

**UMBERTO×LUCE**

**25<sup>x</sup>** ANNIVERSARY  
AGING AGAINST  
THE MACHINE

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A photograph of three handcrafted boots displayed on wooden shelves against a brick wall. The top shelf holds a black leather boot with a thick sole and a circular logo on the side. The middle shelf holds a black leather boot with a red stripe on the sole and a circular logo. The bottom shelf holds a brown suede boot with a thick sole and a circular logo. A large piece of brown leather is draped on the left side of the shelves. The text 'WE ARE PASSIONATE ABOUT CREATING HANDCRAFTED FOOTWEAR.' is overlaid in white on the right side of the image.

**WE ARE  
PASSIONATE  
ABOUT CREATING  
HANDCRAFTED  
FOOTWEAR.**



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# CRAFTSMANSHIP AND HERITAGE

EVERY STEP OF OUR JOURNEY IS DEDICATED TO MAINTAINING THE HIGHEST STANDARDS IN CRAFTSMANSHIP, INNOVATION, AND RESPECT FOR OUR TEAM AND CUSTOMERS. UMBERTO LUCE ISN'T JUST A BRAND; IT'S A LEGACY OF PASSION AND QUALITY.

**25 YEARS OF EXCELLENCE:** FOR OVER A QUARTER OF A CENTURY, WE'VE BEEN PASSIONATELY CRAFTING FOOTWEAR, PERFECTING OUR DESIGNS, ENSURING SAFETY, AND UPHOLDING FAIR TRADE PRACTICES.

**HERITAGE OF CRAFTSMANSHIP:** WE INHERIT AND CONTINUE THE RICH TRADITION OF SHOEMAKING FROM OUR CITY, INFUSING EACH PAIR OF BOOTS WITH THE MASTERY AND INVALUABLE KNOWLEDGE OF OUR CRAFTSMEN. THIS MAKES EVERY PIECE A TRUE "WORK OF WORSHIP," A "CULT PIECE."

**BEYOND MOTORCYCLE FOOTWEAR:** WHILE WE'RE KNOWN FOR OUR MOTO FOOTWEAR, OUR PASSION EXTENDS TO ALL TYPES OF SHOES, CRAFTED FOR THOSE WHO LIVE AND BREATHE THE MACHINIST'S SPIRIT.

**BORN IN 1998, LEÓN, MEXICO: CRAFTING EXCELLENCE AND TRADITION FROM GUANAJUATO'S HEART.**

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EXCELLENCE IN EVERY STEP:  
CRAFTED BY MASTER  
ARTISANS WITH 40 YEARS OF  
PASSION AND EXPERTISE.

MEET **UMBERTO LUCE**, THE RULE-BREAKER AND VISIONARY  
BEHIND OUR ICONIC FOOTWEAR. THIS MEXICO-BORN MAVERICK  
WITH ITALIAN ROOTS STARTED SHAKING UP THE SHOE WORLD  
IN 1998.



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# REDEFINING RULES, CRAFTING LEGENDS SINCE 1998

AFTER HONING HIS SKILLS AT THE FAMED **ARSUTORIA SCHOOL IN MILANO**, HE WASN'T CONTENT TO FOLLOW THE BEATEN PATH. HE ABSORBED THE DARING **SPIRIT OF ITALIAN DESIGN**, THEN JETTED BACK TO HIS **MEXICAN ROOTS IN LEÓN, GUANAJUATO** – A CITY WITH A SHOEMAKING LEGACY A CENTURY OLD.

BACK HOME, UMBERTO SET OUT ON A BOLD MISSION. HE FUSED THE SLEEK, CUTTING-EDGE STYLE OF ITALY WITH THE RUGGED, TIME-HONORED CRAFTSMANSHIP OF MEXICO. THE RESULT? A BRAND THAT STANDS FOR MORE THAN JUST SHOES. EVERY PAIR WE MAKE CARRIES UMBERTO'S REBEL HEART – A BLEND OF TRADITION AND INNOVATION, CHALLENGING NORMS SINCE 1998. THAT'S THE UMBERTO LUCE SIGNATURE.

# D30® COLLABORATION: MERGING SAFETY WITH STYLE



AT **UMBERTO LUCE**, OUR PARTNERSHIP WITH **D30®** HAS BEEN A GAME-CHANGER FOR MORE THAN 8 YEARS, INFUSING OUR MOTO FOOTWEAR WITH TOP-TIER PROTECTION TECHNOLOGY.

**EMPOWERING ADVENTURE: D30® TECHNOLOGY** IS ALL ABOUT TAKING RISKS WITHOUT THE WORRY. IT'S NOT JUST ABOUT MAKING SAFER SHOES; IT'S ABOUT CRAFTING FOOTWEAR THAT LETS YOU PUSH YOUR LIMITS WHILE LOOKING SHARP.

**IMPACT PROTECTION YOU CAN TRUST: D30®** IS MAGIC IN ABSORBING AND NEUTRALIZING IMPACT FORCE, WAY MORE THAN WHAT REGULAR FOAMS CAN HANDLE. IT'S ABOUT STEPPING OUT WITH CONFIDENCE, KNOWING YOUR FEET ARE PROTECTED.

**CUTTING-EDGE COMFORT:** THIS ISN'T JUST ABOUT SAFETY. **D30®** BRINGS TOGETHER SMART POLYMER SCIENCE TO CREATE MATERIALS THAT ARE BOTH SOFT AND FLEXIBLE, SO COMFORT NEVER TAKES A BACKSEAT.

