

TCBL Associate
Startups



Olives

Olives

S.João da Madeira , Portugal

Isabel Almeida

hello@myprettyolives.com

Business activity

Oliva Creative Factory
São João da Madeira, Portugal

Pairing their mutual **passion for felt and shoes**, Isabel and Filomena, in September 2017 allied their expertise by creating **Lemon Think**, the company that develops and markets **Olives**, a brand that embodies a unique concept aiming to revolutionize the shoe business.

Olives stands for a **shoe and accessories brand** wherein felt is its main raw material, and based on e-commerce with global goals,

As a **start-up** these are our main values:

Innovation

We bring felt and natural fibers to shoemaking and designing industry

Keeping our Heritage

We ally industrial and artisanal methods in our shoemaking

Cultural

We rescue local traditional know how of felt



Olives

SEARCH



HOME BRAND ▾ VISION ▾ COLLECTION ▾ MEDIA ▾ SHOP

Home / Women / Shoes / FLAT / copy of Flat Alespice 8

copy of Flat Alespice 8

Reference 3700.1.1

€129.90

CORAÇÃO GRANDE



CORAÇÃO PEQUENO



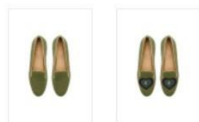
APLIQUE



SIZE

35 36 37 38 39 40 41 42

ADD TO CART



PRODUCT DETAILS

SIZE GUIDE

WRITE YOUR OWN REVIEW

Reference 3700.1.1



initial

PRODUTO

REPOSIÇÃO

Market issues

Our end client (**B2C**) is reached via online store. Having a global goal, **Europe** is our main market, though.

By the 6th of June 2018, Olives will launched online:

www.myprettyolives.com

we can also be reached at:

https://www.instagram.com/olives_shoes/

<https://www.facebook.com/myprettyolives/>

myprettyolive@gmail.com
olives.portugal@gmail.com

Atelier:

Oliva Creative Factory, loja 1

Rua da Fundição 240

3700 119 São João da Madeira

Portugal

Innovation potentials

Innovation

Felt is at the heart of the Olives brand, which is combined with other materials usual in the shoe and accessories manufacturing, in inspired new ways

Global Goal

Through e-commerce, we bring this local patrimony to the world and empower its economy

Ethics

We bring positive impacts to the environmental and cultural consciousness

Social

We rescue vulnerable people to our value chain, by helping them to recover and reintegrate

Environmental

We use natural raw materials, and at times, we upcycle waste from other industries, cutting down on our ecological footprint

Creating Value

We add value to local patrimony and tradition by reproducing it in large scale, so keeping it alive

Artemisia

3704.1



Greyish fur felt tangled
Rose fur felt
Black outter sole

35

Ginger Loafer

3704.2



Ginger fur felt tangled
Nude fur felt
Black outter sole

35

Rose Pepper

3704.3



Rose Pepper fur felt
Dark rose varnish
Black outter sole

35

Cardamom

3706.1



Green olive fur felt
Dark green suede
Black outter sole

35

Almond

3705.1



Almond fur felt
Almond nude suede
Black outter sole

35

Green Paper

3706.2



Green olive fur felt
Dark green suede
Black outter sole

35

Wasabi

3706.3



Green olive fur felt
Dark green suede
Black outter sole

35

Sesame

3702.2



Sesame natural fur felt
Gold laminato leather
Black outter sole

35

Tulsi

3702.3



Green fur felt tangled
Gold laminato leather
Black outter sole

35

Juniper

3702.1



Dark brown fur felt
Tulsi glittered leather
Black outter sole

35

Licorice

3703.2



Brown fur felt tangled
Gold laminato leather
Black outter sole

35

Cloves

3703.3



Brown fur felt tangled
Gold laminato leather
Black outter sole

35

Olives

3703.1



Green olive fur felt
Gold laminato leather
Black outter sole

35

Value chain scenarios

Being located in northern Portugal, Olives development is enhanced at various levels:

Oliva Creative Factory:

An industry cluster where our headquarters are located.

