

Not Just A Name

cherri bellini is still all about quality Italian shoes

Although it is a well-known fact that designer shoe boutique cherri bellini stocks some of the hottest labels around, it's not just about the latest brand name. For cherri bellini and its clientele, it's more about the immaculate quality and superb craftsmanship of the Italian leather shoes they stock. Brands such as Riccardo Banfi and Dyva may not ring as many bells for Australians as Givenchy or Bally (also stocked at cherri bellini) but their outstanding construction and beautiful styling are fast making them favourites among the cherri bellini VIP's.

"To bring to Adelaide the finest quality Italian leather shoes."; was and still is the mission statement of the owner, Rosemarie Farrugia.

cherri bellini was born through Rosemarie's frustration of not being able to find the same quality and craftsmanship in shoes here in Adelaide that she could source in Italy. "I was sick of always having to buy my shoes overseas or interstate. It was about time Adelaide had a boutique that specialised in the highest quality Italian leather shoes" says Rosemarie. Since opening in November 2005, Rosemarie has not failed to deliver. Even though brands such as Riccardo Banfi, Sanfrediano, Dyva and Marccopizzi may not be household names in Australia as they are in Europe, they are fast becoming favourites of the cherri bellini clientele.

Started in 1918 the Lombard shoe manufacturer, Riccardo Banfi has made quality its trump card. With four generations of shoemakers in the family, Riccardo Banfi just about has shoes in his blood. His attention to detail and incredible precision has earned him commissions from fashion houses such as Donna Karen and Versace. The latest jewel in his sparkling crown is the winter boot collection for Chanel. cherri bellini has been stocking Banfi from day one and he has developed quite the Adelaide following, making him a staple addition every season to the cherri bellini repertoire.

Started in 1978 in a small workshop in Venice, Dyva is a family business offering superior quality products. Dyva's products are produced entirely in Italy from 100% Italian materials. Dyva is Venetian shoe making class and tradition at its finest.

Bally is much more acclaimed with Australians. Founded in 1851 by Carl Franz and his brother in the basement of their family home in Switzerland. Bally has always been committed to quality. The word quality is synonymous with Bally, however with the new Creative Director, Brain Atwood adding his own charm, glamour and sexiness to each collection. Bally had to be an addition to cherri bellini's repertoire.

ABOUT CHERRI BELLINI... Rosemarie Farrugia spent 10 years traveling throughout Australia and Europe buying shoes, but after returning from an Italian holiday with a suitcase full of Prada heels she decided it was time to fill the niche in her hometown. So, with a degree in business management, she launched the store. Today, it is the only designer boutique shoe store in Adelaide and after only three years has cemented itself into the city's fashion landscape, plus it was named one of the top shoe stores in Australia in *Vogue Australia* (May 07). Known for its leading labels, it has developed a loyal following among Adelaide's fashionistas. Rosemarie continues to pursue the best, quality shoe labels around the world, traveling to Europe on sourcing trips each season. She has developed strong relationships with her labels thanks to her passion for her products and is in constant contact with her suppliers regarding new product releases and the latest trends from around the world. She's living her passion and realising the cherri bellini dream.

For more information contact:
cherri bellini
282 Rundle Street
Adelaide S.A. 5000
Australia
(08) 8232 2829
0402 117 673
rose@cherribellini.com
www.cherribellini.com