



**WE  
ARE  
MA  
CA  
RE  
NA**

macarena®  
JUTE EXPERTS



## WHERE DO WE COME FROM?

Our history is a clear reflection of the company that came into being **at the beginning of the 1970s in Enciso, Spain**, a company whose DNA is founded in the vocation to **service** and **leadership**, accented by focus and hard work. Our guarantee is the experience we have acquired ever since our start in a small town in La Rioja in 1972, now with **over 3,000,000 pairs** sold and numerous customers satisfied with our results.

With **Macarena**, we usher in a new stage of **adaptation to the market** and its trends through an update of the company's processes and procedures.

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# WHO ARE WE?

**MACARENA** is a family-owned company that has revolutionised the **jute footwear** market by making use of spacious facilities that enjoy the **most advanced technology** and the knowledge of **expert artisans**. Traditional **hand-sewn** shoes, brought to you through innovation and design, using the highest-quality materials.

The company has evolved by fostering the **Design, Internationalisation and Operations** departments, thus transforming them into divisions with their own personalities. Moreover, **new sales offices** have been opened in **Elche (Alicante)** in order to give our customers more personalised service.



## SPECIALISED SINCE 1996 IN

**Completely artisan** hand-crafted **jute shoes**. **Quality, design, hand-craftsmanship and fashion** are blended together in all of our collections. From the classic traditional alpargatas to their most modern espadrille form. From the flattest sole to the highest wedges. We trust the most experienced alpargata experts and focus on each and every detail with them at **Macarena** in order to ensure our products' **quality, comfort and trendy style**.

# WE ARE MACARENA

**FAMILY.** We know that our employees are the heart of Macarena and that our teams are our main asset and growth engine. Currently, our human team is made up of **more than 50 people** who are willing to take on new challenges. Macarena is a potent, innovative brand with character. We are proud to help our customers express **optimism, creativity and non-conformity** through their look.

VITAL



INSPIRERS



MEDITERRANEAN



INCONFORMISTS



# WE ARE COMMITMENT

We are committed to the world around us and we like to give back in every way what we have received. Macarena shoes actively collaborates with **ETIOVIDA**, an **NGO** in the fight against the injustices that children in Ethiopia experience every day, thereby improving their quality of life. The Eutopía collection devotes **€2 from each pair** sold to a good cause.



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JUTE EXPERTS



# BRAND PORTFOLIO

M A C A R E N A  
H O M E

HOME



HOME & STREET



MACARENA  
HOME

FEELS LIKE YOU'RE  
WALKING ON CLOUDS



MACARENA  
HOME

HOME & STREET

PERFECT LOOK FOR ANY  
OCCASION



# MACARENA WORLDWIDE

We distribute our products **worldwide**. We are the manufacturers for some of the leading Spanish and international brands in the **jute and alpargata** market across the globe.

Macarena is a **trusted brand** because:

1. **We are manufacturers**, which means independence and exclusivity, adapted to our customers and their needs.
2. **A single point of contact** from design and creation to delivery means smoother, more personalised relationships with our customers.
3. **A global vision**, working altogether in synchrony to offer the latest trends and stay ahead of the vogue.

We are present in markets in **Italy, Germany, Poland, Switzerland, Austria, Belgium, the Netherlands, Scandinavia, Greece, England, Ireland, Australia, Japan, the United States and Russia.**



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## MANIFIESTO MACARENA

We deeply value tradition and history at Macarena. This is our identity, values and commitment in five points:

1. The importance of **personal relationships**.
2. **Self-control and discipline**, being true to and consistent with our origins.
3. **Striving for perfection** to achieve one-of-a-kind shoes.
4. **The flexibility** to adapt to changes and new situations.
5. **Harmony** among team members, infused into the shoes we produce as a projection of who each of us are.

## PRESENCE AT FAIRS

**Macarena** is present at the fashion and footwear sector's main international fairs. They are the grand world-class showcases where we present our collections so as to **open up new markets and promote customer loyalty**.

**SHOES** DUSSELDORF    **the MICAM**<sup>84</sup>  
MILANO

**exporivaschuh**  
the fair that moves the world



## Offices:

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