Velluna
Shoes

How Is a Footwear Brand Born?

www.vellunafootwear.com

About Us

At Velluna Shoes, we are a Turkey-based footwear manufacturer specializing in genuine leather women's shoes, providing Private Label and OEM manufacturing services to international brands.

Our manufacturing philosophy is built on high-quality materials, experienced craftsmanship, design flexibility, and long-term business partnerships. We help our partners create and develop footwear collections under their own brands across various categories, including women's casual shoes, loafers, ballet flats, sandals, and slippers.

With over 25 years of experience in footwear manufacturing, we combine traditional shoemaking craftsmanship with modern production methods. We prioritize the use of genuine leather and pay close attention to every detail, from material selection to final quality control.

Custom Manufacturing Solutions for Your Brand

At Velluna Shoes, we do more than manufacture footwear. We aim to be a reliable partner throughout the product development and manufacturing processes of the brands we work with.

We offer our partners the opportunity to select models from our existing collections or develop their own designs into production-ready footwear. We manage design evaluation, material and color selection, sample development, production planning, and mass production according to our clients' specific requirements.

As part of our Private Label and OEM manufacturing services, we provide customized insole logo applications, product labels, branded shoe boxes, barcoding, and packaging solutions. This enables our partners to develop distinctive footwear collections that reflect their own brand identities and are ready to be introduced to the market.

Flexible Manufacturing, Reliable Partnerships

Recognizing that every brand has unique requirements, we offer flexible manufacturing solutions. With a minimum order quantity of 100 pairs per model and the flexibility to distribute order quantities across different colors, we serve both emerging brands and established businesses looking to expand their existing collections.

From sample development and mass production to quality control and international shipping coordination, we prioritize transparent communication, mutual trust, and sustainable business relationships at every stage.

Our Vision

Our vision is to bring the craftsmanship and quality standards of Turkish footwear manufacturing to global markets and become an innovative, sustainable, and trusted Private Label and OEM women's footwear manufacturing partner for international brands.

Our Mission

Through our commitment to genuine leather, skilled craftsmanship, and flexible manufacturing, we develop high-quality, distinctive footwear collections tailored to our partners' needs.

We aim to contribute to the growth of our partner brands by providing reliable, transparent, and sustainable manufacturing services throughout every stage, from design to delivery.

Velluna Shoes – Your Brand, Our Craftsmanship.

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A MANUFACTURING APPROACH SHAPED BY EXPERIENCE

Velluna Shoes is a footwear manufacturing brand specializing in genuine leather women's shoes, combining traditional shoemaking craftsmanship with the needs of modern brands.

At the heart of our manufacturing philosophy lies the technical expertise gained from over 25 years of experience in shoe design, development, and craftsmanship. This experience enables us to evaluate not only the appearance of each product but also its last construction, leather characteristics, cutting details, stitching quality, and overall comfort.

We recognize that every customer has a unique brand story, design approach, and business objectives. That is why we place open communication, high-quality craftsmanship, careful material selection, and long-term partnerships at the core of everything we do.



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A MANUFACTURING PARTNER FOR YOUR BRAND

At Velluna Shoes, we view Private Label footwear manufacturing not simply as production, but as a long-term brand partnership. Our focus on genuine leather women's footwear, over 25 years of craftsmanship expertise, production options using existing models, evaluation of suitable custom designs, a standard MOQ of 100 pairs per model, and branding solutions are the key elements of this approach.

We aim to support emerging brands in developing their first collections while helping growing brands plan new models and repeat orders.

EXPERTISE IN GENUINE LEATHER WOMEN'S FOOTWEAR

Our manufacturing activities primarily focus on genuine leather women's footwear. Our main product categories include:

- Casual Women's Shoes
- Ballet Flats and Flat Shoes
- Women's Loafers
- Women's Sandals and Slippers
- Mules and Similar Backless Designs
- Wedge Shoes
- Technically Feasible Custom-Designed Women's Shoes

Thin-heeled or high-heeled shoes and models requiring specialized industrial embroidery are not included in our standard production range. Custom projects are evaluated individually based on our existing shoe last infrastructure and technical capabilities.



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PRIVATE LABEL
OEM FOOTWEAR MANUFACTURING

Velluna Shoes is a Turkey-based Private Label and OEM footwear manufacturer specializing in genuine leather women's shoes. Our core business is providing footwear manufacturing services under our clients' own brand identities, serving entrepreneurs looking to establish their own footwear brands and businesses seeking to expand their existing collections.

We manage a comprehensive process that covers product selection, technical development, material sourcing, sample production, branding applications, and mass production, taking into account our clients' design ideas, brand expectations, and target markets.

Through our Private Label manufacturing approach, our clients can develop branded footwear collections without the need to establish their own production facilities. They can choose from our existing models or develop their own original designs following a technical feasibility assessment.

Our priority is to help each brand bring high-quality, technically feasible, and commercially sustainable footwear collections to life while preserving its unique design identity.

