

from Zero to 60

By Lana Bortolot



Schedoni Stays in the Fast Lane with Their New Puma Line.

You might say Schedoni has always had an interest in how people get from here to there. With origins as a shoe workshop in Modena, Italy, the company served people traveling *à pied*. Since then, the leather-goods company has made its name in all things travel—from elegant luggage to custom interiors for Italy’s premier car manufacturers.

Schedoni has a long-time alliance with Ferrari, as well as other luxury sports car brands such as Maserati and Lamborghini, and now has found a new fast-track partner in Puma, the global athletic brand (whose vice chairman just happens to have a passion for motor sports). The new venture is Puma by Schedoni, a high-end line of custom-made shoes that take its inspiration from the racetrack.

“If you’re a Ferrari or Maserati driver, you enjoy better things,” says Dewayne Hernandez, Schedoni’s store manager at the boutique in Coral Gables, which hosted the shoes’ recent launch party. “Who wouldn’t want a pair of shoes to match the interior of their car?”

“If you’re a Ferrari or Maserati driver, you enjoy better things,” he says.

Although the shoe has an immediate appeal to fast-lane drivers—there’s even a Formula 1 fireproof version—that shoe has a wide appeal to all who love the art of handcraftsmanship and have an appreciation for comfortable indulgence. The new line combines the hipness of the Puma brand with the luxury of Italian detailing.

“This is for someone who doesn’t always want to be in a St. John or Ferragamo suit,” says Hernandez. To create buzz, the line was introduced to Madonna, Brad Pitt and Gwyneth Paltrow, among other A-list celebrities, prior to its Miami premiere.

Modeled on Puma’s iconic motor sport style, the Autodromo Mid and Low shoes are custom-crafted in Schedoni’s signature cognac leather. Specially created for the Schedoni-Puma project, the Podio

allows customers to build their own shoes and select matching bags, choosing from leather swatches at the store. There’s a four to six week wait for the shoes—which are handmade and shipped from Italy with a certificate of authentication signed by the artisans. The shoes are priced from \$585 to \$975.

The Puma-Schedoni launch follows Schedoni’s well-received spring/summer collection at the recent Etro fashion show at the Sony Ericson Tennis Tournament on Key Biscayne. Created especially for the U.S. market, the line featured the season’s hottest color, okra, along with classic white.

“This was a fresh collection for the Miami market, which tends to be more adventurous than Europe,” says Hernandez. **SA**

