

George

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 finetuned 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.





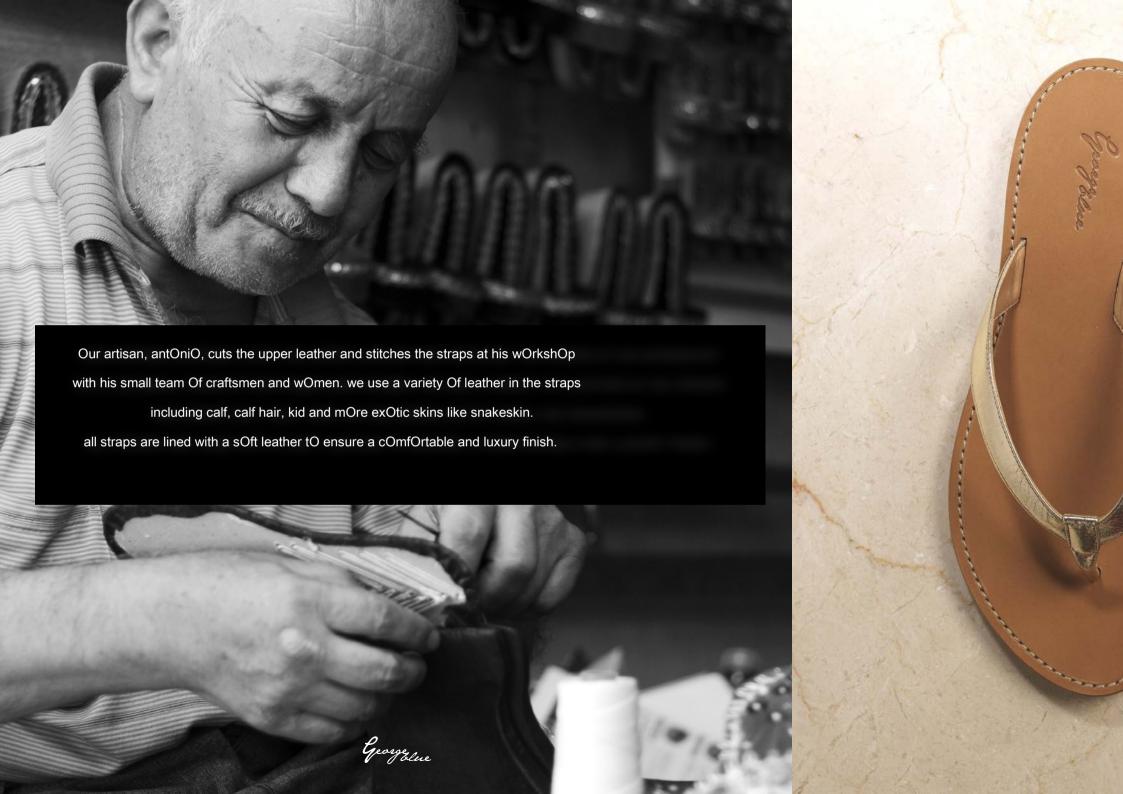
First the leathers for sole and upper a that also supply many of your favour of the latest fashion trends, innovation that harken back to a different era; that to work faster is to the detrime

production to ensure the

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.









The soles and straps are purartisans complete the finishing smoothed and polished to complete carefully checked once again before

box. The shoe bags an





As a company with a conscience, we future and our policies reflect this.

small radius in Tuscany minimising of any exotic leathers have CITES certification every product sold to

## STOCKLIST

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PATENT	PATENT	WHITE WITH	GREEN SNAKESKIN-	LEOPARD PRINT
NUDE	PINK	BLUE STRIPE	EMBOSSED	CALF HAIR

WHITE METALLIC NATURAL SNAKESKIN- ZEBRA PRINT GIRAFFE PRINT GOLD EMBOSSED CALF HAIR CALF HAIR

THE LAUNCH COLLECTION