



WHO THE F*CK IS UMBERTO LUCE?

AND WHY THE HELL ARE HIS SHOES IN TOKYO, LA, BANGKOK...
AND PERHAPS, COMING UP SOON AT YOUR STORE

WE'RE NOT ANOTHER BRAND.

WE'RE A MOVEMENT
STITCHED IN LEATHER.

- BORN IN LEON, MEXICO.
- RAISED BY REBELS.
- RIDING ACROSS CONTINENTS.

AND WE'RE HERE TO MESS WITH THE IDEA OF WHAT
"HANDCRAFTED" REALLY MEANS.



WHAT MAKES US DIFFERENT?

UL*

A FEW SIMPLE THINGS:

- SINCE 1998, WE'VE MADE SHOES
- REAL LEATHER, ALWAYS.
- BUILT BY HANDS, NOT MACHINES.
- PROTECTION WHERE IT MATTERS.
- ZERO FAKE HYPE.

WE BUILD SHOES FOR PEOPLE WHO DON'T FALL FOR THE ACT.



UL^x

MOTO BOOTS



NOLDS
D3O® PROTECTED



WAGON
D3O® PROTECTED



MG
D3O® PROTECTED



CROW
D3O® PROTECTED

MOTO BOOTS



UL^x



DUNE
D30® PROTECTED



LARK
D30® PROTECTED



TERREN
D30® PROTECTED



HUNT
D30® PROTECTED



MC GREGOR
D30® PROTECTED



FALCON
D30® PROTECTED

UL*

A man in a dark leather jacket and boots stands in profile, looking out a large window. He is holding a helmet. The room has a rustic feel with stone walls and a wooden window frame. The lighting is dramatic, with strong highlights from the window.

UMBERTO ISN'T A LOGO. HE'S A REAL GUY.

BORN IN MEXICO. SCHOOLED IN MILAN.
HE RETURNED HOME WITH A SINGLE
OBSESSION:

COMBINE THE CHAOS OF ITALIAN DESIGN
WITH THE SOUL OF MEXICAN
CRAFTSMANSHIP.

IT WASN'T EASY. IT WASN'T FAST.
BUT IT BECAME LEGEND.

GLOBAL PRESENCE

WE'RE ALREADY IN:



AND HEY... MAYBE THERE'S ONE MISSING WITH YOUR NAME ON IT?

MOTO SNEAKERS



CONOR
D3O[®] PROTECTED



GOOSE
D3O[®] PROTECTED



25Y
D3O[®] PROTECTED



26Y
D3O[®] PROTECTED

MOTO SNEAKERS

UL^x



BONHAN X
D3O® PROTECTED



MX EDITION
D3O® PROTECTED



GRAKO
D3O® PROTECTED



BONHAN CLASSICS
D3O® PROTECTED



TAMUS
D3O® PROTECTED

**FOR OVER 10 YEARS,
WE'VE WORKED
WITH D30.
THEIR TECH. OUR SOUL.**

UL*

- IMPACT ZONES, DISCREET BUT DEADLY EFFECTIVE
- COMFORT LIKE YOUR FAVORITE SNEAKERS
- REAL TESTING, REAL RESULTS

**WE DON'T JUST MAKE BADASS BOOTS.
WE MAKE ARMOR FOR ASPHALT WARRIORS.**

A person wearing a checkered helmet and a black t-shirt is riding a motorcycle on a dirt road. The background shows a vast, arid landscape with eroded hills under a sunset sky. The motorcycle is a cruiser style with a large headlight and knobby tires.

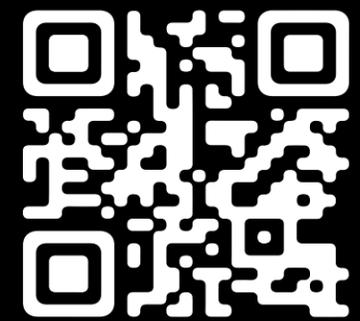
UL^x

**YOU'VE MET
UMBERTO LUCE.
NOT A BRAND.
NOT A TREND.**

**A MOVEMENT MADE FOR THOSE WHO RIDE,
WALK, STAND, AND LIVE WITH PURPOSE.**

VISIT [UMBERTOLUCE.COM](http://umbertoluce.com)

OR LET'S TALK ABOUT MAKING YOUR STORE PART OF SOMETHING BIGGER.



UMBERTO×LUCE

UMBERTO LUCE IS A HANDMADE FOOTWEAR BRAND
CRAFTED BY SKILLED ARTISANS IN LEÓN, MEXICO.
VISIT OUR WEBSITE AT [UMBERTOLUCE.COM](http://umbertoluce.com)