

Enrico Cuini®





# ABOUT ENRICO CUINI

At Enrico Cuini we strive to make the most comfortable heels in the world even in sexy high stilettos. Therefore we created an entirely new way of selling shoes. Our shoes are made to order and made to the specifications of your feet. This would insure the most precise fit. We offer 32 different standard options and customizations to accommodate your unique feet. If necessary we can also make an entirely custom shoe for you. Prices vary based on the amount of work required.

We have created a sophisticated measuring system using image recognition and AI to avoid the difficulty of training sales staff. You can buy shoes online and send in photos of your feet to be analyzed or book a virtual fitting on Zoom. We also have live events around the country.

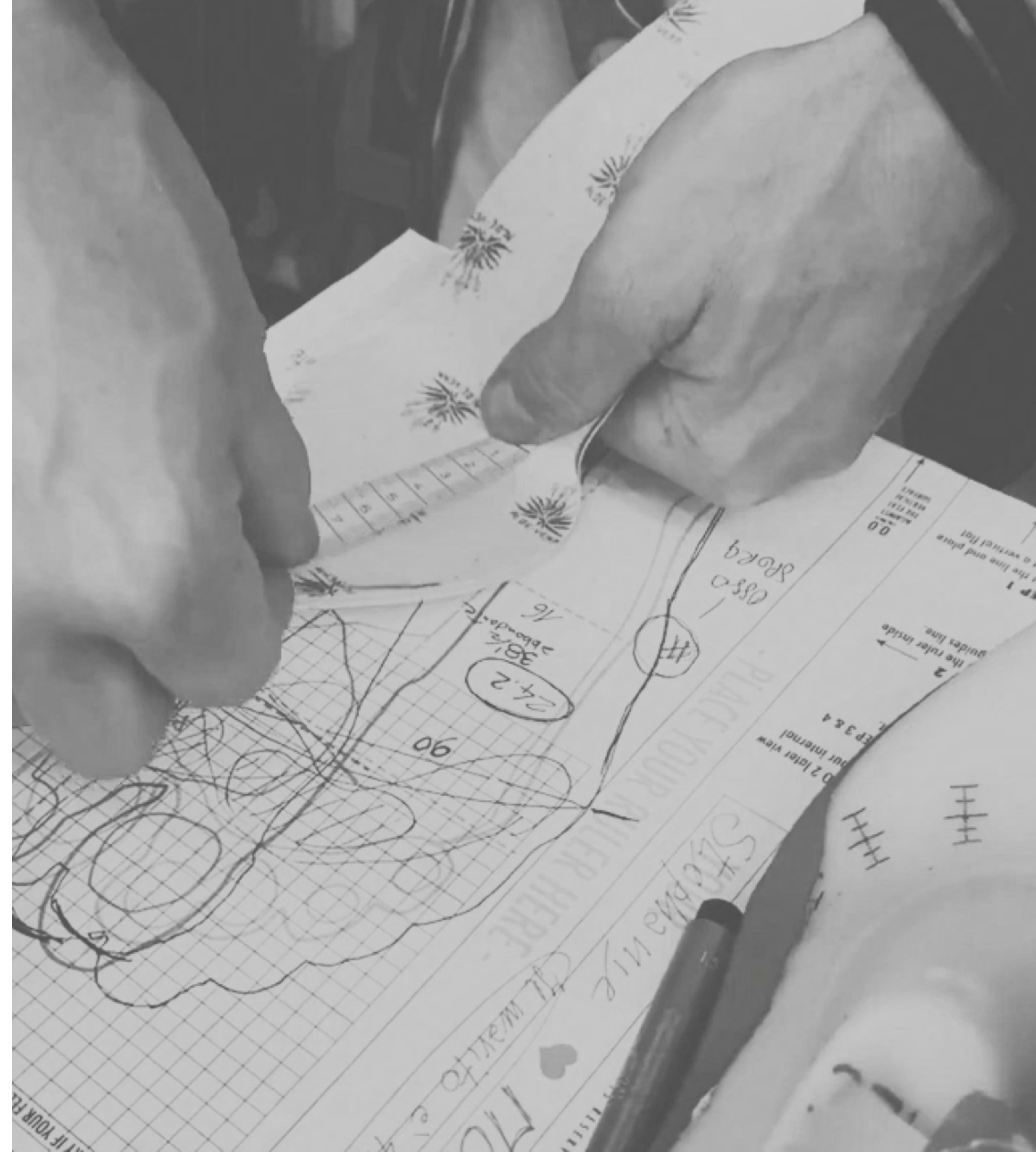
In the future for retailers who would like to represent our brand, our technology will aid in determining best size options and the data will help improve inventory mix. Our clients are happy to wait 4-6 weeks for their shoes because they no longer need to wonder “what is my size?” The proper answer is “YOUR size”.

# ALIA: THE SCIENCE

ALIA (Active Lift In Alignment) is our revolutionary patented proprietary technology that makes all shoes, even sexy high heels, more comfortable. It decreases pressure by increasing the surface area to dissipate force across the entire sole. It increases stability by supporting all three arches of your foot (medial, lateral, transverse) and places your joint in the most optimal position. There is enormous physics to overcome in a high heeled shoe.

