

An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a textured canopy of various shades of green. The lighting is soft, highlighting the tops of the trees against a darker background.

ACBC

ANYTHING CAN BE CHANGED

A lush green forest with a waterfall and a stream flowing over rocks. The scene is vibrant with various shades of green, from deep forest greens to bright, sunlit areas. The waterfall is a central feature, cascading over dark rocks into a pool of water. The stream flows over smooth, rounded stones in the foreground. The overall atmosphere is serene and natural.

ARE YOU READY TO CHANGE THE WORLD?

Our vision is to lead
Others to do the same.

To be a Certified B Corporation we had to meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. We are not just evaluated for our products or services but for our overall impact, and that's what we care most about.



MISSION

We create **green** products with an innovative approach.

We create **innovative** products with A green approach.

PRODUCT VALUES



OUR STARTUP STORY

“WE FOUNDED ACBC IN 2017
WITH A MINDSET OF 2030
AND WITH THE VISION TO
TRANSFORM THE INDUSTRY
WITH GREEN INNOVATIONS.”



Our first Innovation
Goes globally viral



ACBC Brand
Foundation



World's most
Sustainable Shoe



18+
Collaborations

20
In Team

2017  2021

Our numbers

05

PRODUCTION
SITE

- Italy
- Portugal
- Argentina
- China
- Indonesia

300K

Shoes sold globally

20

ACBC
TEAM

- Design
- Operation
- Marketing
- Logistic
- Sales
- Finance

14

DISTRIBUTION
OF COUNTRIES

- Italy
- Austria
- Switzerland
- Germany
- France
- Spain
- Portugal
- UK
- Scandinavian Countries
- East Europe
- Russia
- Middle East
- China
- USA

18

PLACES
COLLABS

- Missoni
- Pollini
- Philippe Model
- Save the Duck
- Love Moschino
- Pantofola D'Oro
- Alice & Olivia
- Iceplay
- ...

In 3 years we have been awarded with
More than 10 awards for our commitment
To drive Sustainability in fashion

**GREEN CARPET
FASHION AWARDS**

World's Most
Sustainable Shoe 2019

Forbes

Giacobbe in
100 TOP Managers 2019

**MF
FASHION**

Iannuzzi in
TOP 100 Fashion 2019

WSA

Sustainable Innovation
Award 2019

**PITTI
IMMAGINE**

Gazzetta dello Sport
Best Look 2019

theMICAM

Most Innovative Product
Award 2018

WPP

Innovators
Award 2020

BHeroes

Best Startup
In Italy 2020



U-Start
Award 2020



Best Startup
Finalist 2020

**MC
FW**

Sustainable
Award 2021



ACBC in the news

Forbes

BHeroes, ACBC is the best
Italian startup of 2020

The Boston Globe

"It allows you to swap from casual to dressy
without clogging your suitcase"

WWD

"STARTUP FOOTWEAR ACBC SET TO
RELEASE THE WORLD'S MOST
SUSTAINABLE SHOE"

marie claire
Sneakers
sostenibili: ACBC

VOGUE

ACBC Scarpe ecosostenibili:
8 modelli di tendenza per l'estate 2021

VANTY FAIR



ACBC GreenTrek - Olive

La linea sportiva GreenTrek
garantisce uno stile grintoso,
perfetto per accogliere la
primavera in città. La tomaia e
la fodera interna sono state
realizzate con il riciclo di 8
bottiglie di plastica.
Costo: 119 euro

