

arche

GREAT
STRENGTHS
OF THE
BRAND



1

DESIGN

2

**HOW-TO-FIT
AND QUALITY**

3

**MADE IN FRANCE
AND EUROPE**

4

**RELIABILITY
OF SERVICE**

5

**INTERNATIONAL
BUSINESS
WITH PROXIMITY**

DESIGN

1

A CREATIVE
SPIRIT THAT
ENJOYS
BEING
DIFFERENT

**ARCHE CREATIONS
CAN BE RECO-
GNIZED BY THEIR:**



**ESSENTIAL AND ARCHITECTU-
RAL LINES**, signing a refined aesthetic.

Arche is attentive to the most perennial tastes rather than the most ephemeral fashions. In addition to the audacity of its new creations, with their sometimes slender lines and singularly material profiles, its pioneering models are updated from season to season through subtle transformations.

Each season, a new palette of more than fifteen **COLOURS** is added to a choice of bold tones and natural shades, from the most natural to the most bold and audacious.

**SUPPLE SECOND-SKIN
LEATHER**, without lining, the inside of the creations having no flaws to hide.

AERIAL SOLES, made from materials that provide cushioning and dynamic walking.

HOW-TO- 2 FIT AND QUALITY

RESEARCH, CREATION, PROTOTYPE, FORM, MATERIAL, PRODUCTION, TESTING QUALITY, elaborated in the most demanding of traditions to better anticipate the future, the shaping of our shoes requires a hundred manual operations, carried out by craftsmen who give heart and spirit to work.

THE SELECTION OF OUR SKINS AND SOLES is a typically French requirement. And it is assured that everything converges at Château-Renault, the historical and identity cradle of arche, until the very last quality control.

THE LEATHERS of arche shoes and accessories are the subject of a rare selectivity and requirement: chosen one by one, the skins meet a rigorous casting, a guarantee of fine colours and tactile intensity. Nearly 100% of them still come from Europe, a strong sign of exception on the market.

ALL OF OUR SOLES are subject to strict controls from the design stage. They all have ideal flexibility. Arche Lactae-Hevea® soles are the result of a unique know-how, requiring more than 50 manual operations, and offer an incomparable well-being thanks to its structure composed of countless micro air cushions.



**TYPICALLY
FRENCH
AND RARE
REQUIREMENT**

3 A MADE IN FRANCE AND EUROPE



**THAT TAKES, MORE
THAN EVER, ALL ITS
SENSE AND VALUE.**

Arche is one of the very few French brands with the majority of its creations coming directly from its **FRENCH WORKSHOP**. A minority of its creations are elaborated in another exclusively European workshop owned by arche. This is a guarantee of arche entrepreneurial ethics and know-how.

This same **ETHIC** governs our supply policy for skins and soles. Without exception, they are manufactured in Europe with a high level of quality and they meet the strict rules of the Reach regulation (Registration, Evaluation and Authorisation of Chemicals).

Full **TRANSPARENCY AND QUALITY** requirements are at the heart of the company's values. They are part of the pillars of the consumer promise that arche knows how to defend.

RELIA-

4

BILITY

OF SERVICE

**TODAY, ARCHE
REMAINS PROUDLY
IN CONTROL
OF ITS ENTIRE
VALUE CHAIN.**

Creation, prototyping, development,
manufacturing, quality control, logistics:
each step is carried out under the **DIRECT
GUIDANCE AND EXPERTISE
OF ARCHE TEAMS.**

We are one of the very few French
companies that can say this with complete
transparency today.



INTERNATIONAL BUSINESS WITH PROXIMITY

VALUING AND TRANSFERING:

Since 1968, our history has been a family story that has brought strong values to life from generation to generation. We are convinced that aesthetic rhymes with ethics, that techniques go with innovation. Listening, dialogue, respect, experience, heritage, team and humility are our **CREATIVE DRIVING FORCE**.

Because it remains firmly rooted in the Loire Valley (France), its land of origin, our Maison has been able to gain ground without ever losing its **SOUL**. Long established and recognized from Japan to the United States and from China to Australia, **ARCHE LEGITIMATELY SHINES FROM ONE END OF THE PLANET TO THE OTHER BY CONTROLLING A DISTRIBUTION THAT IS ALWAYS SELECTIVE.**

