

VOILE BLANCHE

BRAND PROFILE



FALC &
VOILE BLANCHE

Nel 1974 nasce Falc S.p.A, azienda italiana leader nel settore delle calzature e della moda, diventata oggi una realtà globale e moderna. Negli anni ‘80 l’azienda si afferma con un ruolo di primo piano nelle calzature da bambino e nei decenni successivi entra nel mondo dell’adulto con il marchio Voile Blanche.

Founded in 1974, Falc S.p.A, a leading Italian company in the footwear and fashion sector, is now a modern reality on a global level. In the 1980’s the company established itself with a prominent role in children’s footwear and in the following decades, it enters the adult world with the brand Voile Blanche.

BRAND HISTORY

2004

Falc dà vita al brand e alla prima collezione Voile Blanche, calzature ultra leggere ispirate al mondo della vela. A partire dal primo modello realizzato con il tessuto delle vele “il dacron” Voile Blanche si caratterizza per lo stile innovativo e lineare e una costante attenzione ai dettagli.

FALC creates Voile Blanche and its first collection of ultra-light footwear inspired by the world of sailing. Starting with the first model made from Dacron the fabric used for sails - Voile Blanche was characterised by a linear, innovative style and its constant attention to detail.

2026

Negli anni Voile Blanche è diventato un punto di riferimento nel panorama della moda contemporanea ed oggi il marchio è distribuito nelle migliori boutique del mondo.

Over the years Voile Blanche has become a point of reference in the panorama of contemporary fashion and the brand is now sold in the finest boutiques around the world.



VALUES









USP

UNIQUE SELLING PROPOSITION

PREMIUM DESIGNS ENGINEERED TO MAKE EVERYDAY MOVEMENT LIGHTER AND MORE DISTINCTIVE.



OUR VISION

Ridefinire la cultura contemporanea delle sneakers, fondendo l’eleganza artigianale con l’innovazione del design, in un equilibrio che unisce movimento e stile moderno.

To redefine contemporary sneaker culture by blending refined craftsmanship with innovative design, rooted in a legacy of movement and modern style.

OUR MISSION

Voile Blanche crea sneakers dal design contemporaneo che uniscono stile, artigianalità ed eleganza funzionale.
Fondato nel 2004, il brand coniuga innovazione, comfort e moda.

Voile Blanche creates forward-thinking sneakers that embody effortless style, high-end craftsmanship, and functional elegance. Founded in 2004, we design with purpose offering collections that balance innovation, comfort, and contemporary fashion for women and men alike.



