

A woman with long dark hair is sitting on a stone ledge in front of a large, ornate stone archway. She is wearing a dark purple leather jacket with a fur collar, a matching long skirt, and tall, dark purple leather boots with silver studs on the toes. The background is a historic stone building with intricate carvings.

# ALPE

WOMEN'S SHOES

**CORPORATIVE  
DOSSIER**

COMMUNICATION AND IMAGE  
CAMPAIGN

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SINCE ITS FOUNDATION IN 1987, CREACIONES ALPE HAS BEEN A BENCHMARK IN THE MANUFACTURE OF HIGH QUALITY FOOTWEAR.

WHAT BEGAN AS A SMALL ARTISAN WORKSHOP IN THE SMALL TOWN OF SANTA CRUZ DE RETAMAR, IN THE PROVINCE OF TOLEDO, HAS GROWN ONTO AN INTERNATIONALLY RECOGNISED BRAND, WITHOUT EVER LOSING ITS ORIGINAL ESSENCE:

COMBINING SPANISH SHOEMAKING TRADITION WITH MODERN INNOVATION AND THE LATEST FASHION TRENDS.

DURING THESE ALMOST 40 YEARS, OUR REPUTATION HAS GROWN EXPONENTIALLY THANKS TO OUR COMMITMENT TO USING HIGH QUALITY LEATHER AND MATERIALS, ALONG WITH A TOUCH OF CREATIVITY AND DESIGN.

## A LEGACY OF SPANISH CRAFTSMANSHIP

Creaciones Alpe's headquarters and production facilities are located in an area of Toledo known for its rich heritage in footwear production. Every pair of shoes we produce is a reflection of our dedication to detail and our commitment to quality. Our manufacturing process is based on handcrafted techniques that have been passed down from generation to generation, combined with the most advanced technologies to guarantee comfort and durability.



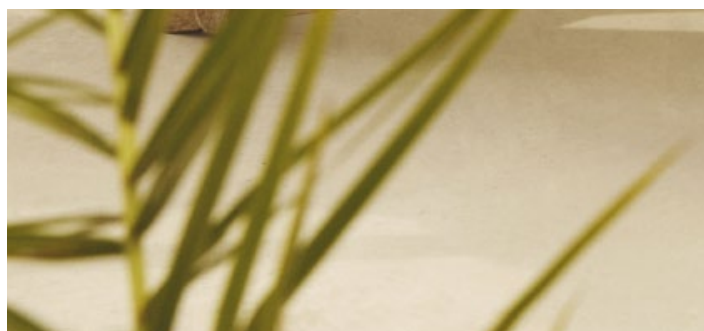
We use carefully selected, top quality materials. The leather, a central element in our production, is provided by Spanish and Italian suppliers and is carefully worked to ensure that each shoe is not only stylish, but also resistant and comfortable. This dedication to excellence allows us to offer our customers products that mean affordable luxury.



## A HISTORY OF INNOVATION AND EXPANSION

Today, we can proudly say that we have fulfilled our dream: we have become one of the benchmarks in the footwear sector in Spain. We are available at more than 1,000 outlets across the country and we have earned the trust of customers who are looking for the best for their feet.

Over the years, we have lived unique experiences that have forged the character of our brand. One of the most significant milestones was almost 20 years ago, when we decided to make the leap into the international market. Thanks to the passion and effort of our team, today our products are sold in more than twenty countries, including demanding markets such as United Kingdom ,France, Greece,





Portugal, Belgium, Germany, Switzerland, Holland, Italy, Ireland, Israel, Serbia, Poland, Chile, Lebanon, Canada..... We have worked to adapt our collections to the preferences of our international customers, without ever losing the Spanish essence that defines us.

But we are not satisfied, in Alpe we are enthusiastic about new challenges and we continue with our adventure to expand the brand all over the world, from the Antipodes to the other side of the Atlantic.