**S. João da Madeira,
Northern Portugal**

The city has the best national know-how in what shoe making is concerned, and has an international recognition of that.

Suppliers:

All our suppliers are located also in northern Portugal, namely FEPSA- world's top felt manufacturer.

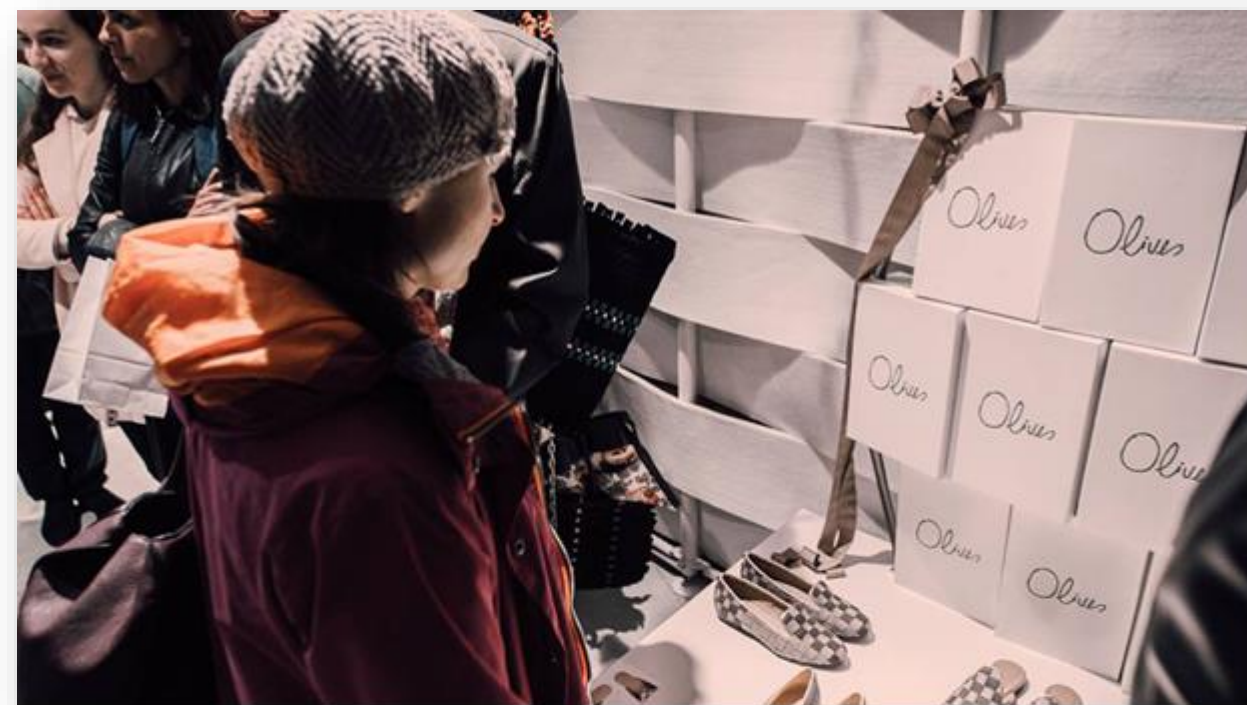
Our project contributes to local economic development by displaying local cultural heritage to the rest of the world.



Interaction with TCBL

The brand Olives around the world.
Looking to expand our business by new collaborations,
exploring new possibilities
and developing new **products out of felt**.

Olives participation in the **Bioshades** workshop, at **Sanjotec Design Lab**, 23th March 2018. The first results of that workshop can be seen in the sustainable dyeing of textiles



waag
textillab amsterdam

BIOSHADES

WORKSHOP EM REDE COM
PARCEIROS EUROPEUS

Tingimento sustentável de materiais

Programa:
14h00 - Apresentação dos participantes
14h15 - Introdução ao tingimento por bactérias
14h30 - Tingimento do material
16h30 - Instruções para os próximos passos

15
de março

Sanjotec
Rua de Fundões 151
São João da Madeira

sanjotec

TCBL

European Commission

Horizon 2020
European Union Funding
for Research & Innovation





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THANK YOU!

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