OUR PRESENCE IN THE WORLD



OUR CLIENTS IN THE WORLD



BREUNINGER
Germany



NORDSTROM
USA



ISETAN
Japan



NO ONE
Moscow



LA RINASCENTE
Milano



FLOW RUN
Firenze



LA BOTTE CHANTILLY
Lille



SUEÑOS NEGROS
Barcelona

RETAIL ACTIVATIONS

LA RINASCENTE, TURIN



BEDFORD STUDIO, NEW YORK





ISETAN, TOKYO







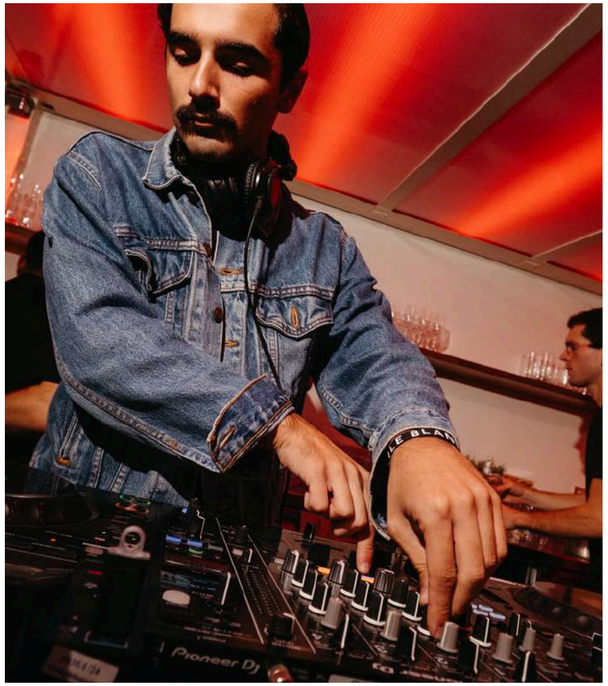
OUR COMMUNITY

Voile Blanche non è solo un prodotto, ma una community in movimento: eventi ed esperienze che ci uniscono e raccontano chi siamo, insieme.

Voile Blanche is not just a product, but a community in motion: events and experiences that bring us together and tell the story of who we are, together.




VOILE


Pioneer DJ




VOILE BLANCHE


VOILE BLANCH


PASTIFICIO

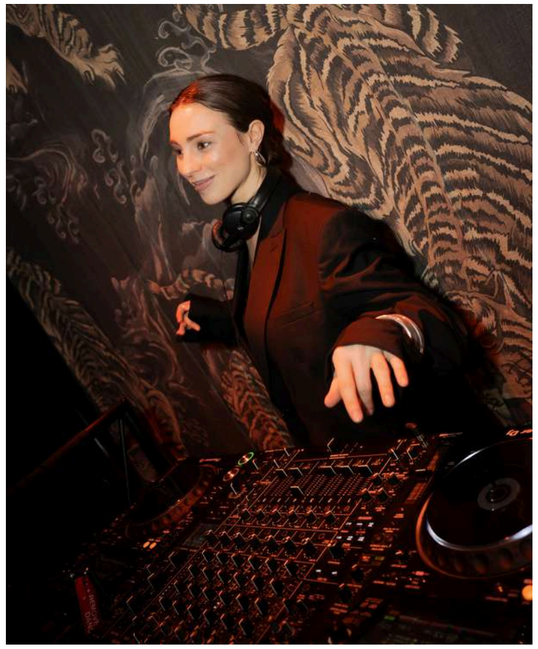


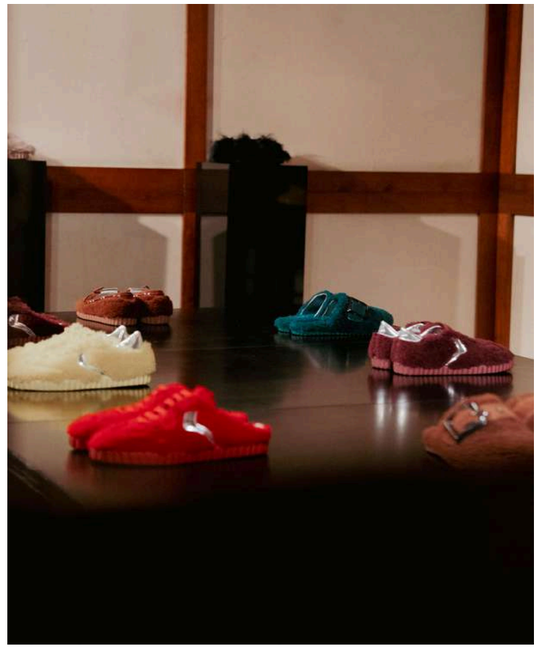





VOILE BLANCHE







VOILE BLANCHE x NORTH SAILS

COLLAB

The collaboration between North Sails and Voile Blanche is born from a shared spirit of exploration and a vision of design as freedom.