## QUALITY AND STYLE 'MADE IN SPAIN'

Our mission is clear: to offer footwear that combines design, comfort and durability, always maintaining the authenticity of the Spanish tradition. What sets us apart from other companies is our unwavering commitment to quality. Each pair of shoes that bears

our stamp is produced entirely in Spain, under the strictest manufacturing standards. This not only ensures a first-class product, but also supports the local economy and keeps alive an art that is an integral part of our identity.



YOU ARE BRAVER  
THAN YOU  
BELIEVE  
STRONGER  
THAN YOU  
SEEM  
SMARTER  
THAN YOU  
THINK

HECHO EN ESPAÑA







## SPANISH BRAND

At Creaciones Alpe, we believe that 'MADE IN SPAIN' means quality and style, and we are proud to carry that stamp on each of our products. Our aim is that when a customer anywhere in the world wears a pair of our shoes, they will feel the history, passion and dedication behind every stitch.

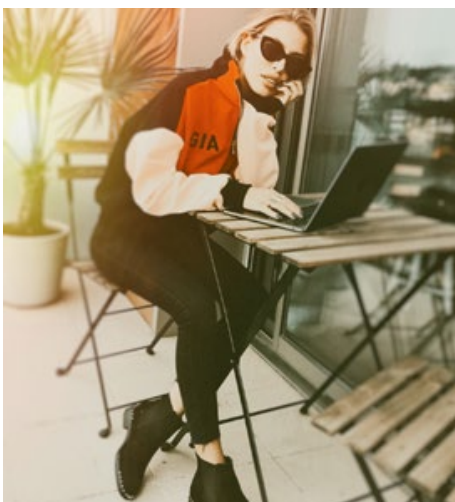
## ALPE WITH EVERYONE

For all this, it is not surprising that our designs can be seen on the feet of the most famous celebrities who represent the ALPE philosophy like no one else.





Queen Leticia, Elsa Pataky, Malú, Helen Lindes, Paula Echevarría, Jéssica Goicoechea, Noelia López, Priscila Betancort, Marina Romero, Elena Caride, Marta Sgroi, Virginia Sauto, Kira Miró, Oliva Molina, María León, Úrsula Corberó, Ariadne Artilles, Coral Simanovich, Joana Sanz, Desiré Cordero y Carmen Bründler among the most prominent **ALPE** ambassadors!



