

# MASTRA MA'

Handcrafted Italian Footwear



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## ABOUT MASTRA MA'

Since 2019  
Designed in London. Made in Italy

Mastra Ma' is a luxury footwear brand defined by timeless design and distinctive flair, made to endure across fashion cycles. Each pair is crafted in Italy with uncompromising attention to detail, using the finest leathers and meticulous hand-finishing. At the heart of the brand is a guiding principle: *wearable elegance* — shoes that combine artistry,

comfort and longevity. Mastra Ma' is distinguished by its strong identity and consistent vision, offering designs that are instantly recognisable yet never overstated. Each collection builds on this foundation, reinforcing the brand's commitment to beauty, integrity and lasting relevance in women's wardrobes.

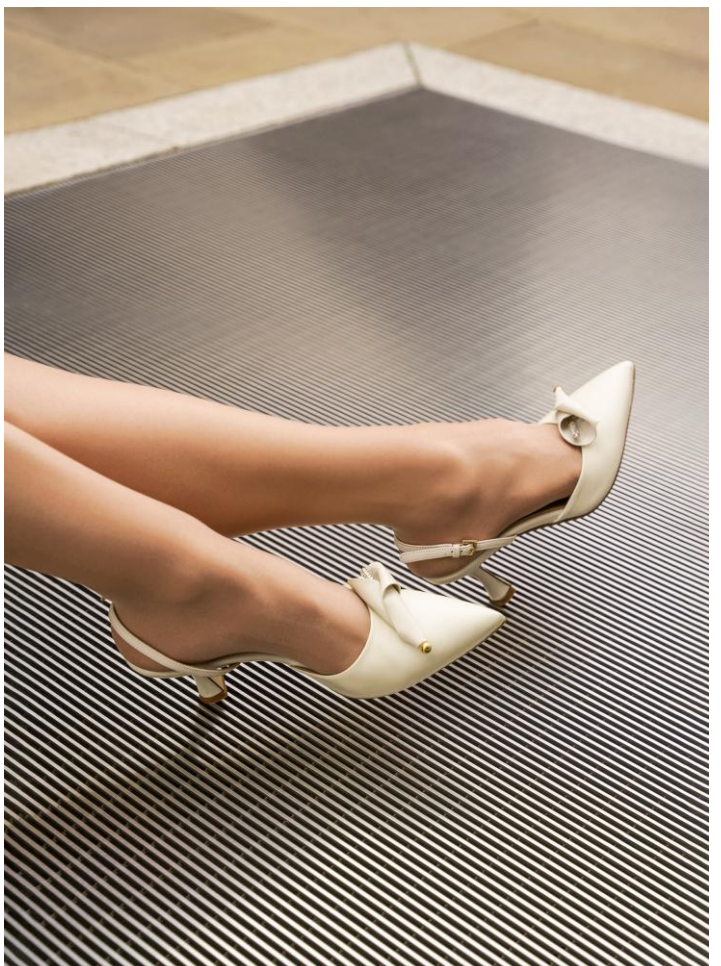
















## THE AMBROSIA POP COLLECTION

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The Ambrosia Pop collection introduces a palette of romantic and versatile tones, revealed into delicate, elegant silhouettes that move with ease from special occasions to everyday life. Refined details and luxurious comfort make each piece an investment in beauty and poise. The heels are never

excessively high, yet their slender shape creates a graceful line that elongates the legs. Alongside them, the collection features a strong presence of distinctive flat styles — elegant designs that enrich any outfit without ever overwhelming it, adapting from casual looks to eveningwear.