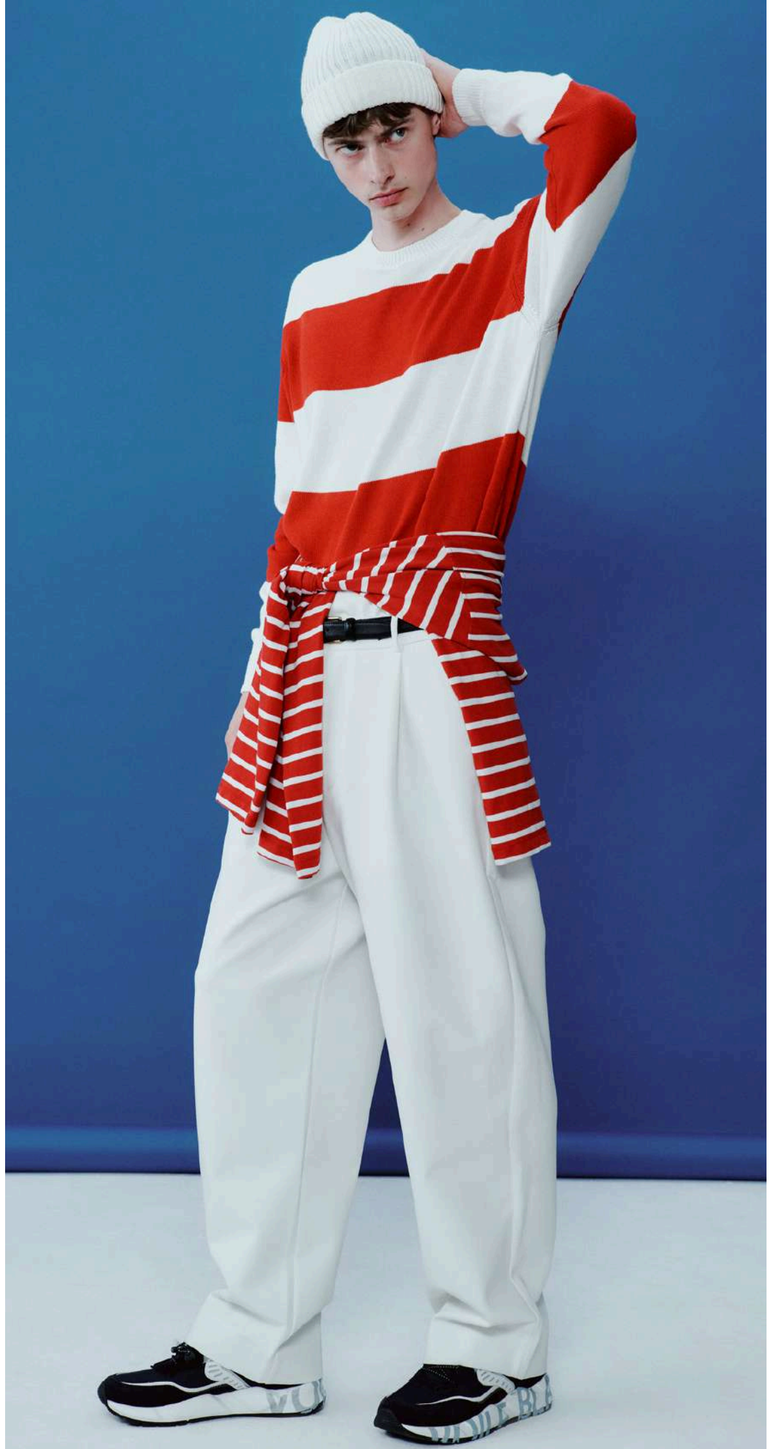
Technology and power of the sea meets urban dimensions and contemporary aesthetics.



CLUB 01



CLUB 105



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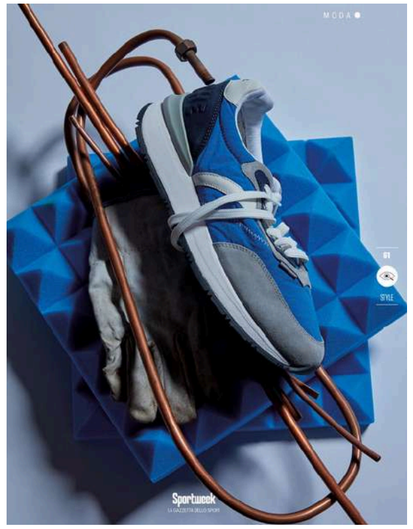