COSMOPOLITAN

ACBC, PER LA MODA PRIMAVERA 2021 SONO IN ARRIVO LE
SNEAKERS A BASE DI MELA, UVA E MAIS

MF fashion

MCFW Awards: premiati Marco Bizzarri,
Dolce & Gabbana e ACBC

FASHIONUNITED

Acbc ottiene la certificazione B Corp

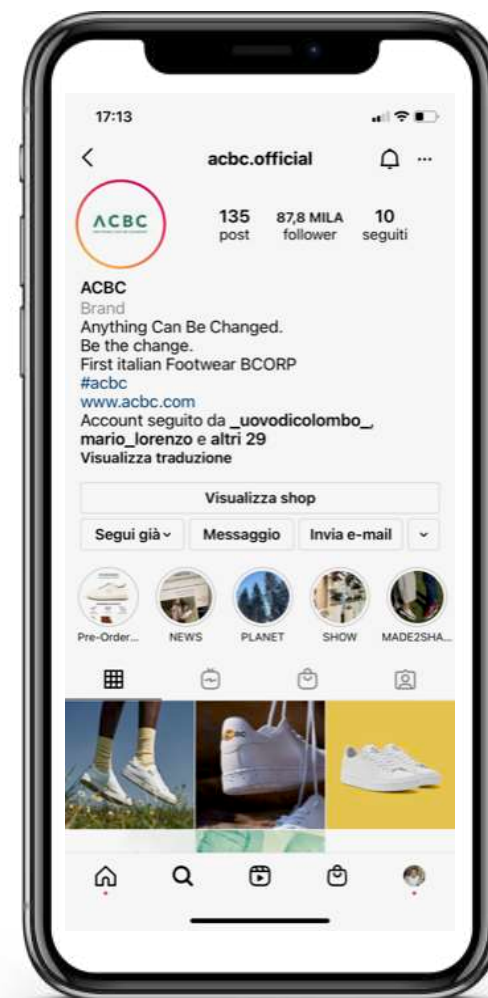
MONTECARLO FASHIONWEEK AWARD 2021

18 MAGGIO 2021



American actor: Gerard Butler wearing ACBC

87,800 Follower on INSTAGRAM



American actor/singer: Jamie Foxx wearing ACBC



**GO TO MARKET STRATEGY
&
BUSINESS OPPORTUNITY**

Go to market strategy

WW ➡ DTC Direct To Consumer, Department Store, Affiliate, Wholesale



MARKETPLACE

- Zalando
- LuisaViaRoma.com
- FarFetch
- Giglio.com
- Amazon

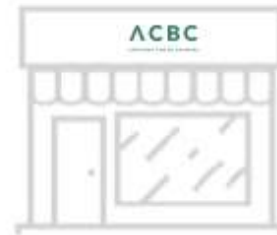
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DEPARTMENT STORE

- La Rinascente – Milano
- COIN - Milano
- Printemps – Paris
- Selfridges – London
- TSUM - Ukraine

+



AFFILIATE ACBC STORE

- ACBC – Portofino
- ACBC – Beijing
- ACBC – Shanghai
- ACBC - Amsterdam

+



WHOLESALE

- + 300 store in Europe

BUSINESS OPPORTUNITY



COLLECTION



COLLABORATION

ACBC COLLECTION

EVERGREEN

**Upper**

HEMP FIBER

Outsole

RECYCLED RUBBER

Insole

CORK

Lining

ORGANIC COTTON

Laces

RAW ROPE / ORGANIC COTTON

EVERGREEN

**Upper**

RE-COTTON

Outsole

RECYCLED RUBBER

Insole

CORK

Lining

SEACELL FIBER

Laces

RAW ROPE

EVERGREEN

**Upper**

APPLE BASE

Outsole

RECYCLED RUBBER

Insole

CORK

Lining

SEACELL FIBER

Laces

RAW ROPE

ACBC COLLECTION

GREEN TREK



Upper

RECYCLED PLASTIC

Outsole

RUBBER
EVA

Insole

RECYCLED FOAM

Lining

RECYCLED PLASTIC

Laces

RECYCLED PLASTIC

EASY JOE W



Upper

CORN BASE

Outsole

RECYCLED RUBBER

Insole

CORK

Lining

SEACELL FIBER

Laces

RAW ROPE / COTTON

ECOWEAR



Upper

VEGAN BASE
RECYCLED PLASTIC

Outsole

EVA
RUBBER

Insole

RECYCLED FOAM

Lining

RECYCLED PLASTIC

Laces

RECYCLED PLASTIC

ACBC

ANYTHING CAN BE CHANGED

COLLABORATION

Thanks to ACBC's know how in sustainability we have created **special collections** with brands that shares our vision for change.