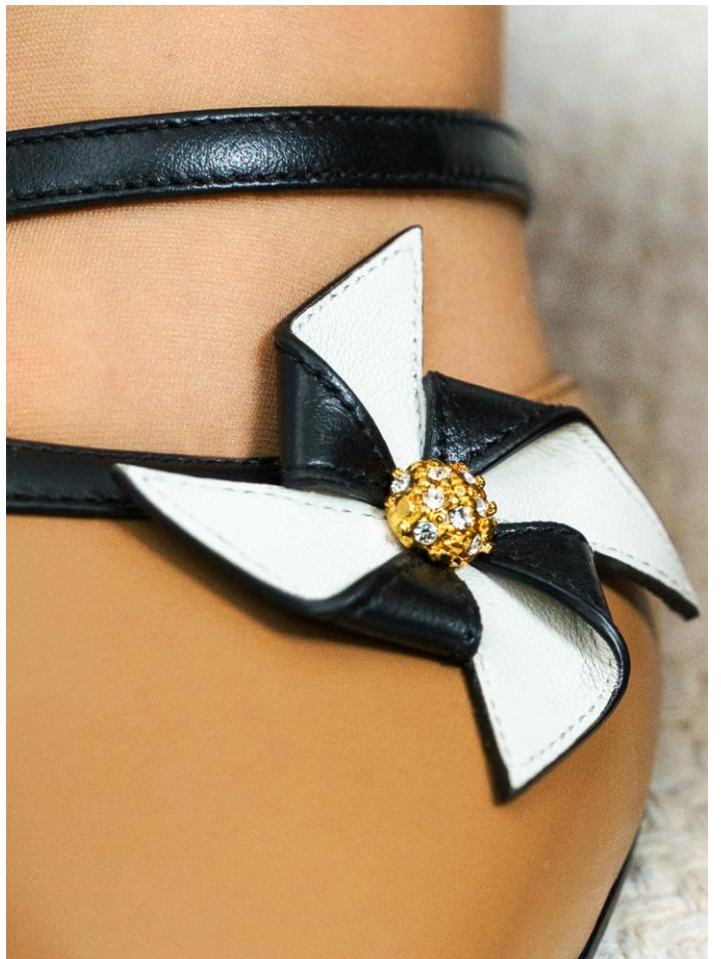














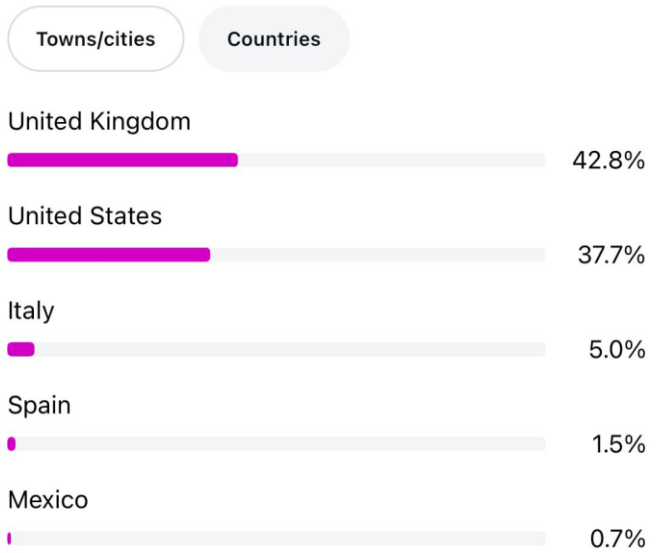


BUSINESS MODEL AND GROWTH PLANS

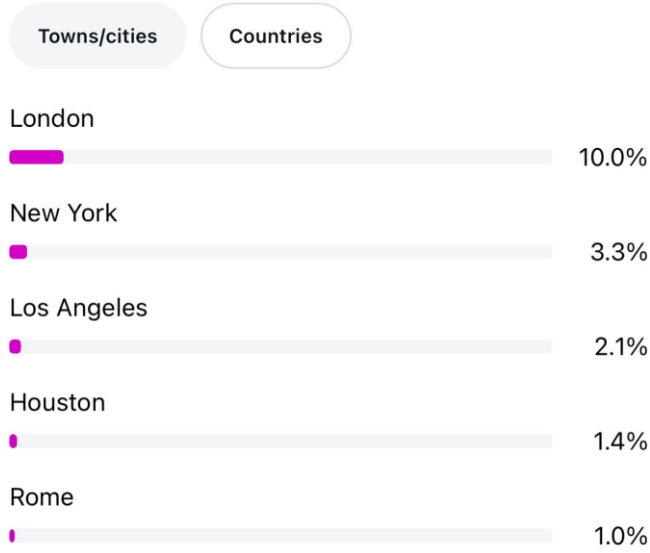
Since 2019, Mastra Ma’ has built a loyal following through its curated online boutique and targeted Instagram campaigns, reaching a discerning clientele in high-net-worth areas such as London,

New York and Los Angeles. Building on traction in the UK and US, the brand’s next step is entry into selected boutiques, bringing its craftsmanship and distinctive design closer to customers.

