghezzeo
- Classic Oxford - "Autumn Leaf" X "Batik Parang Kusumo"
- Derby Moccasins - "Caviar" X "Batik Mega Mendung"
- Boots - "Tobacco Bis Brown" X "Batik Sidomukti"

Data: 1 - 22 febbraio 2021

Aperto tutti i giorni

Lunedì domenica

10:00 - 22:00

Centro Commerciale Porta a Roma, Piano Terra.

INGRESSO LIBERO

I visitatori possono entrare nella sala espositiva almeno 20 minuti prima dell'orario di chiusura. La sala espositiva chiuderà 10 minuti prima della fine della visita.

#SuMisura

English Version

MARIO MINARDI - PRESS RELEASE

For Immediate Release

In introducing the patina shoes culture that is very well known in Italy combined with the famous culture of Indonesia, which is batik, Mario Minardi held a small exhibition "L'idea Regalo Che Non Si Aspetta: Scarpe In Pelle Su Misura" means "The Gift Idea You Don't Expect: Bespoke Leather Shoes". In collaboration with one of the famous Venetian artisans Daniela Ghezzeo, from February 1st to February 22nd 2021.

This rare exhibition can be visited every day from 10:00 to 22:00. The 'Su Misura' exhibition tells a philosophy of batik from different regions of Indonesia that have their own uniqueness combined with the different shades of the most famous Italian "patina" footwear technique. Mario Minardi's exhibition "The Unexpected Gift Idea: Bespoke Leather Shoes" is divided into 4 rooms :

Visitors can live a practical experience with Daniela Ghezzeo

Classic Oxford - "Autumn Leaf" X "Batik Parang Kusumo"

Derby Moccasins - "Caviar" X "Batik Mega Mendung"

Boots - "Tobacco Bis Brown" X "Batik Sidomukti"

Date : 1 - 22 February 2021

Open every day

Monday - Sunday

10:00 am - 10.00 pm

Located at Porta Roma Shopping Center, Ground Floor.

FREE ADMISSION

Visitors can enter the exhibition hall at least 20 minutes before closing time. The exhibition hall will close 10 minutes before the end of the visit.

#SuMisura

*FREE SHIPPING JABODETABEK

MARIO MINARDI

ACCOUNT

SEARCH

CART (0)

**L'idea Regalo
Che Non Si
Aspetta:
Scarpe In Pelle
Su Misura**

**Live Stream:
Mostra Del
Workshop**

In diretta dal centro commerciale
Porta di Roma



Chat with us

A close-up photograph of a person's hand holding a black leather oxford shoe. The shoe features a crocodile or alligator pattern on the toe cap and a smooth leather finish on the rest of the upper. The person holding the shoe has a tattoo on their forearm. The background is dark and out of focus.

THANK YOU