MISSONI

**LOVE
MOSCHINO**

POLLINI

REW@OLUTION

ALEXANDER SMITH

Pantofola d'Oro
★ ★ ★



ICE PLAY

PHILIPPE MODEL
PARIS

Manila Grace

MALIPARMI



COLLABORATION

MISSONI



Upper

CORN BASE

Outsole

RICE RUBBER

Insole

RECYCLED FOAM

Lining

SEACELL FIBER

Laces

COTTON

PHILIPPE MODEL PARIS



Upper

CORN BASE

Outsole

RECYCLED RUBBER

Insole

RECYCLED FOAM

Lining

CORN / ORGANIC COTTON

Laces

ORGANIC COTTON

POLLINI



Upper

CORN BASE

Outsole

RICE RUBBER

Insole

RECYCLED FOAM

Lining

SEACELL FIBER

Laces

COTTON

ACBC STORE DESIGN

ACBC Store design



ACBC Store design



ACBC Store design

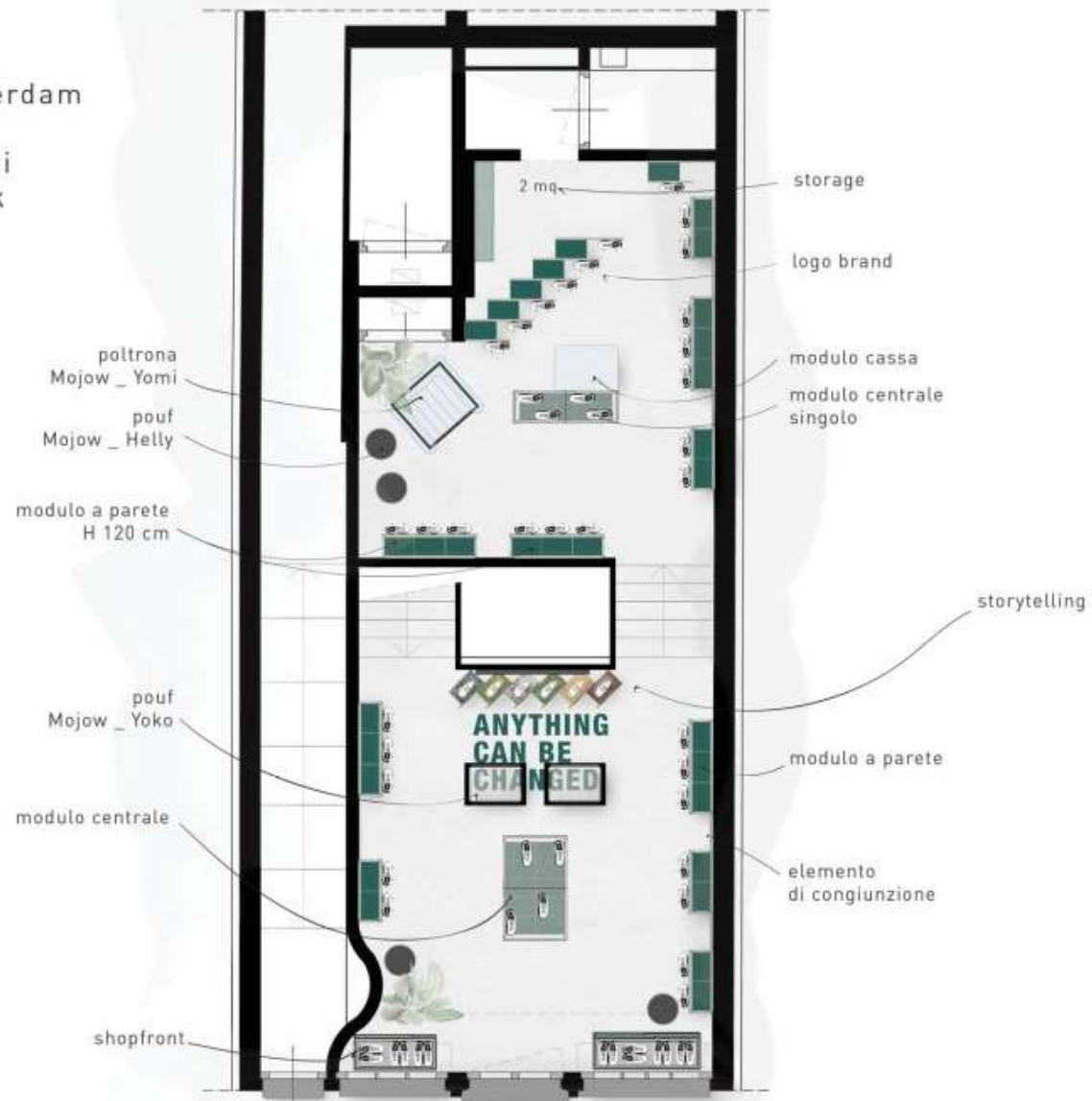


LAYOUT PT / Opz 1

Wolvenstraat 5 Amsterdam