Top locations



Top locations















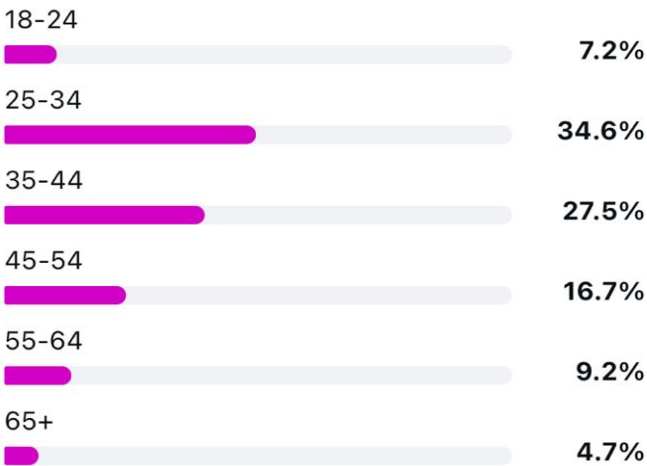




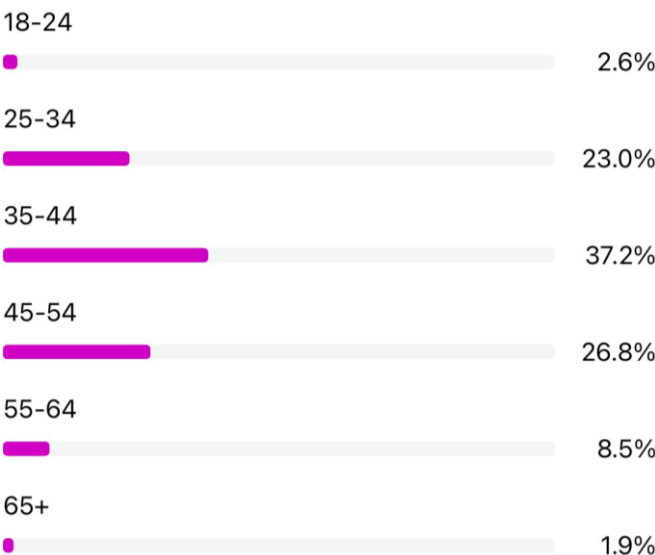
## CUSTOMER PROFILE

Mastra Ma' appeals to a sophisticated audience that values quality and investment pieces. Our clientele spans women of all ages and backgrounds, balancing careers, passions and everyday life. United by their pursuit of style and comfort, they choose footwear that moves gracefully between work, social occasions and personal moments. Many customers buy multiple pairs — some owning as many as six — and the brand maintains a return rate below 0.5%, reflecting strong satisfaction and loyalty. The charts below, drawn from Instagram Insights, show Mastra Ma's female follower demographics (98% of the total audience): around 85% are aged 25–54 — the core luxury fashion buyers — with new generations of luxury consumers, aged 25–34 as the strongest supporters of the latest collection, Ambrosia Pop.