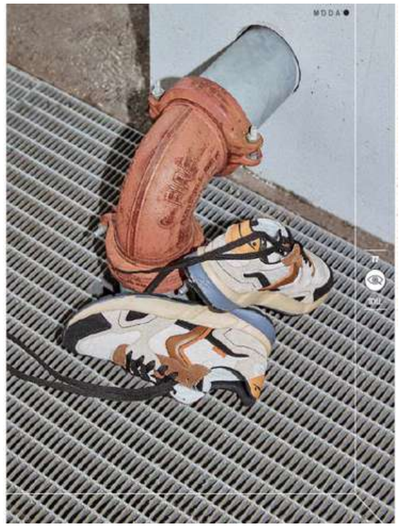









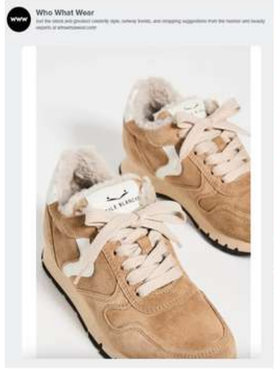









Voile Blanche Merry Penny Loafer

$258

And this may be the one that gives you the springiest step here.

$258 AT NORDSTROM

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HERO
PRODUCTS

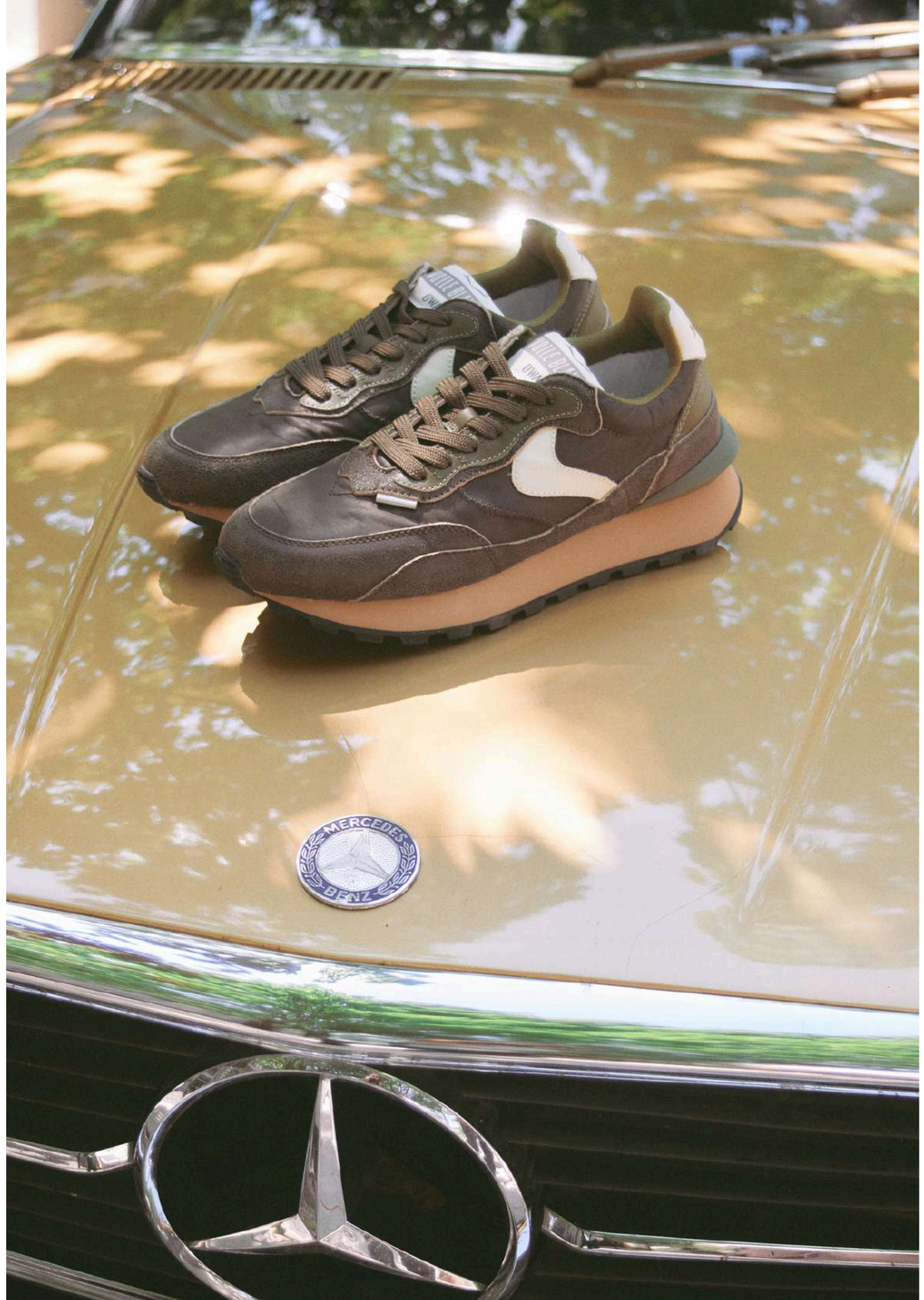
CLUB

Cuore sportivo, look glam, anima decisamente bold. Nato per l'uomo e divenuto in breve tempo un super bestseller anche nella collezione femminile, il modello Club si distingue per lo stile sportivo ma sempre di tendenza, diventando il protagonista degli outfit urbani.

Sporty at heart, glamorous in style and definitely bold in soul. Born for men and quickly becoming a super bestseller in the women's collection as well, the Club model is distinguished by its sporty yet runway look, becoming the leading player of urban outfits.



QWARK



Calzatura ispirata direttamente agli anni ‘80, per pulizia delle forme e aspetto vintage della tomaia, ma proiettata nel futuro per i volumi over delle suole ultraleggere.
Il bumper tridimensionale in gomma stabilizza la scarpa per una camminata sicura e comoda.

Footwear directly inspired by the 80’s, with clean lines and a vintage look of the upper, projected into the future
with the oversized volumes of the ultra-lightweight sole. The three-dimensional rubber bumper gives the shoe stability ensuring a secure and comfortable stroll.