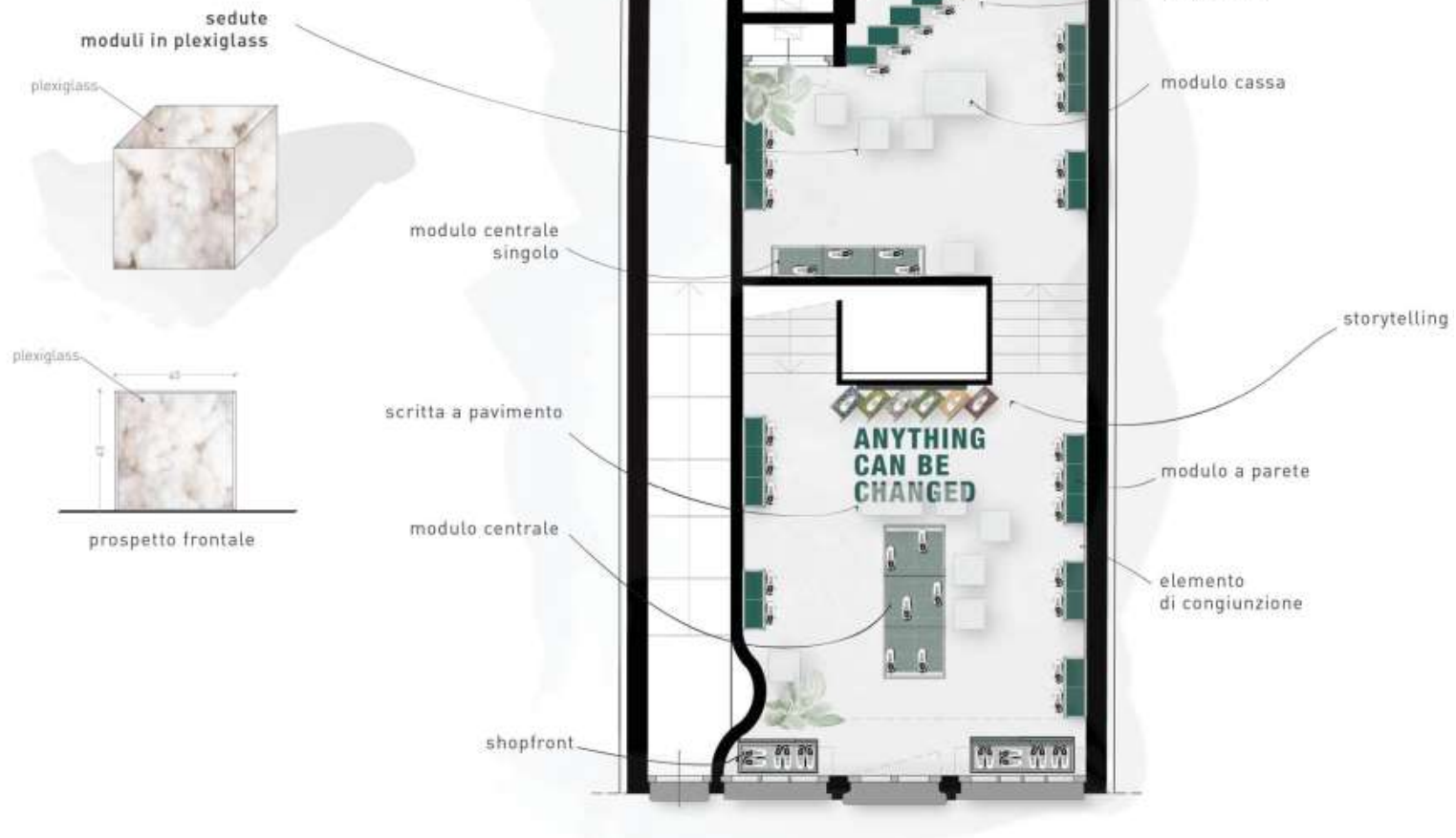
n. 540 modelli esposti

n. 960 scatole + stock



LAYOUT PT / Opz 2
Wolvenstraat 5 Amsterdam

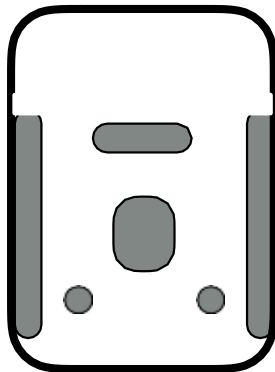
n. 545 modelli esposti
n. 1000 scatole + stock



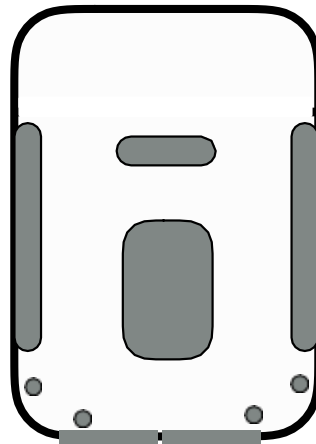
Store Type

- 40 to 120 SQM
- City centre
- Furniture Self Standing & Self Storage
- Layout from 550 Euro x mq