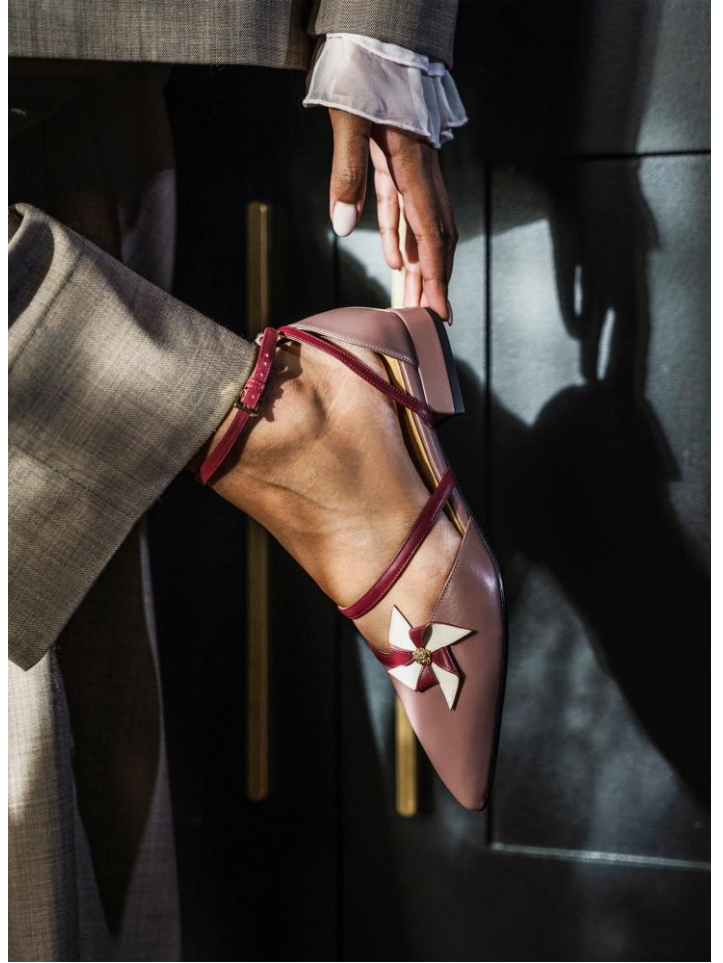
### Age range – Ambrosia Pop Collection



### Age range - Overall









LINE-SHEET

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## CALLIOPE OFF WHITE AND BLACK



Price: £510  
Upper: 100% Italian calf leather.  
Sole: 100% Italian cow leather.  
Under Sole: Italian leather.  
Lining: 100% Italian goat skin.  
Heel Total Height: 70 mm / 2.7 in.  
Memory Foam Padding: 4 mm / 0.2 in.  
Entirely handmade in Italy.  
Sizes: 36 to 42 with half measures



## CALLIOPE OFF WHITE



Price: £510  
Upper: 100% Italian calf leather.  
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Lining: 100% Italian goat skin.  
Heel Total Height: 70 mm / 2.7 in.  
Memory Foam Padding: 4 mm / 0.2 in.  
Entirely handmade in Italy.  
Sizes: 36 to 42 with half sizes



## ANTHEA OFF WHITE



Price: £510  
Upper: 100% Italian calf leather.  
Sole: 100% Italian cow leather.  
Under Sole: Italian leather.  
Lining: 100% Italian goat skin.  
Heel Total Height: 25 mm / 1.0 in.  
Memory Foam Padding: 4 mm / 0.2 in.  
Entirely Hand Made in Italy.  
Sizes: 36 to 42 with half sizes





## FLORA BLACK AND OFF WHITE



Price: £510  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes



## ZEPHYRA TAN



Price: £480  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes



## ZEPHYRA ANTIQUE PINK



Price: £480  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes



## IRIS BORDEAUX RED



Price: £430  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes





## IRIS GREEN



Price: £430  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes



## IRIS TAN



Price: £430  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes



## THEA PINK



Price: £460  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes



## THEA TEAL GREEN



Price: £460  
 Upper: 100% Italian calf leather.  
 Sole: 100% Italian cow leather.  
 Under Sole: Italian leather.  
 Lining: 100% Italian goat skin.  
 Heel Total Height: 25 mm / 1.0 in.  
 Memory Foam Padding: 4 mm / 0.2 in.  
 Entirely Hand Made in Italy.  
 Sizes: 36 to 42 with half sizes





## THEA BLACK



Price: £460  
Upper: 100% Italian calf leather.  
Sole: 100% Italian cow leather.  
Under Sole: Italian leather.  
Lining: 100% Italian goat skin.  
Heel Total Height: 25 mm / 1.0 in.  
Memory Foam Padding: 4 mm / 0.2 in.  
Entirely Hand Made in Italy.  
Sizes: 36 to 42 with half sizes



## AURORA BORDEAUX RED



Price: £450  
Upper: 100% Italian calf leather.  
Sole: 100% Italian cow leather.  
Under Sole: Italian leather.  
Lining: 100% Italian goat skin.  
Heel Total Height: 25 mm / 1.0 in.  
Memory Foam Padding: 4 mm / 0.2 in.  
Entirely Hand Made in Italy.  
Sizes: 36 to 42 with half sizes



## AURORA TAN



Price: £450  
Upper: 100% Italian calf leather.  
Sole: 100% Italian cow leather.  
Under Sole: Italian leather.  
Lining: 100% Italian goat skin.  
Heel Total Height: 25 mm / 1.0 in.  
Memory Foam Padding: 4 mm / 0.2 in.  
Entirely Hand Made in Italy.  
Sizes: 36 to 42 with half sizes





## TESTIMONIALS

(We selected the more representative testimonials across different collections)

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### ECDJ (USA)

First, the quality is exceptional. Second, the designs are beautiful; playful, professional, and sophisticated. Third, you get comfort! Too often, women must sacrifice comfort for design. Not with Mastra Má! I would also like to thank you for focusing on a great looking flat shoe. I am through with heels, of any height! Yet, I want the power play of a heel in a flat shoe and you have done it. Please continue to include fantastic flat shoes in your collections. Suggestions: Having a wide foot, I would be interested in a wider toe with the Rosalba and Gaia collections. I was able to size up for a better fit but a little more width would make them even more comfortable.

