

ANNA CHIATTI

FIRENZE



Think about your last **trip**. How many pairs of shoes did you want to **bring**?
Every pair you pack is a **choice**

*What if **one pair** could be all of them?*

Three Problems

Too many pairs

- Closets **fill up** with pairs rarely worn
- Travelling means extra **weight**, **space** and **cost**



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Paying for air, inventory risk

- Bulky boxes: **shipping** and **storage** paid by **volume**
- High **inventory risk**, forced discounts



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One line, one finished shoe

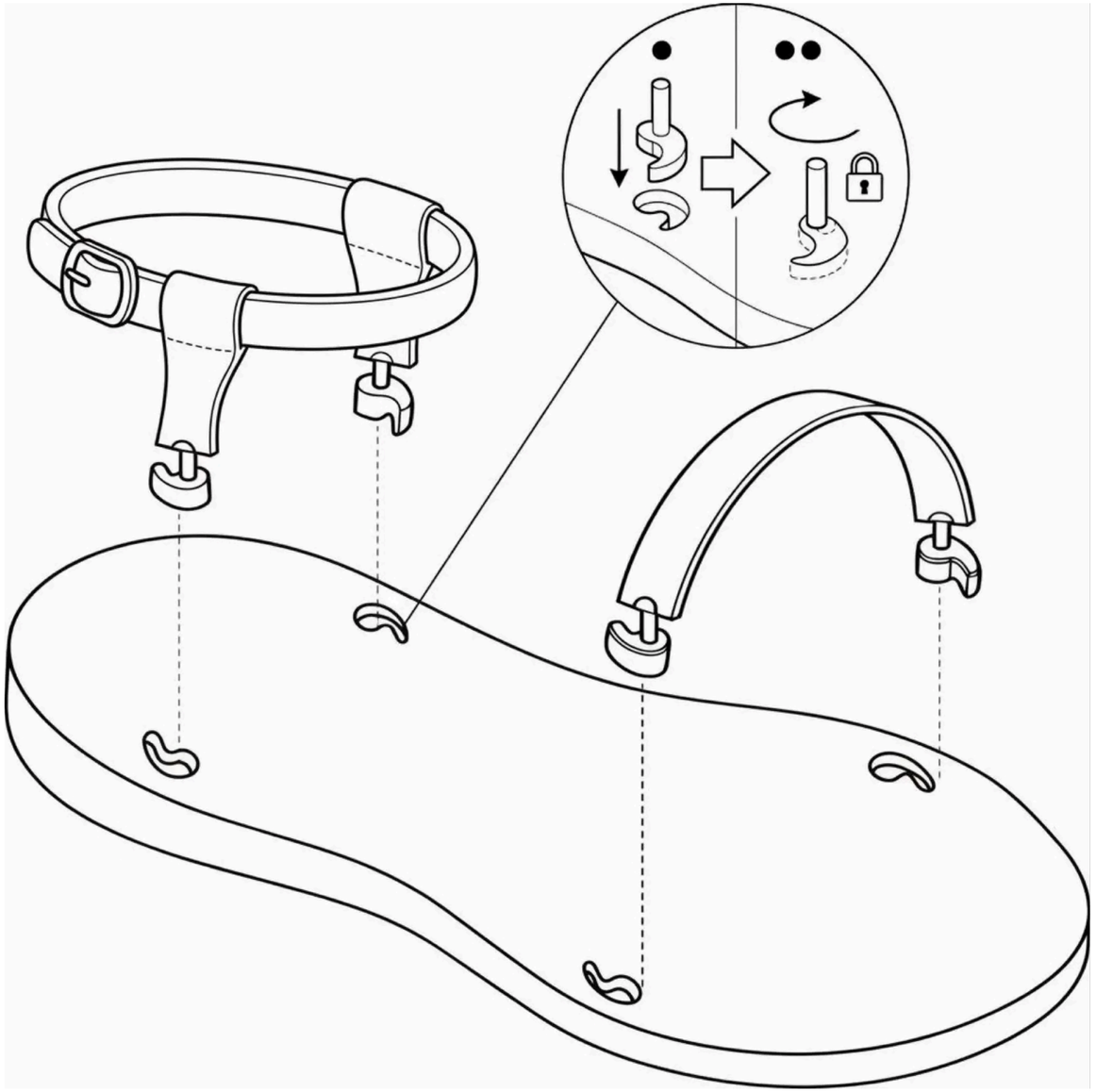
- Upper and sole joined on the same line, **one pair at a time**
- Every new style means **resetting** the line