By reimagining the structure of the shoe architecturally and using advanced material science we can decrease maximal peak pressure by increasing the surface area in contact with the foot to much more than 20%.

Our ALIA technology also works optimally with a good fit, the foot properly placed over the arches for maximal support. We therefore offer 7 volumes and proportions and 35 different permutations per size. After ordering the normal size that our client normally wears, we send them the necessary instructions on how to take pictures of their feet with our form and upload them. Our proprietary AI will analyze your feet and decide on the closest fit for them. In some cases custom sizes may be needed for mismatched feet or for being out of the range of even our 35 different options may be needed. In such cases our staff will contact the client for a virtual fitting to consider his/her options.





# WHAT SIZE ARE YOU? YOUR SIZE

In addition to our advanced shoe technology ALIA, we deliver superior comfort in the most challenging of stilettos because our shoes are made to measure to the customer's measurements. Proper fit is one important pillar of comfort in shoes.

Measurements are done either in person by the master, Enrico Cuini, or via our soon to be released AI system using an image recognition app and our AI to predict your size and measurements. With the possibility of 140M permutations per size there is really no such thing as a size. There is only YOUR size.

# THE FOUNDERS

## Enrico Cuini

Artist. Architect. Engineer.

Enrico Cuini is an artist, architect, engineer, chemist, historian, philosopher, and athlete. He is the modern day renaissance man who combines multiple disciplines to create beautiful and functional products. By the age of 23, Cuini had his own design studio focused on home and commercial designs, flooring, and lighting inventions with over 200 clients. Cuini also restored buildings in ancient Rome requiring complicated engineering solutions while respecting the aesthetic integrity of these ancient structures. Even his athletic career as a European windsurfing champion and competitive sailing plays a part in his designs, inspiring him to use advanced materials such as carbon fiber.



## Taryn Rose

Doctor. Designer. Entrepreneur.

An orthopedic surgeon turned shoe designer, Dr. Rose married fashion and function in 1998 and changed the footwear industry forever. A high heel lover herself, Dr. Rose saw a need to combine her knowledge of foot biomechanics and passion for fashion to empower women everywhere. What started in a garage grew to a 40 million dollar business with boutiques all over the country. Dr. Rose has been featured on a variety of television programs, newspapers, and magazines including Oprah, CNN, Today Show, New York Times, People magazine, Entrepreneur, In Style, Elle, and countless more. Dr. Rose sold her business in 2008 and became passionate about technology.

# THE STORY

Their story began in 1997 at the Mondrian Hotel when Enrico sketched shoes for Taryn's eponymous collection. Life then took them in separate directions.

Taryn went on to build a \$40 million revenue company while Enrico focused on his successful architecture, industrial design and historical building restoration business in Rome. Yet Enrico never forgot his love of high heels and Taryn's vision for comfortable, sexy shoes. Inspired by a butterfly that landed on his studio window, Enrico used his rich experience in design, engineering, material science, and production to invent the "Wing Shoe" technology after two years of engineering and trials. The butterfly continues to be our sign and inspiration as the Wing Movement lifts off.

We hope you will join us as we give women everywhere not only shoes, but Wings, to reach their highest potential.



# TOP OF THE LINE



Sheena  
Rock Sparkle



Sheena  
Black Verano



Sheena  
White Crocco



Chiara  
Aegan Water



Nina  
Silver Glitter with Ice



New Taryn  
Crocco Red



New Taryn  
Yellow with Ice



Joy  
Black Verano



Stepheny  
Black Nappa



Sheba  
Feathers

# APPEARANCES



Tanya Mityushina posing for Industry Magazine wearing our Nikita heels.



Katherine McNamara covers M. Citizen Magazine wearing our Amitha Sparkling Sunset.



Christina Milian wearing our Nikita heels at Elton John's Oscars Viewing Party.



Pia Mia posing for Modeliste Magazine wearing our New Taryn Black Patent heels.



Anastasia Bergman posing for Archive on our So You Black Nerana heels.



Ava Max posing on our New Alaya Foulard Nappa boots.



Anna Mudrik posing for Bazaar wearing our New Taryn heels.



Shannon Thornton walking on the Red Carpet Rundown wearing our Sindarella heels.



Bianca Van Damme covers Cléon Magazine wearing our Fabia boots.

# TESTIMONIALS

The "2nd edition" of my custom Faves that were remade for me are perfect!! I know that my feet are super challenging and that it is time-consuming and frustrating to have to keep making adjustments when the shoes don't fit. But I need you to know that it means so much to me that you always persist until they are right for me. You have thousands of clients with standard feet that will look beautiful in all of our shoes right out of the box without any customizations. And then you have me! Those other clients can wear an designer heels and be okay. But I can literally ONLY wear Enricos. So thank you to your team for doing what no one else has ever done for me.

— Dollie



GET IN TOUCH