

## The secret of every shoe

Quality insoles, the stamp of quality



PH. GIFRAL

Giovanni Frallicciardi



From left Annunziata Esposito with her children Fabio, Davide and Gabriella Frallicciardi

Footwear made in Italy is distinguished throughout the world by its original style and careful craftsmanship. The shoes' components, thought out in the smallest details, allow whoever wears them to walk comfortably. The secret of this success is in the labour of master artisan experts that, with ingenuity and experience, are able to give substance to the ideas and intuitions of stylists and fashion designers. In every shoe, whether ballerina flats or stilettos, the insole is the component that, more than the others, affects the stability of the shoe itself. Having already been the partner of renowned national and international designer labels in this particular segment of the footwear industry, Gifral Srl is a dynamic production entity that along with passion and dedication over time, has kept a long tradition of craftsmanship alive. Made with compliance to the parameters of the most restrictive European and eastern directives, an insole signed by Gifral is an absolute guarantee of comfort. At the ori-

gin of the agency's success there are the values and virtues of its founder, Giovanni Frallicciardi, hence the name of the company. A man of great talent and ability, Giovanni Frallicciardi was able to continually innovate upon his creations to satisfy even the most exclusive expectations and needs of a very demanding clientele. This is thanks to the priceless help from his wife, Annunziata Esposito, and to an organization that leaves nothing to chance in terms of quality, both in process and in the final product. After his untimely passing, his wife and children took over guiding Gifral in today's market, who with foresight, tenacity and will, defend, preserve and develop the work that he began. "Ours is a niche market, where perfection always wins. Every single piece that we create, with traditional methods or with Cad/Cam systems, passes through the hands of a few people, running through a high-level quality control. This is the winning strategy that we have carried on for some time and in which, thanks to the lessons we have

learned, we continue to invest," underscores the current administrator, Gabriella Frallicciardi. Together with her brothers Fabio and Davide – one working in administration and finance, the other in development and the creation of models – they form a true team in which each one strives to give their all in their own role. The second generation's entry into the company also coincides with a modernization of the production plant, thanks to which Gifral is able to carry out every type of manufacturing, from the simplest to the most sophisticated. "It is fundamental to modernize our production processes but at the same time preserve the craftsmanship of the products. This is what makes a difference and which allows the Italian product to stand out in international markets – concludes Davide Frallicciardi – Italian craftsmanship is what has remained throughout time and has been perfected, and it is the only thing that in recent years has been able to defend the 'made in Italy' brand in the global market.