The Technology

Modular Technology
IP-protected Mechanism

- One mechanism: straps and sole can be made, shipped and sold **separately**
- Insert, twist, click: 3 **simple** steps
- **Strength** tested by **Bureau Veritas**
- **Secure** on foot, **instant** release



The Solution

One sole, endless styles

- **Swap** the **look** in seconds
- A few uppers **replace** a **closet** of shoes



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Smaller box, smaller bets

- **~50% less volume** per box
- The sole is a staple, the **trend** lives in the **upper**



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Made separately

- No upper-to-sole **joining on the line**
- A **new style** is just a **new upper**



Join the Modularity Movement

Our Technology

+

Your design



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Our Interpretation

Eva

Modular Platform

Same uppers, different base

Starting from **sandal** → To **wedge** → …and more









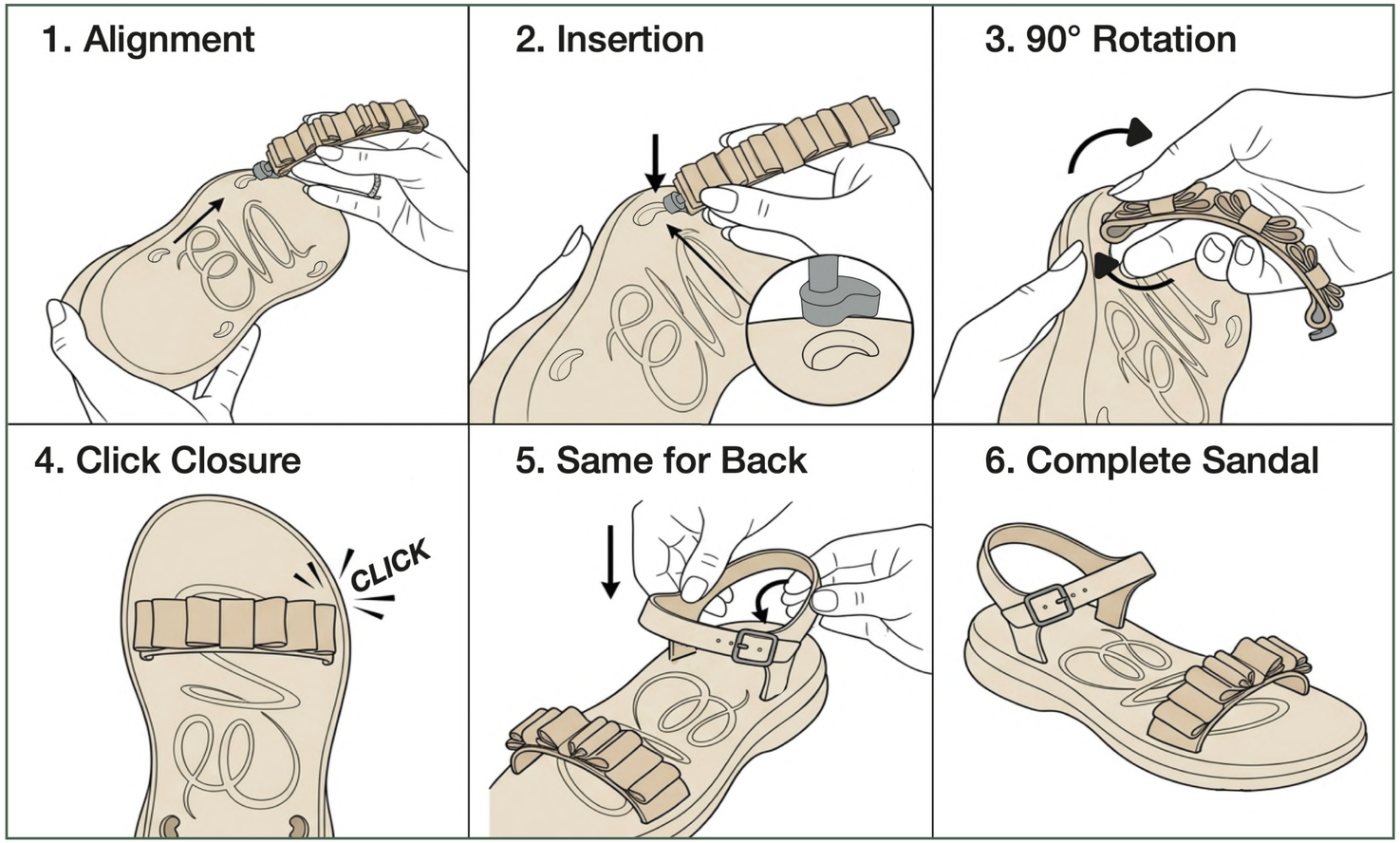




How It Works

LIVE DEMONSTRATION

How It Works



Insert → Twist → Click

Effortless change

Visually intuitive

Haptic Feedback