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PRIVATE LABEL OEM MANUFACTURING OPTIONS



- **Private Label Manufacturing with Our Existing Models**

  You can select models from our existing collection and have them manufactured under your own brand. This approach utilizes our already developed designs, shoe lasts, and sole systems. For suitable models, details such as leather colors, insole logos, and packaging can be customized.
  This option helps reduce additional development costs, particularly for brands preparing their first footwear collection.



- **OEM / Custom Development with Original Designs**

  Clients who wish to develop unique footwear models can share their design sketches, reference images, or technical specifications. Each design is evaluated based on its requirements for shoe lasts, soles, leather, accessories, and manufacturing methods.

  If new cutting dies, shoe lasts, soles, or accessories are required, the associated costs and development timelines are determined separately.

LOGO, BRANDING AND CUSTOM PACKAGING

The primary goal of our Private Label manufacturing service is to ensure that each pair of shoes reflects our clients' brand identity. During mass production, the client's logo can be applied to the insoles. Standard logo application may be included in the agreed production price, while specialized techniques and additional branding applications are priced separately.

Metal logos, three-dimensional emblems, buckles, buttons, and decorative accessories are evaluated based on technical feasibility. These applications may require specialized accessory suppliers, custom molds, additional costs, or different minimum order quantities.

Branded shoe boxes, product labels, barcodes, and custom packaging details can also be arranged depending on supplier capabilities and sourcing conditions.



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REVIEW YOUR PRODUCT BEFORE MASS PRODUCTION

Customers may request one pair of unbranded sample shoes from suitable models in our existing collection. Shipping costs are the responsibility of the customer. Initial samples allow clients to evaluate the product's materials, fit, construction, and craftsmanship.

For custom designs, preparations involving cutting dies, shoe lasts, soles, leather, or accessories may be required before prototype development. Custom design development costs for certain standard projects may start at approximately USD 80–120 per model. Custom shoe lasts, soles, accessories, and other development expenses are calculated separately. These figures are provided for general reference before project evaluation and do not constitute a final quotation.

Initial samples are generally produced without branding. Once the sample is approved, mass production details, branding applications, and order terms are finalized.

MINIMUM ORDER QUANTITY AND COLOR OPTIONS

Our standard minimum order quantity (MOQ) is 100 pairs per model. Depending on production feasibility, the order quantity for a single model can be divided into two or three different colors. For example, an order for Model A may consist of 50 pairs in black, 30 pairs in brown, and 20 pairs in beige.

Quantities from different models cannot be combined to meet the 100-pair minimum. The MOQ applies separately to each model. Projects requiring custom soles, leather, or accessories may be subject to different minimum order quantities due to supplier requirements.



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GENUINE LEATHER, MATERIALS AND CRAFTSMANSHIP

Our manufacturing expertise is built on the use of genuine leather. When selecting leather, we evaluate not only its color and texture but also its thickness, flexibility, formability, durability, and suitability for production.

Our clients can choose from available leather colors or submit requests for custom colors and surface finishes. Special requests are subject to material availability, minimum sourcing quantities, and additional procurement lead times.

Precise cutting, consistent stitching, properly fitted shoe lasts, secure sole attachment, and meticulous finishing are essential elements of our manufacturing approach. When non-standard materials such as fabric, woven materials, or raffia are requested, their technical feasibility and sourcing availability are evaluated separately.

PRICING AND PAYMENT TERMS

Production pricing is determined based on the model, leather, soles, craftsmanship, accessories, order quantity, and branding requirements. For models selected from our existing collection, using pre-developed shoe lasts and soles can help reduce development costs. For custom designs, expenses related to samples, cutting dies, shoe lasts, soles, and accessories may be calculated separately.

To provide an accurate quotation, we review model images or technical files, material preferences, target order quantities, and branding requirements. Payment terms, including the deposit, remaining balance, and payment schedule, are specified in the written quotation before order confirmation.

PRODUCTION LEAD TIMES AND INTERNATIONAL SHIPPING

Standard sample production can generally be scheduled within 15–30 days. Sourcing custom leather colors may take approximately 30 days. Projects requiring the development of new shoe lasts or soles may take up to 90 days. Mass production may take approximately 7–60 days, depending on the project and order specifications. These timeframes are provided for general reference; the final production schedule is confirmed upon order approval.

International shipping requests are evaluated based on the destination country, order volume, and available transportation options. Road or sea freight can be arranged where feasible. Freight costs, customs procedures, and delivery terms are clarified in the written quotation.