### Sara DG (Rome – Italy)

I recently purchased the Iris flats in tan colour and they truly exceeded my expectations. They are elegant and timeless, crafted from high-quality materials, and incredibly durable. What impressed me the most is their comfort — even after wearing them all day, they feel just as good as when I first put them on. There's no need to "break them in" or wait for your feet to adjust; they fit perfectly from day one. A perfect blend of style, quality, and comfort.

### Andrea C. (Yuba City – USA)

Good afternoon. First let me start off by saying that I LOVE your brand! Your designs are so classy and elegant, they're absolutely stunning. I recently received Sara in burnt orange and I can't stop raving about them, they're honestly so gorgeous. Your personalized hand written note that came with my package was such a beautiful touch and it just felt like I was receiving something that was truly meaningful. I cannot say enough good things about you or your company so thank you for that. I love the shoes so much that I'm definitely going to be purchasing the Sara in beige and royal blue as well.

### Wendy dR. (London – United Kingdom)

Hi Emanuela, I have just received the shoes and they are fabulous! They fit just right and I am completely in love with them! Also, thank you for your kind note! I'm already looking forward to the next pair! Very happy.

### Anne-Françoise G. (London – United Kingdom)

I absolutely love my Mastra Ma' shoes. They are versatile, easy to wear with any of my clothes and the chequered pattern make them stand out. It is finally great to find a brand that fits the need of female professionals. I have had trouble identifying shoes that are comfortable and classic, but with a twist, which Mastra Ma' offers!

### Sofiia (London – United Kingdom)

Hands down the best shoes I own. Mastra Ma's shoes are versatile and absolutely stunning in person, not to mention the quality is out of this world. The detail is impeccable and the shoes were comfortable from day one.



Elisa P. (London – United Kingdom)

For me it was love at first sight. Unique design and outstanding quality, second to none of the top Italian brands I always wear. My match was Gaia, because it is the perfect combination of style and comfort and I proudly wear it in many occasions, from school runs to formal meetings. A gem that adds sparkle to a formal outfit and perfectly complement a more casual one. I wish I had a pair in every colour!

Aija B. (London – United Kingdom)

Firstly, I was impressed by the wide choice of smart designs with a modern spin, as I'm always looking for an individual touch to things I wear. Comfort was another major selling point, as I've grown to feel good in my own skin and no longer need seven-inch heels to boost my confidence. But most importantly it's the high quality of the shoes: the fine Italian craftsmanship really comes through!

Valentina P. (London – United Kingdom)

The look proposed by Mastra Ma' is unique! My match was Rosalba because I am constantly running between client meetings, walks with the babies and school runs, so I need a shoe that is comfortable but stylish. The shoes feel as they were designed around my feet and the leather is extremely soft. The red heart and the checked pattern are so original and add an elegant touch to any outfit.

Mansi S. (Dubai – UAE)

I needed a comfortable shoe for office and was after something smart. When I saw Anna, I instantly fell in love with the little red heart on the sides. I bought the one in black and also Sara in burnt orange, because of the vivid colour. The quality is outstanding and I can comfortably wear the shoes for hours (the heel looks higher than it feels).

Francesca L. (London – UK)

The quality and the design of the shoes are impressive. Every single little detail has been designed and realised carefully. The client service was excellent, responsive and helpful with very quick delivery.

Julia C. (London – UK)

Really impressed with the quality of the shoes. The attention to detail and uniqueness caught my eye right away. The shoes are gorgeous, elegant and very comfortable to wear. Thank you!

Tina A. (Boca Raton – USA)

I just received mine today! The customer experience was fantastic! I placed my order, received frequent updates on my order, arrived quickly, well packaged with a handwritten note from the founder and designer. The shoes are high quality and more beautiful in person. If you are on the fence, go for it! They are worth it!

Devony (USA)

Hello, I just wanted to let you know the shoes arrived and I absolutely love them – they fit perfectly, no break-in period, and such gorgeous craftsmanship and material quality! I can't wait to order from your company again.