How It’s Made, How It’s Sold

How we make it

- Made in **Italy**
- **Selected** manufacturing partners
- Florentine **craftsmanship** tradition





SELASTI S.p.A.

YVRESS

EM

How It’s Made, How It’s Sold

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How we will sell it

- Direct-to-consumer
- E-commerce with **3D configurator**
- **Pop-up** stores, selected **retails**

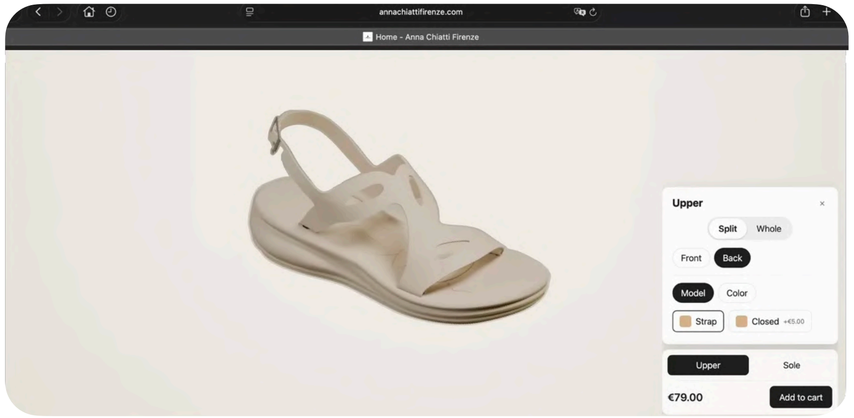




SELASTI S.p.A.

YVRESS

EM



Positioning

BIRKENSTOCK Essentials
SKECHERS

Clarks
VIONIC
Teva

BIRKENSTOCK
Sam Edelman
STEVE MADDEN

CAMPER
TORY BURCH

ALOHAS
SCHUTZ

CELINE
HERMÈS PARIS
ALAÏA








$ — 50 $ — 80 $ — 100 $ — 150 $ — 200 $ — > 250 $ — $$$

Positioning

Eva



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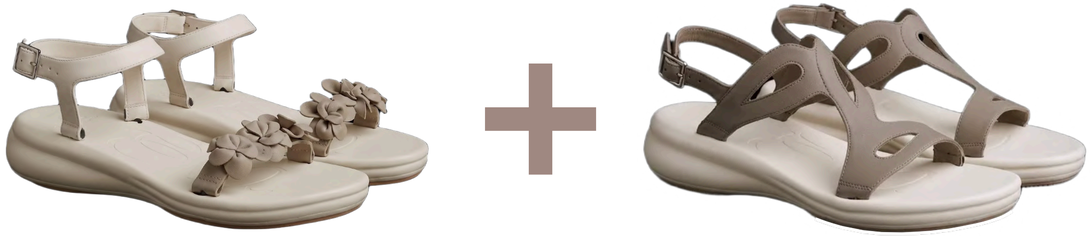
ALAÏA



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Positioning

2 COMBINATIONS FROM 149 $



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$ — $$$

50 $ | 80 $ | 100 $ | **150 $** | 200 $ | > 250 $

Target & Market Size

Olivia

45 · Zurich · Finance · $250K+ · Dynamic

Values quality, materials







Market Size

$27.7 Bn[1]