**RIGOROUS TESTING FOR RELIABILITY:** WITH **D30®**, EVERY MATERIAL GOES THROUGH INTENSE TESTS FOR IMPACT, ABRASION RESISTANCE, COMFORT, AND MORE. IT'S ABOUT DELIVERING PROTECTION YOU CAN TRUST IN EVERY STEP.

COLLABORATION WITH THE BEST **D30®** DOESN'T JUST PARTNER WITH ANYONE. THEY TEAM UP WITH LEADING BRANDS AND RENOWNED ATHLETES, ENSURING THAT WE'RE IN GOOD COMPANY.

THIS PARTNERSHIP UNDERLINES OUR COMMITMENT TO BLENDING SAFETY AND STYLE, ENSURING THAT EVERY RIDE IS AS SECURE AS IT IS STYLISH.

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AT UMBERTO LUCE, OUR COLLABORATIONS ARE ALL ABOUT BLENDING STYLES WITH THE LEGENDS OF THE MOTORCYCLE WORLD:

## RIDING WITH THE BEST

**BIKE SHED, LONDON:** WE'VE INFUSED OUR BOOTS WITH THEIR URBAN, GRITTY STYLE — PERFECT FOR BOTH THE ROAR OF THE ROAD AND THE RHYTHM OF CITY LIFE.

**FEDERAL MOTO, CHICAGO:** OUR COLLABORATION BRINGS A UNIQUE MIX OF VINTAGE VIBES AND MODERN EDGE, CRAFTING FOOTWEAR THAT STANDS OUT IN BOTH PERFORMANCE AND STYLE.

**ZEUS CUSTOM BIKES, BANGKOK:** TOGETHER, WE'VE CAPTURED THE SPIRIT OF FREEDOM AND THE THRILL OF THE OPEN ROAD, REFLECTED IN EVERY PAIR OF OUR UNIQUELY DESIGNED BOOTS.

EACH PARTNERSHIP HAS BEEN A JOURNEY IN INNOVATION, MAKING UMBERTO LUCE A TRENDSETTER IN THE WORLD OF FOOTWEAR AND BEYOND.



“AT THIS SPOT OF MY LIFE, I FIND ALL THE ROADS ARE FINALLY LEADING ME BACK TO MYSELF. I KNOW MYSELF BUT, WHAT IS COMING UP IS SOMETHING I'M YET TO FEEL. THE JOURNEY HASN'T BEEN EASY, BUT WE HAVE SUCCEEDED BY ALWAYS LOOKING FORWARD AND STAYING DRIVEN BY OUR COMMITMENT OF DELIVERING HIGH QUALITY AND LONG LASTING PRODUCTS, JUST THE WAY YOU WANT THEM.”

# UMBERTO LUCE ACROSS CONTINENTS

UMBERTO LUCE'S PRESENCE EXTENDS TO OVER 22 COUNTRIES, SHOWCASING OUR COMMITMENT TO QUALITY AND STYLE WORLDWIDE. OUR PARTNERSHIPS AND STORE LOCATIONS ARE TESTAMENT TO OUR GLOBAL APPEAL.

- BIKE SHED, LOS ANGELES & LONDON: WITH OUR PRESENCE IN BOTH LA AND LONDON, WE'RE BRIDGING CONTINENTS, BRINGING OUR UNIQUE DESIGNS TO THESE VIBRANT MOTORCYCLE COMMUNITIES AND FASHION-FORWARD LOCALES.

- DUNN LEWIS, WASHINGTON D.C.: IN THE HEART OF THE US CAPITAL, WE OFFER OUR INNOVATIVE FOOTWEAR, CAPTURING THE ESSENCE OF STYLE AND ADVENTURE IN ONE OF AMERICA'S MOST INFLUENTIAL CITIES.

- SOUTH KOREA & THAILAND: OUR FORAY INTO ASIA UNDERLINES OUR GLOBAL APPEAL. IN SOUTH KOREA AND THAILAND, WE'RE MORE THAN JUST A BRAND; WE'RE A SYMBOL OF QUALITY CRAFTSMANSHIP AND SHARED PASSION.

- EXPANDING IN ASIA: CHINA, INDONESIA, HONG KONG: OUR EXPANSION CONTINUES IN KEY ASIAN MARKETS LIKE CHINA, INDONESIA, AND HONG KONG, WHERE OUR BLEND OF TRADITION AND MODERNITY RESONATES WITH A DIVERSE AND DISCERNING CUSTOMER BASE.

EACH NEW MARKET REPRESENTS NOT JUST A BUSINESS OPPORTUNITY, BUT A CHANCE TO CONNECT WITH DIFFERENT CULTURES, CREATING A GLOBAL COMMUNITY THAT SHARES OUR PASSION FOR EXCEPTIONAL FOOTWEAR. UMBERTO LUCE IS MORE THAN A BRAND; IT'S A GLOBAL STORY OF STYLE, QUALITY, AND SHARED PASSIONS.

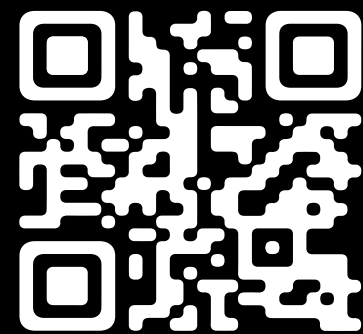


**DUNN  
LEWIS**





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# UMBERTO<sup>x</sup>LUCE

UMBERTO LUCE IS A HANDMADE FOOTWEAR BRAND  
CRAFTED BY SKILLED ARTISANS IN LEÓN,  
GUANAJUATO. VISIT OUR WEBSITE AT  
[UMBERTOLUCE.COM](http://UMBERTOLUCE.COM)