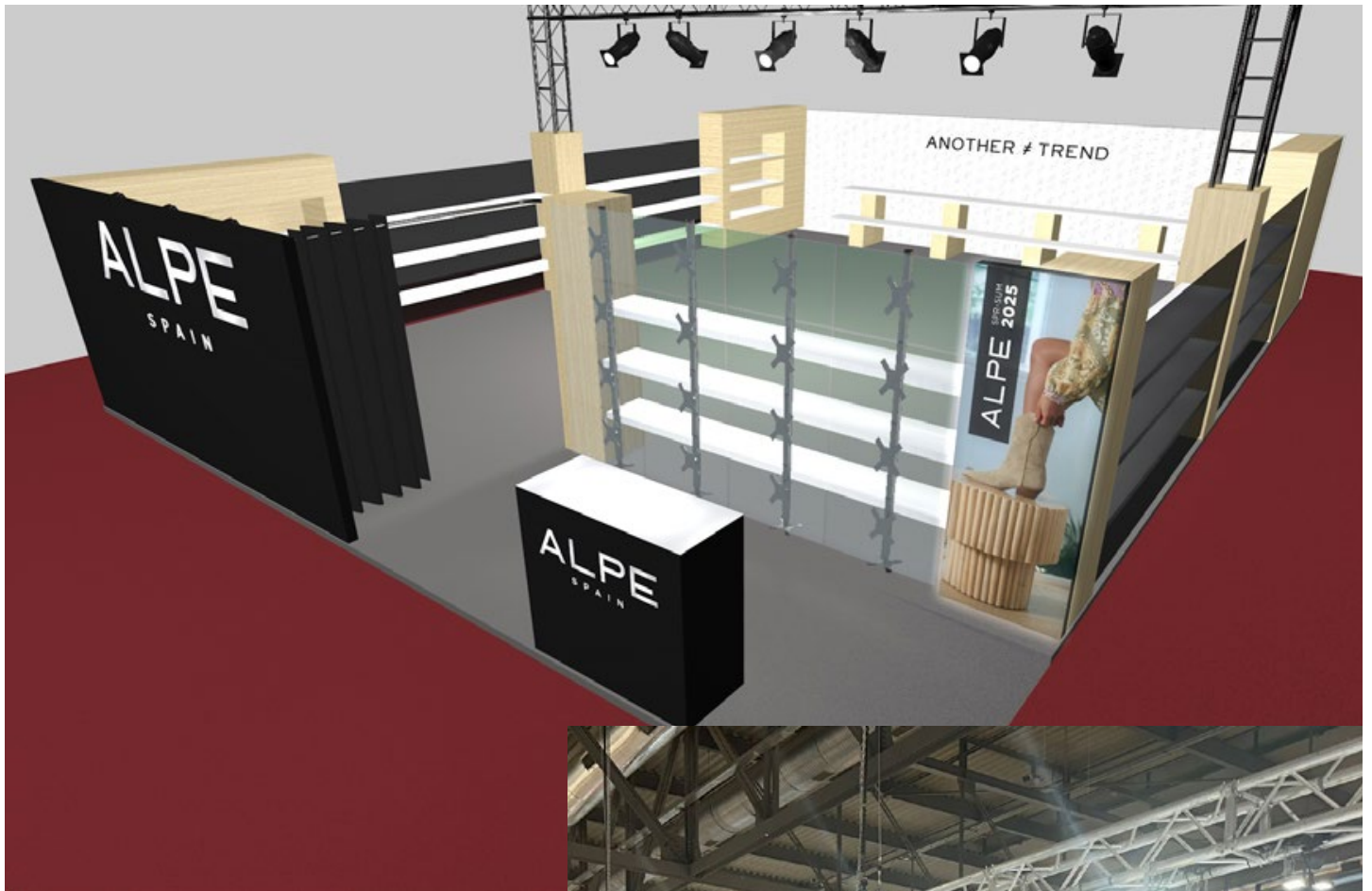
## LOOKING TO THE FUTURE

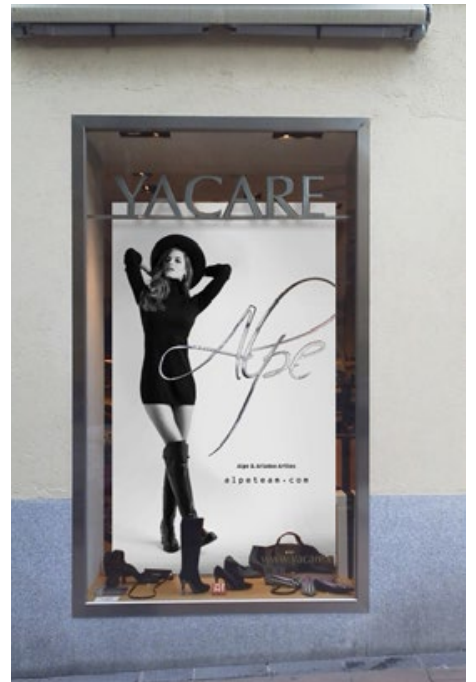
With more than three decades of experience, we continue to evolve and adapt to new trends in the global market, always with one foot in our roots and the other moving towards new opportunities. Creaciones Alpe is not just a footwear company; it is a legacy in constant development that brings the essence of Spanish craftsmanship to every corner of the world.









