



CARMINA

SHOEMAKER

MALLORCA

*Goodyear*



SPECIALISTS IN

*Genuine Shell Cordovan*

SIMPSON 10080





SINCE 1866



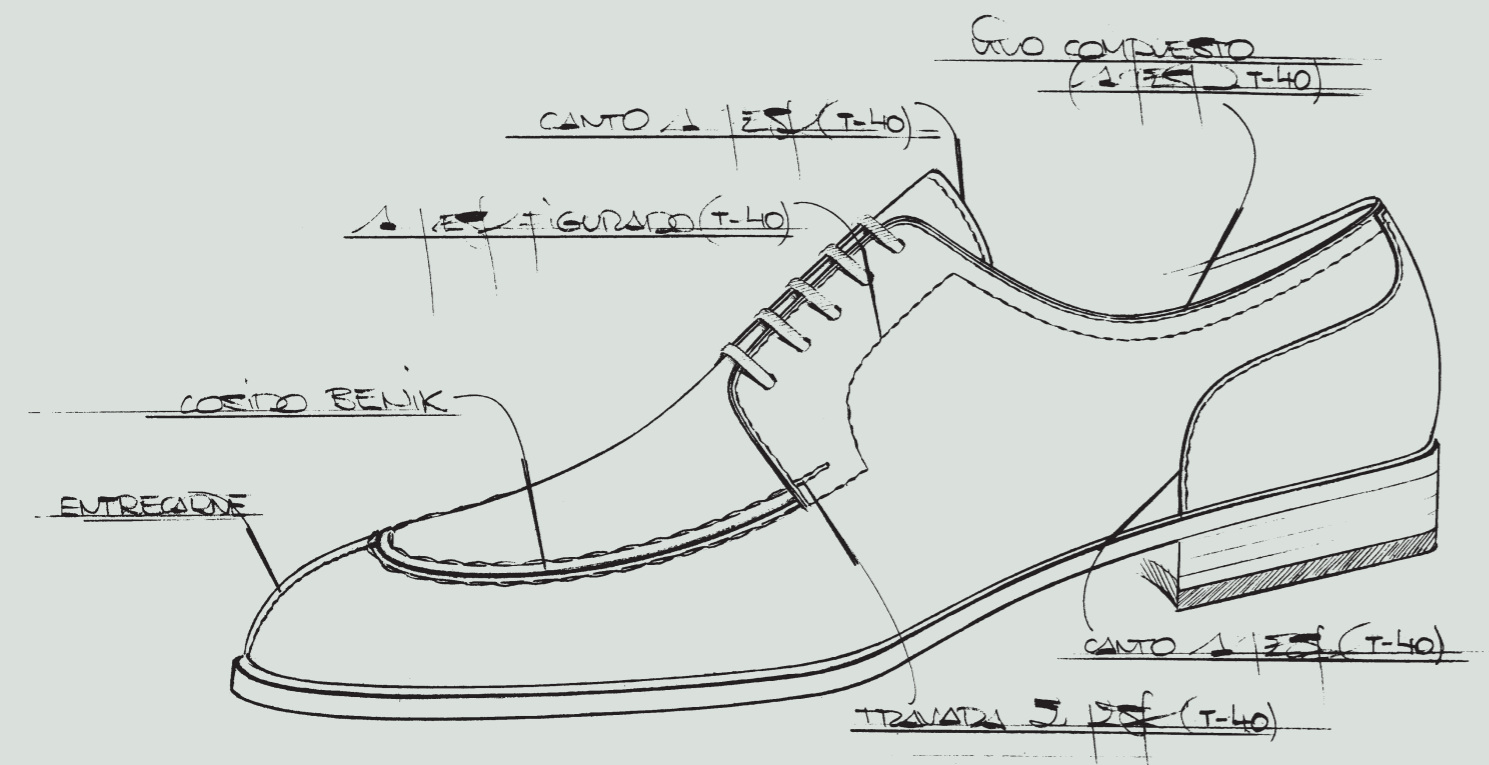
In 1866, Matías Pujadas opened a modest workshop in Inca, Mallorca, where he crafted tailor-made shoes. In 1905, his son, Mateo Pujadas, having learnt his father's trade expanded the family business setting up one of the first Goodyear Welted shoe factories on the Balearic Islands.

his wife and some of their offspring committed to launch a new enterprise called Carmina Shoemaker. Their goal was to manufacture some of the world's best hand-crafted shoes.

In 1961, José Albaladejo Pujadas, great-grandson to the founder and preserver of the family tradition set up one of the largest shoe companies in Spain, which, in 1980, achieved an annual turnover of one million pairs.

Fourteen years on and Carmina Shoemaker has already opened eight shops- one in Paris, three in Madrid, the rest in Barcelona, Bilbao, Valladolid and Palma de Mallorca. It competes with the most renowned English shoe manufacturers in some of the best shop displays in Europe, Japan and the USA. Carmina Shoemaker produces Goodyear Welted shoes sharing the same techniques, consistency and excellence with their English competitors. What makes Carmina Shoemaker different is that it also crafts them for women.

