

We are Carrano!

We were founded in 1992 and for almost 30 years we've been having the honor to be at every woman's side, following up on all the trends and evolutions in the world, and we are currently present in over 90 countries. The global reach we have achieved in the last few decades is a great motivation for us, encouraging us to rise to a daily challenge: creating premium fashion and women's shoes, marked by their unique design, comfort and high quality so that we can keep with today's women every step of the way.

Our passion consists of developing shoes that convey a sense of sophistication and versatility, in addition to reflecting all major fashion trends worldwide, of course. Drawing inspiration from the world of art and architecture, with a touch of contemporary culture, we create over 1,000 new styles every year, which are divided into various collections.

How we make our shoes

The production of our shoes is carried out by Henrich & Cia Ltda, a company with over six decades of tradition and a reference in the global footwear segment, and operating as a manufacturer for major fashion brands around the globe. In order to meet this demand with high quality products and a steady commitment to its partners, Henrich & Cia Ltda has three manufacturing plants, with over 10 production lines and strict international quality standards.

Knowing that handmade details and the need for a human touch are essential elements in the manufacturing of footwear items, the company has over 1,500 staff collaborators and generating approximately 800 indirect jobs.

Being aware of the changes in production concepts and concerns in terms of chain sustainability, the company is supported by partner Preservar, which is responsible for properly disposing of all the waste generated by our production process.

Fashion & Products

Fashion

Trends in alignment with runway looks from all over the world.

Technology

One of the most well-equipped production centers in Brazil.

High quality

Excellence throughout, from the choice of raw materials to production and distribution.

Design

Shoes that combine comfort and style so they can be worn at every possible occasion.

Ideal of the brand

Stimulate enthusiasm.

Promote moments of amazement and endless possibilities.

Brand identity

Captivating
Daring
Sophisticated
Versatile
Carefree
Sexy
Smart
Passionate
Ambitious
Intriguing

Brand purpose

Follow women wherever they wish to go.

Brand positioning

Carrano is a brand of premium women's shows; it is a captivating, daring, sophisticated and versatile brand that follows women wherever they wish to go, combining comfort and design so that when choosing their paths all their aspirations may be achieved.

Brand statement

Century after century, mothers and daughters have watched the world go round. For them, however, it hasn't always spun with the same speed.

Slowly, when life only meant marrying and having children. More quickly, when fighting for their rights. So, with all these changes, a new kind of woman was born: a woman who was born to rule and conquer!

The world has changed so fast. The word "power" now encompasses the meaning of "the power of possibilities". I can climb mountains, or take my kids down the slide at the park.

If that is my true choice, then I am happy.

Today, women make the world go round. But still there are people trying to stop them. Real women are not how they were before. Being happy with our choices is essential. Independent, well-established and confident women don't waste their time nor their right to seek their goals. A beautiful design no longer means having to give up on comfort. We are Carrano, and we understand this. We were founded as a manufacturer of premium fashion shoes. Thus we have a part of the female spirit in us. We want to grow and evolve. We work passionately, committing to it once hundred per cent. Boldness, sophistication and versatility are our guiding principles. Our ideal includes enthusiasm, promoting experiences, amazement and passion in the face of possibility.

We develop shoes inspired by the life women fought to have: a life without any limitations. Our world goes round with women. And together we'll head towards any destination. Exceeding traditional formulas, thinking outside the box and having women's wishes in mind.

This view is behind all of our collections.

Your choices are yours to make.

All possibilities are already in front of you. Take a deep breath. Make your decisions. And enjoy the ride once a path is chosen.

Your journey in the world starts with your feet.

Communication

Our activities are always in line with major communication trends for all communication channels we use, establishing a close relationship with our audience, operating in an active way through promotional actions at points of sale, special projects in partnership with big influencers, fashion editorials, campaigns featuring international models and a solid digital presence.

CARRANO

www.CarranoUSA.com

USA Distributor

PGF Footwear

305-251-8004