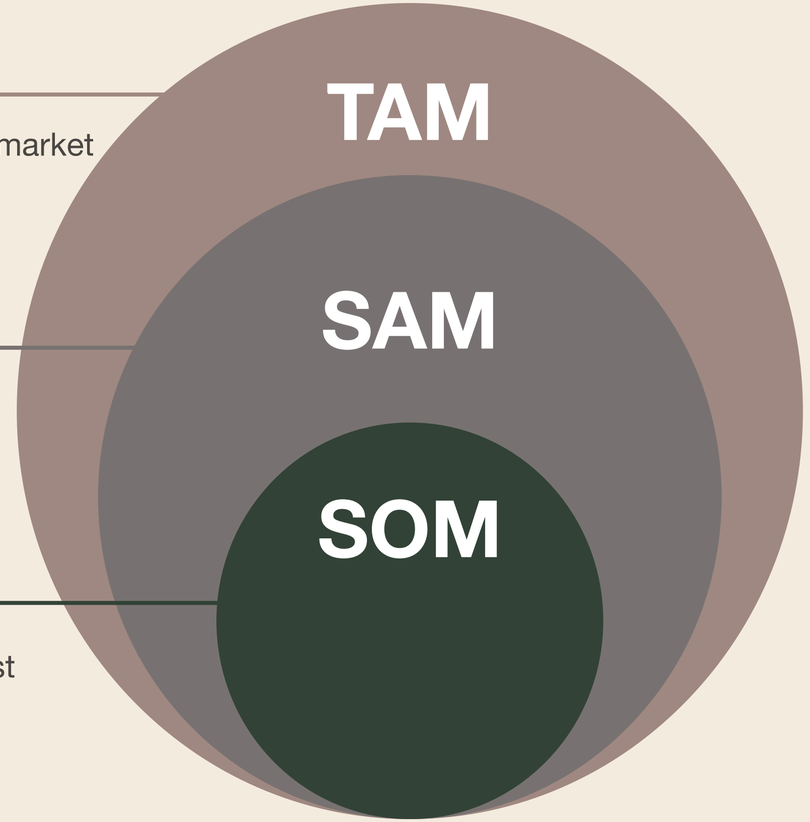
Global women's sandals market 2026*

$2.0-2.7 Bn

Europe + North America, premium tier

$10-20,5 Mln

Reachable segment in first 3-5 years



[1]*Source: Persistence Market Research (2026)*

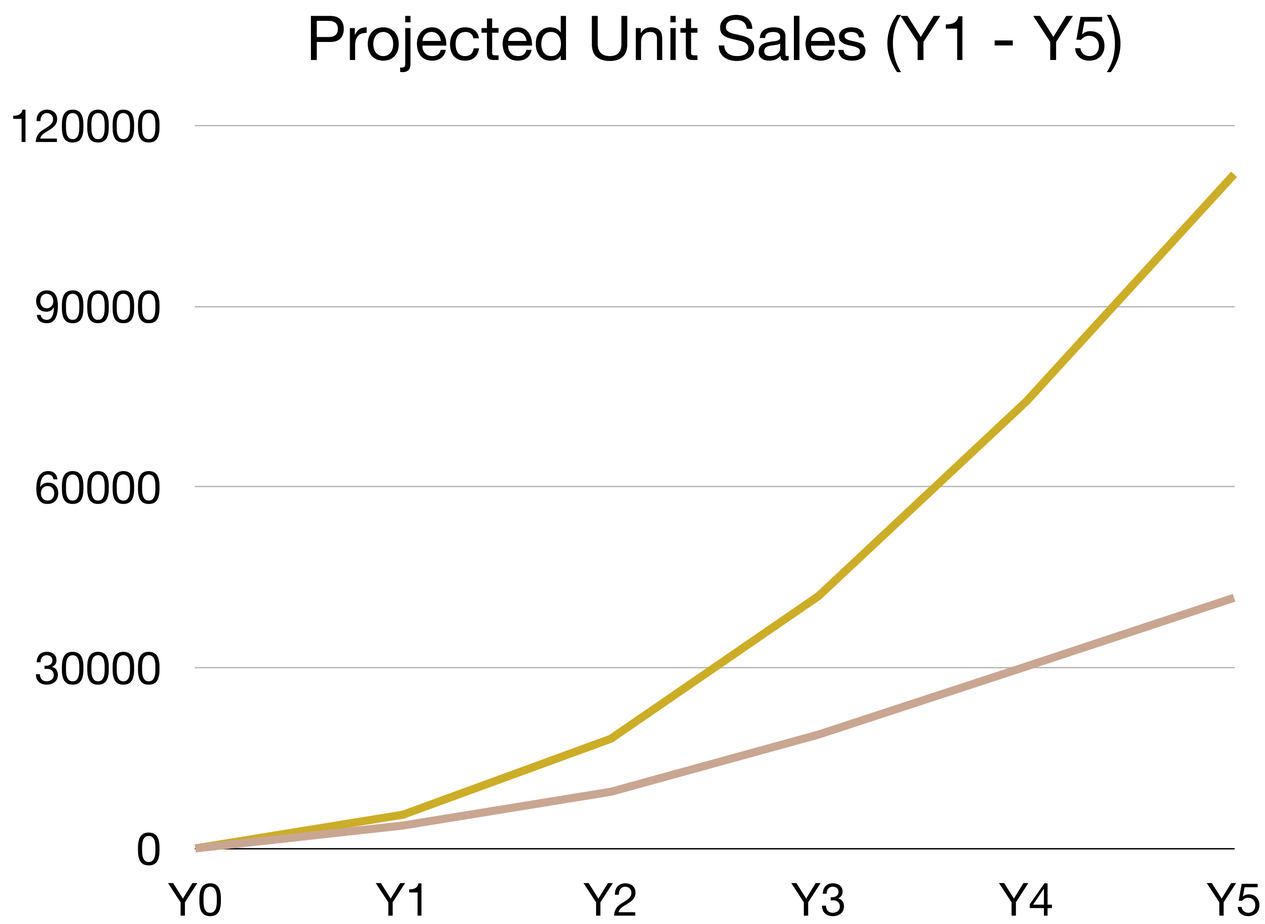
Business Model

UPPERS - RECURRING

- New sale every season / every occasion
- ~ 2 uppers per customer

SOLE - ONE TIME

- Entry point into the Eva system
- Every new customer starts here

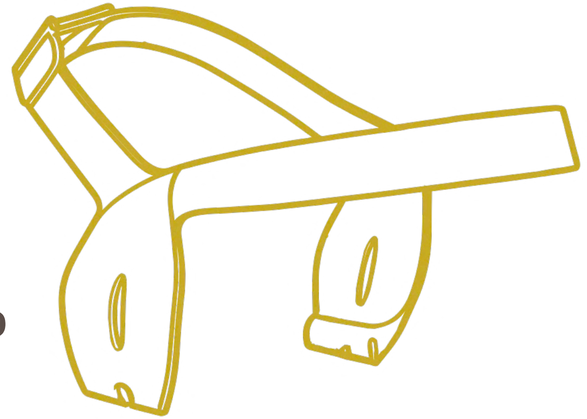


Margin Comparison

Eva - Uppers (avg.)