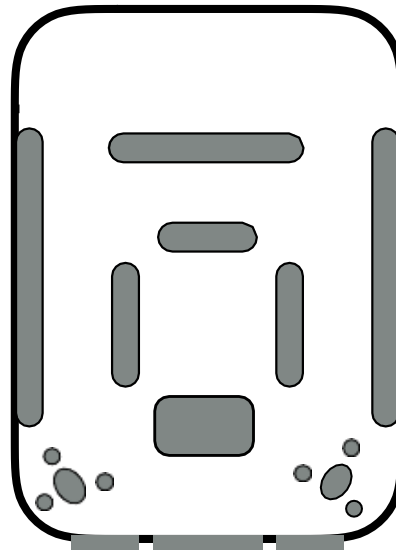
40 mq



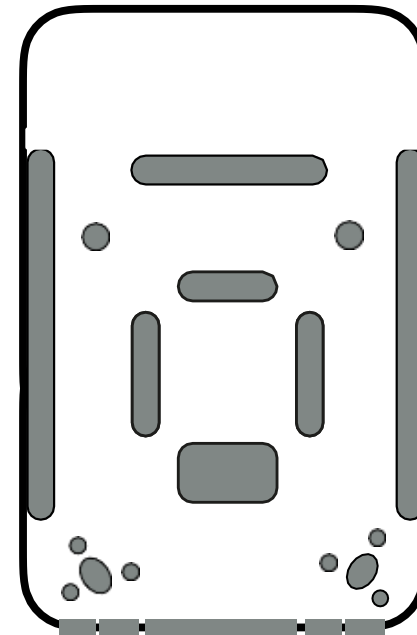
60 mq

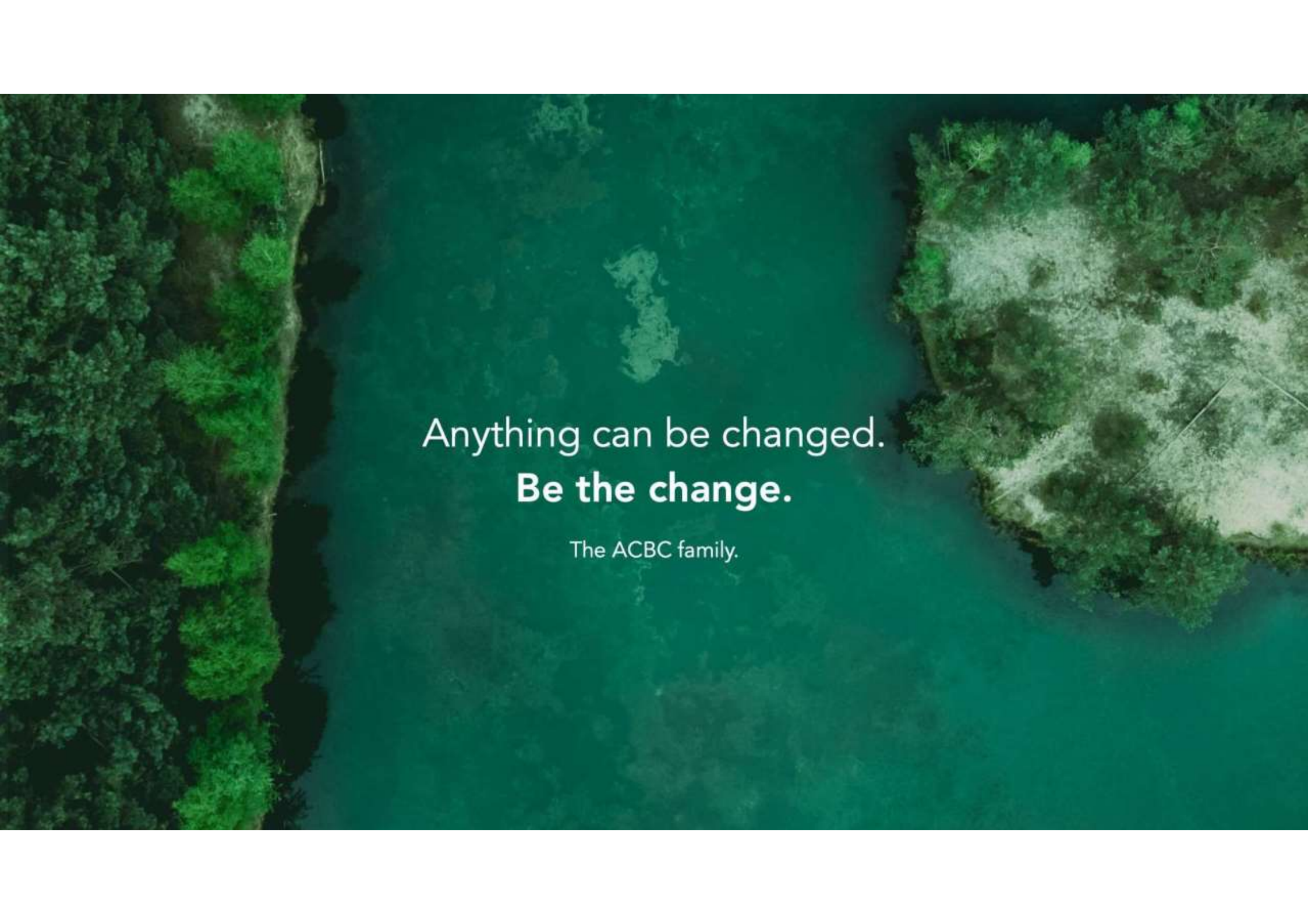


80 mq



120 mq



An aerial photograph of a river winding through a dense, green forest. The water is a deep teal color, and the surrounding trees are vibrant green. The river flows from the top center towards the bottom right, with forested banks on both sides.

Anything can be changed.
Be the change.

The ACBC family.