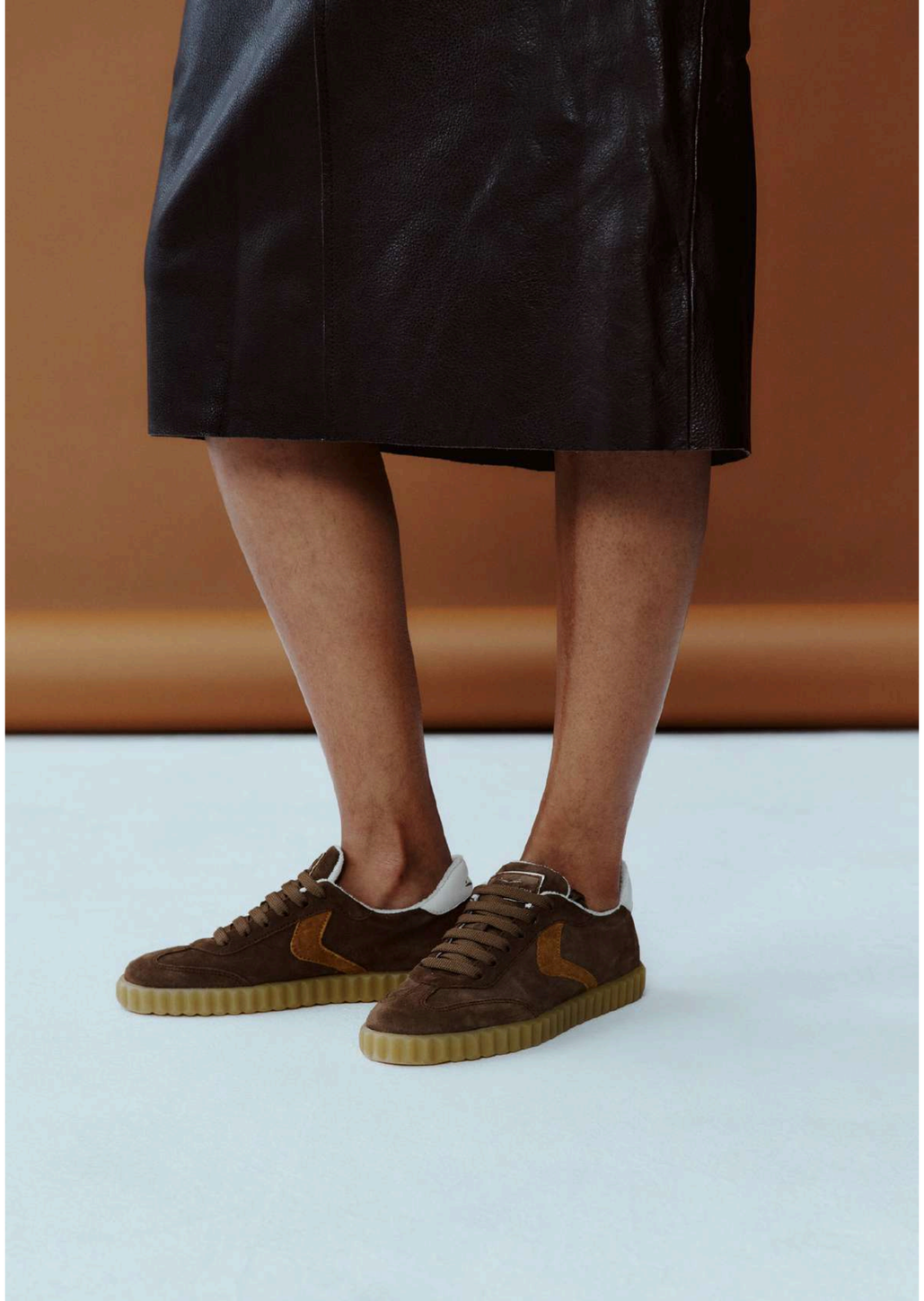
LIPARI

Perfetta combinazione di stile active chic e accenti vintage, la sneaker Lipari, con fondo a cassetta, è un modello estremamente femminili. Le linee sono essenziali, con topponcino personalizzato e dettaglio laterale impunturato.

A perfect combination of active-chic style and vintage accents, the Lipari sneaker with its box sole is an ultra-feminine model. Its lines are clean and minimal, featuring a customized heel tab and stitched side detail.



INES



La collezione Ines è un universo giocoso e dal gusto pop, che combina stile e funzionalità. La silhouette bassa, con linee essenziali, è arricchita da una soletta rialzata estraibile che garantisce comfort e praticità. La palette dai colori vibranti e la suola dentellata danno quel tocco in più alla city sneaker.

The Ines collection is a playful, pop-inspired universe that blends style and functionality. Its low silhouette, defined by clean lines, is enhanced by a removable raised insole that ensures comfort and practicality. A vibrant color palette and a notched sole add an extra touch to this city sneaker.

BALLERINAS

Immancabili in ogni guardaroba, le ballerine Voile Blanche esprimono l’anima dressy e femminile del brand. Realizzate con materiali premium e curate nei minimi dettagli, sono un elemento essenziale della collezione.

A must-have in every wardrobe, Voile Blanche ballerinas embody the brand’s dressy and feminine soul. Characterized by premium materials and rich detailing, they are an essential element of the collection.



MIND



Sneaker d'ispirazione vintage dal carattere sportivo, riconoscibile per l'iconico baffo laterale. Gli interni in pelle garantiscono comfort, mentre la suola in gomma con costruzione a cassetta completa il modello con stabilità e un look distintivo.

Vintage-inspired sneaker with a sporty attitude, distinguished by its iconic side stripe. Leather lining ensures lasting comfort, while the rubber cupsole completes the design with stability and a distinctive look.

VOILE BLANCHE