

When the utopian becomes a realistic ideal

Arno Bund



ARNO BUND, a passion for feminine elegance. A French brand resolutely focused on a responsible future... Its founder, Arnaud Bund, has given women, and more recently men, a taste for elegance that is both timeless and innovative. When creativity meets responsibility, the result is a brand deeply rooted in its culture and its time. An intellectual with a need for manual work, passionate by nature and invested on principle, Arnaud Bund trained in the remarkable craft of shoemaking and turned his imagination into reality. A designer in love with the high heel. Luxury at the service of a passion for beauty, the freedom to be and the fulfilment of a dream... This original inspiration can be seen in his twin heel, imagined in front of a butterfly on a riverbank.

By Helena Perdoux-Frances



Arnaud's sources of inspiration are full of humanity. He will certainly remember the greats such as François Pinet, the shoemaker of elegant women, Roger Vivier and his iconic expertise or Robert Clergerie, the inventor of innovative design in simplicity, but for the people they are or have been. Once again, humanity is at the heart of ARNO BUND's creations. It is his love for his wife, the attention he pays to all women, that guides his mind and his hands.

Discovering the world of ARNO BUND is already a concrete expression of modern beauty, faithful to its principles. It is already a way of acting. Wanting to wear his heels is a way of spreading his message, of holding on to his ideal, not only of femininity, but above all of his commitment as an "eco-respectful" artisan. And all it takes is one click...

WOMEN AT THE ORIGIN OF EVERYTHING

Created in 2022, ARNO BUND is an avant-garde brand with heels that are firmly rooted in the spirit of the times. A lover of femininity, Arnaud designs for and around women. He has put his talent at the service of a daring delicacy and a clear aesthetic. The heel as a pedestal of sublimated femininity...

WOMEN AND HEELS, THE UNIVERSAL FORMULA FOR BEAUTY

Under Arnaud Bund's impulse, femininity becomes the golden number, the universal formula for beauty... a divine harmony that owes everything to his imagination!

His shoes are created once the heel has been imagined, around which the model inspired by and for him is assembled. A complete and complex process that belongs only to its creator. Beauty has a responsibility. It must make sense

A CONCEPT AS SIMPLE AS NATURE ITSELF

Is it possible today to make leather shoes and remain insensitive to nature's misfortunes? Arnaud Bund has made up his mind and is not resigned to doing things "as usual", whatever the cost. As a responsible family man, he keeps a close eye on ecological developments. And true to his convictions, he uses upcycled leather.

Designing sneakers allows him to explore the advances in recycling. They are made from 70% recycled materials: alloys of plant fibres, bamboo, corn and sugar cane for the soles. The result is an eco-friendly product whose components have the same properties as leather, a material that is waterproof, antibacterial and breathable. ARNO BUND is also very interested in a process that transforms plastic recovered from the sea into textiles. With these new materials, the designer puts elegance at the service of our oceans.

MADE IN EUROPE... FOR NOW

ARNO BUND has teamed up with the talents needed for European production. Their know-how and the quality of their materials are indispensable and in tune with the times. In addition to ecological

responsibility, the founder can no longer find the know-how for high heels over 10 cm, the essence of his creativity, in France. But Arnaud, who is keen to create a link between his principles and his manufacturing process, has no reason to despair of being able to call upon the Made in France mastery of the dizzying heel once again. ARNO BUND is growing under the impetus of a creator who is both responsible and idealistic. A man who shows his convictions as an artist and invites you into his world.

**I AM PROUD
TO STAND
UP AND
FOLLOW MY
CONVICTIONS**

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