In 1997, after a market downturn, when the demand for luxury shoes had dropped dramatically, José Albaladejo, together with





  
**CARMINA**  
SHOEMAKER  
MALLORCA



MOD 910 HORMA RAIN  
NATUR CALF CUERO





  
CARMINA  
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MOD 1514 HORMA RAIN  
VITELLO MARRÓN - ANTE VOGUE CANELA





## OUR MANUFACTURING PROCESS

ALL OUR SHOES ARE MADE USING THE TRADITIONAL GOODYEAR DOUBLE STITCHING AND ARE SUBMITTED TO A STRICT MANUFACTURING PROCESS TO MEET THE HIGHEST STANDARDS OF EXCELLENCE FOR QUALITY . THE PRODUCTION IS CARRIED OUT BY A TEAM OF HIGHLY-SKILLED CRAFTSMEN WHO HANDLE EACH STAGE OF THE SHOEMAKING PROCESS CAREFULLY.

### I. MAKING THE LAST.

After completing an exhaustive study on foot ergonomics to combine comfort and style, a highly-skilled operative crafts a wooden shape that simulates the foot- this is what we call the last.

### 2. DRAWING THE DESIGN.

The design is fully and accurately drawn on the wooden last. This is a tradition which most Goodyear Welted Shoes manufacturers no longer use but we treasure it as a paramount stage in the creative process.

### 3. MAKING THE PATTERNS.

The three-dimensional design is divided on two-dimensional patterns which will be used to cut the different leather and lining pieces that make up the shoe upper.

### 4. SELECTING THE MATERIALS.

We only use the best materials. Genuine leathers which have been naturally treated are conscientiously selected and, later on, they are stored at regular temperature to achieve adequate moisture to be cut. We specialize in Genuine Shell Cordovan- a top quality highly prized equine leather.

### 5. CUTTING.

This process is very laborious and requires great skill. It is always carried out by hand, taking each pair at a time, cutting the leather piece by piece. Then, all pieces are skived to guarantee a perfect assembly and stitch.

### 6. CLOSING.

The different pieces- including lining and reinforcements- are painstakingly sewn together with cotton thread. The stitching is carefully performed to achieve perfect thread tension in order to guarantee durability.

### 7. LASTING.

The shoe upper is pulled over the last in a semi-manual operation. The upper has been previously mull'd, which helps it adapt to the last and take its volume and shape perfectly. Finally, the lasted shoe is left sitting for four days in an adequate humid atmosphere to achieve perfect moulding.

### 8. WELT AND SOLE SEWING.

The insole is paramount in the process of a Goodyear welted shoe, so having already positioned the rib, the operative proceeds to stitch the welt which attaches the upper to the insole of the shoe. Then, the one centimetre space enclosed by the welt is filled with a natural compound of tiny cork and ground sole pieces, which will provide incredible comfort allowing each foot to create its own natural footbed after wearing the shoe for a few days. The welt also becomes an attach-point for the sole to be stitched through the grooves with a two hot waxed thread forming a locked stitch.

### 9. EDGE EVENING AND TRIMMING AND HEEL ATTACHING.

The edges of the sole are evenly trimmed to ensure the attachment of the heel. This operation is done by placing different sole layers so as to provide resilience, which will prevent further cracking or shifting.

### 10. SOLE STAINING AND POLISHING.

The sole edges and bottoms are stained and polished with wax to give them a natural long-lasting shine and an appealing finish.

### II. FINISHING.

At this stage, the shoes are carefully waxed and burnished. We use natural bee creams and waxes, ermine brushes and tinsel cloths, which provide the leather with a rich shine and an extraordinary patina. This is also the stage for dressing the shoes, meaning that laces or tags may be attached at this point.

THE ENTIRE PROCESS TAKES FIFTEEN TO TWENTY DAYS, WHICH GUARANTEES THE HIGHEST STANDARDS OF QUALITY. WE TAKE PRIDE IN OUR CRAFTSMANSHIP WHICH MEETS THE SINGULARITY AND IRREGULARITIES OF THE NATURAL MATERIALS WE USE. THIS FACT PREVENTS UNIFORMITY AND LIKENESS IN THE FINAL PRODUCT, CONFERRING UNIQUENESS ON EACH PAIR OF SHOES THAT WE MANUFACTURE.



  
**CARMINA**  
 SHOEMAKER  
 MALLORCA



**PARIS**

4 Avenue de l'Opera \_ T 0033 142 965 408 F 0033 142 965 438

**MADRID**

Gran Vía, 58 \_ T 0034 915 487 906 F 0034 915 764 317  
 Claudio Coello, 73 \_ T 0034 915 764 090 F 0034 915 764 317  
 Serrano, 74 \_ T 0034 915 775 215 F 0034 915 775 476

**BARCELONA**

Passeig de Gràcia, 106 \_ T 0034 932 177 074 F 0034 934 156 206

**BILBAO**

Campuzano, 2 \_ T 0034 944 396 064 F 0034 944 396 236

**PALMA DE MALLORCA**

Unió, 4 \_ T 0034 971 229 047 F 0034 971 229 049

**VALLADOLID**

20 de febrero, 1 \_ T 0034 983 354 473

**HEAD OFFICE & FACTORY**

Alta Zapatería Balear S.L  
 Ctra. Palma-Alcúdia, km 30,3  
 07300 Inca, Mallorca, Spain  
 T 0034 971 880 938 F 0034 971 503 954  
 info@carminashoemaker.com

[www.carminashoemaker.com](http://www.carminashoemaker.com)



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T 0034 971 880 938 · F 0034 971 503 954 · [info@carminashoemaker.com](mailto:info@carminashoemaker.com)

[www.carminashoemaker.com](http://www.carminashoemaker.com)