

MANOLITA

PARIS 2025

Manolita is not just a shoe brand. It is a celebration of craftsmanship, care, and passion for creation.

Founded in 2012 in the city of São Paulo, with the desire to create shoes that would not only fit feet but also tell a story of dedication and art. From the beginning, our commitment has always been to offer the highest quality products, made with love and attention to detail.

Our brand is 100% Brazilian, and each pair of shoes is carefully handmade in São Paulo.

The artisanal process is something we are immensely proud of. From the selection of raw materials, which are chosen with extreme care, to the final finishing, each step is executed with precision and affection. We use only high-quality materials, ensuring not only the beauty of our shoes but also their durability and comfort.



Manolita's values are rooted in respect for artisanal work and in valuing our craftpeople, who are true artists. Each shoe is a unique piece, reflecting the dedication and talent of the hands that created it. We believe that fashion can be sustainable and that conscious consumption begins with informed and responsible choices.

In 2018, with the purpose of not adding more waste to the world—but rather removing it—we came up with the idea of replacing the traditional plastic heel with a PVC pipe, the same type used in construction, which would otherwise be discarded into the environment. For the brand's founder, PVC represents the essence of what Manolita was seeking: comfort, beauty, safety, and sustainability. For the first production of shoes with this new concept, the brand purchased 500 kg of discarded pipes from scrap yards in the city of São Paulo. "It was a much more internal revolution, which ended up generating a significant external impact."





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Débora Leal Mota

For Manolita, sustainability is guided by three fundamental pillars: raw materials with a sustainable foundation, conscious inventory management to avoid excess, waste, and obsolescence, and, of course, handcrafted work and the time it requires.

We are a Brazilian independent brand with our own production in the city of São Paulo. We have six stores in prestigious locations across Brazil and over 30 retailers nationwide.

**Jardins**

R. Alameda Lorena, 1652 - São Paulo/SP

CJ Shops Jardins

R. Haddock Lobo, 1626 - 1º Piso - São Paulo/SP

Cidade Jardim Shopping

Av. Magalhães de Castro, 12.000 - Cidade Jardim
1º Piso - São Paulo/SP

Vitória Shopping

Av. Américo Buaz, 200 - Vitória/ES

Praia do Canto

R. Chapot Presvot, 230 - Praia do canto - Loja 2
Vitória/ES

Botânico Shopping

Av. Celso Porfirio Machado, 150
Belvedere - Belo Horizonte/MG

Visit our stores

@manolita_____

manolita.com.br