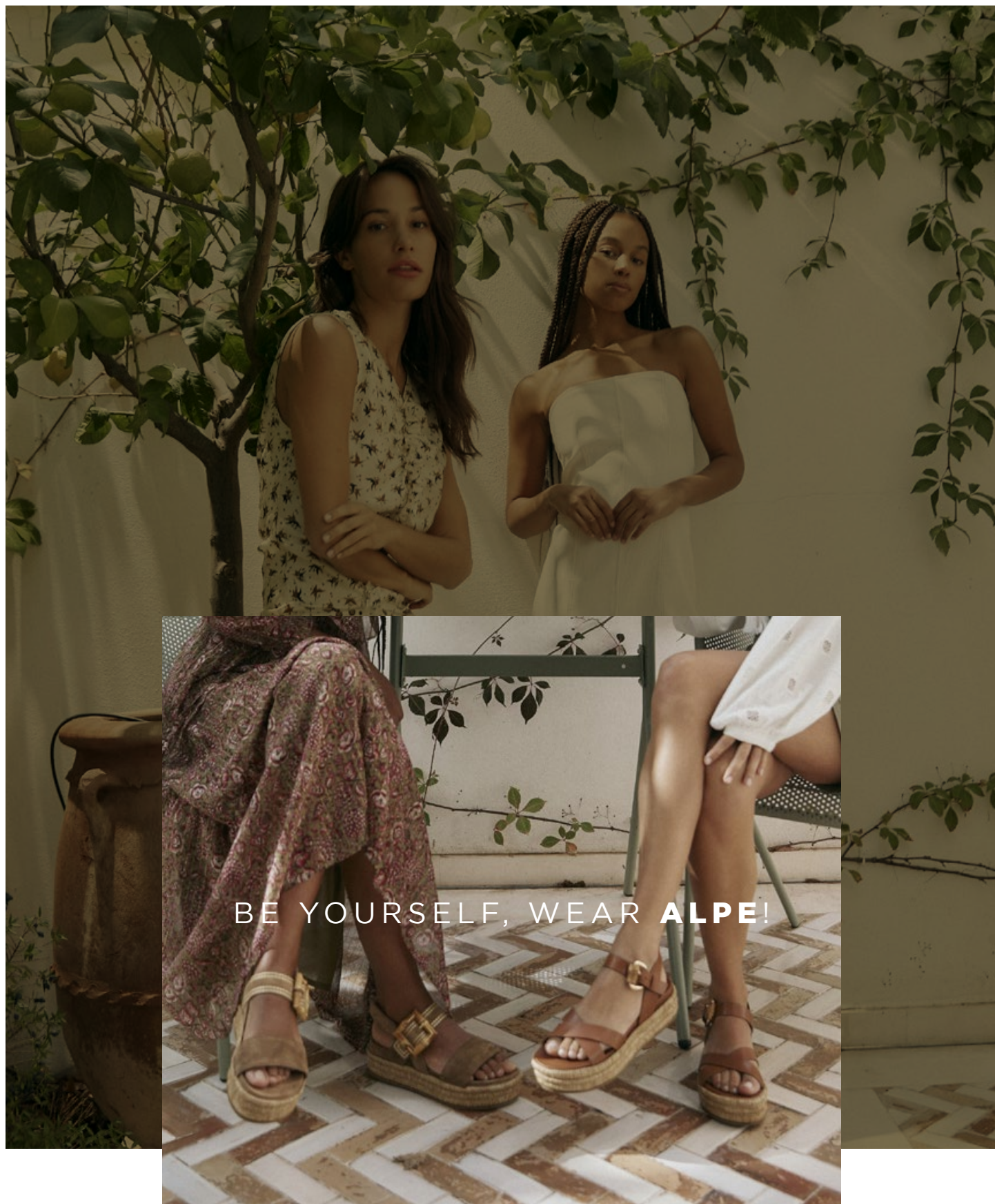


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**CREACIONES ALPE SL. & ALPE SPORT SL.**

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