Made in Italy 63%

Made in China / Asia 81%

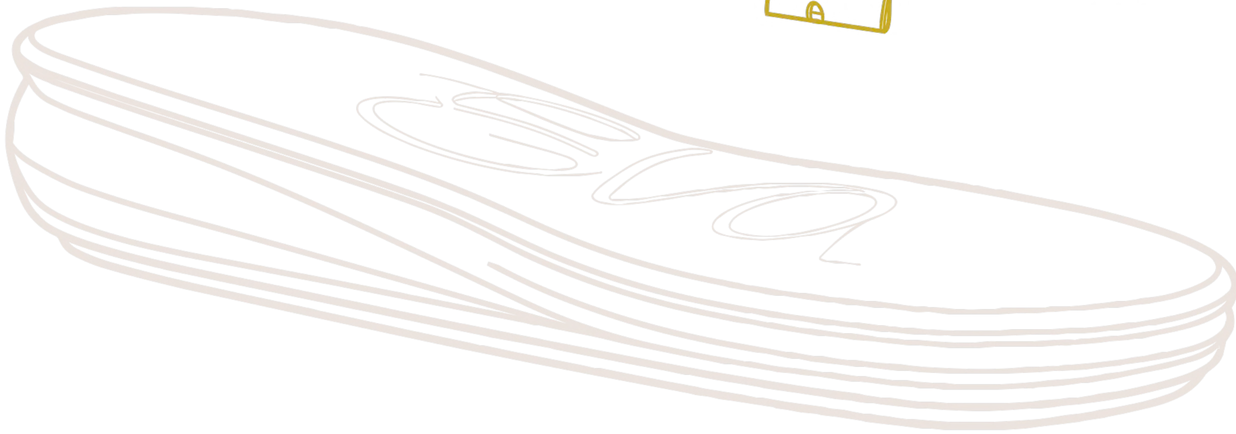




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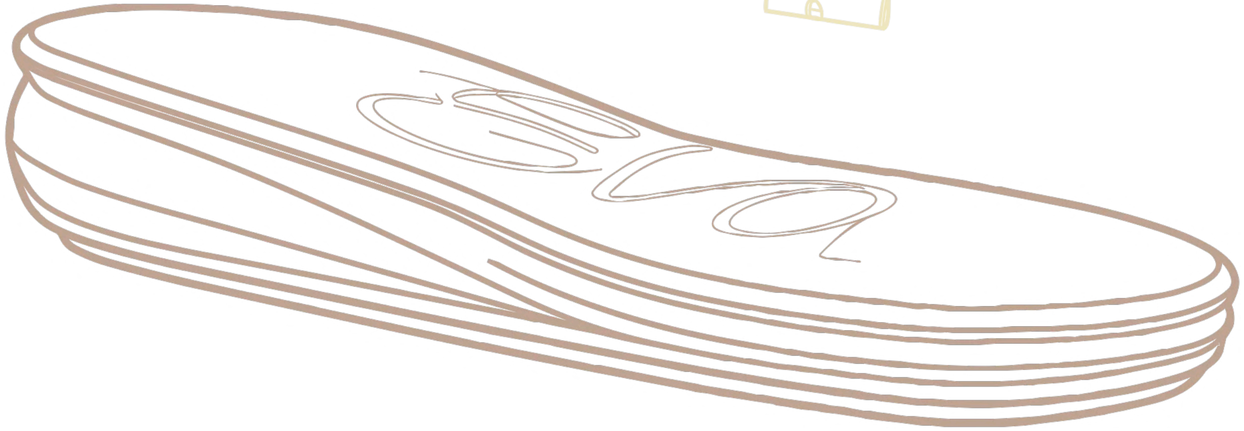
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Smart Packaging

Smaller Box, Lower Cost

- **Smaller**, flatter **box**
- **Lower** shipping **cost**
- **Premium** experience





Who We Are



Anna Chiatti

POLIMODA

CALZATURIFICIO STELLA
SINCE 1933

FLAVIO CASTELLANI



William Andrioli

REPLY
E*FINANCE CONSULTING

BNL
BNP PARIBAS

Deloitte.

“I spent years among sketches, patterns, and the magic of an idea taking shape. EVA is the promise I made to myself : to come back and build a project that truly carries my signature”

What’s Next

We **invest** in a **base**, and we **renew it every season** with new uppers
Every new base works with the previous uppers, so the system grows with every step

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EVA Launch



E-commerce launch

Travel pouch / Home Storage / Retail stand

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NEXT

Seasonal upper collections

Wedge Launch



Pop-up stores

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E-commerce launch

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NEXT

Seasonal upper collections

Wedge Launch



Pop-up stores

LATER

High heel, accessories and new bases

1st Boutique

EVA for Kids



What We Need Now

Become reference for modular footwear

Modular Technology

Licensing partners

- Develop on our mechanism
- Join modularity movement

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Launch partners

- Funding for the first production run
- Tooling partners: molds on partnership terms



We are ready to make footwear modular

"Per cambiare basta una virgola"

All it takes is a twist

info@annachiatti.it · www.annachiattifirenze.it