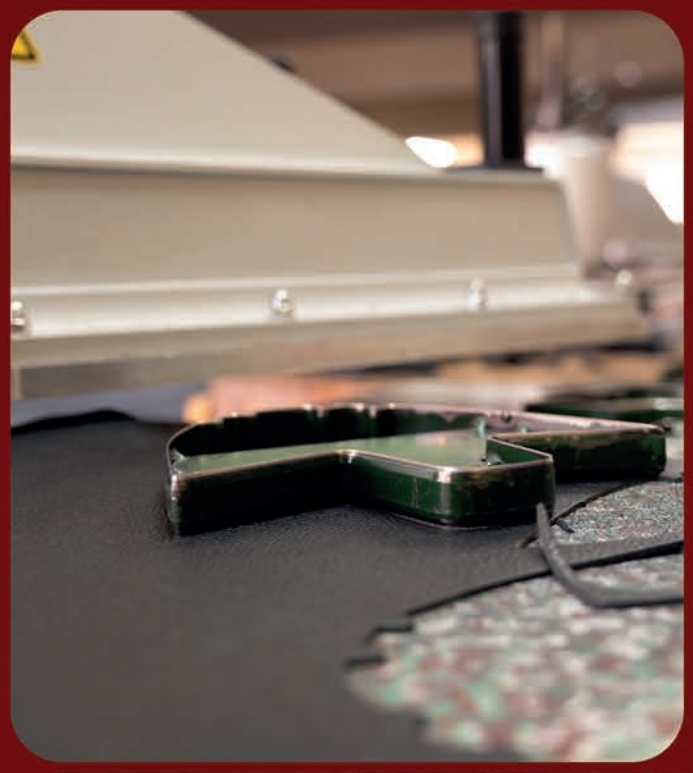
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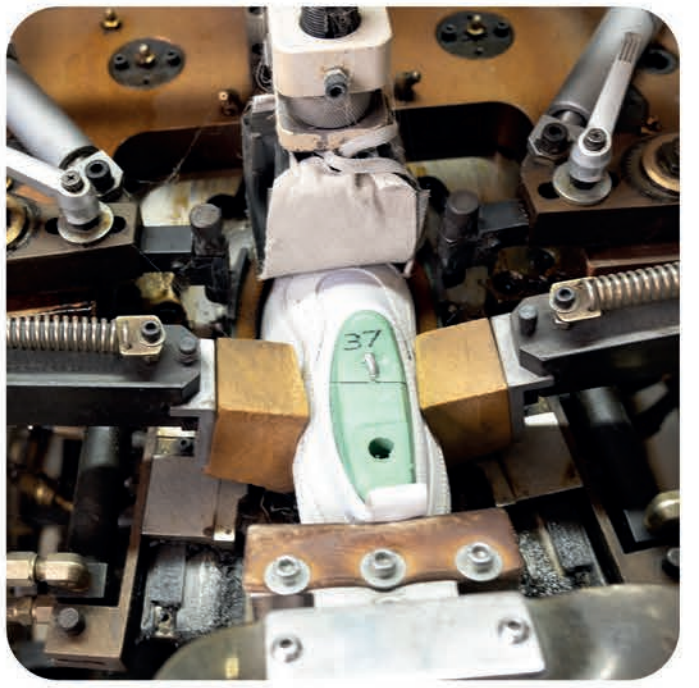


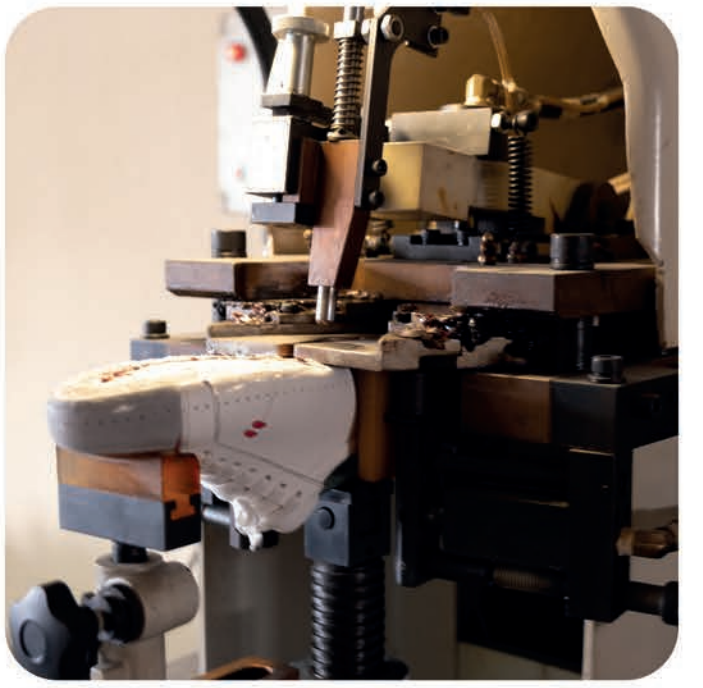


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www.**vellunafootwear**.com

info@**vellunafootwear**.com

m.cakmak@**vellunafootwear**.com

+90 (551) **562 26 87**

Fevziçakmak Mah. 10703 Sok. No:28
Karatay / KONYA / TÜRKİYE