Beat: Lifestyle

BEGUM - ORIGINAL, REFINED SHOES & MADE-TO-MEASURE ELEGANCE

DESIRES FOR DELICACIES & PLEASURES

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USPA NEWS - Originally the Begum House was called Delage, founded in 1990 by Primerose Bordier, high priestess of colors and Barbara Wirth, renowned decorator. The two women create exceptional shoes, handmade by craftsmen with expert hands, in noble materials. In 2016, Héloïse Wirth, daughter of one of the founders, took over the business. Out of love for style, color, and audacity too. She renamed the house, Begum, in homage to her grandmother, so nicknamed by her grandchildren.

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To be able to design its shoes, Begum sources its leathers from the most prestigious tanneries in France, Spain and Italy. The tracing of each skin is a priority for the brand, it guarantees the irreproachable quality of the leathers. Each scrap of leather or fabric is also used to create a detail, decorate a heel, make a bias... Begum is part of a responsible approach, with controlled production, where nothing is wasted. One of the manufacturing secrets for creating unique and exceptional pieces.

The signature of the Begum house? The exception, almost unique pieces in the world! The models are made every week, every month, every season in very small series in one color and with one type of leather. Begum is also the pleasure of wearing a rare piece, to be passed down from mother to daughter.

Each model can be made according to the sizes, desires and creativity of each. A luxury with discreet charm. In the beginning, they were making a lot of models for Chanel or Louboutin, then they devoted themselves to their own productions.

The Collection is made of ankle boots, high heels, small heels, flat shoes,sandals, bags.
Made in France and unique know-how.
Each pair is carefully handcrafted by a team of craftsmen with meticulous gestures. The patternmaker, the cobbler-cutter, the stitchers, the fitter, and the groomer bring these shoes of rare quality to life, under the direction of their talented workshop foreman.

Source: Begum House
Press Day on September 22, 2022 @ Begum Boutique in Saint Germain des Prés (Paris).
A second boutique is in the les jardins du Palais Royal in Paris.

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