



"Superga X Pasqua" Is Born: The Work Rubber Boot In Limited Edition Born From The Collaboration Between Two Italian Brands

A special project celebrating the Italian lifestyle, bringing together the values of a wine company and a fashion brand that speak of style and savoir faire, cutting across their respective industries

Verona, September 30, 2026 — "Superga x Pasqua" is born: the first collaboration between Superga, the historic Italian footwear brand founded in Turin in 1911, **and Pasqua Wines**, a Veronese winery with a strong global vision and a contemporary soul. **For the first time, the two Italian companies have worked together, both committed to carrying their stories of a hundred years into the future, and out into the world, through a distinctive and irresistibly cool style.**

Superga's classic DNA meets Pasqua's unconventional one in a limited-edition initiative that introduces the language of fashion into the vineyard: a rubber boot inspired by countryside style, reinterpreted through a modern, sophisticated Italian aesthetic and customized with a double logo. It is an object born from the meeting of two visions that share the ability to turn a strong Italian identity into a language that is memorable, celebrated, and cosmopolitan.

Pasqua Wines, from the heart of Verona, interprets Valpolicella wine and Made in Italy with a creative, irreverent, worldwide perspective. Superga, with its essential design and imagery that has won over fashion icons and celebrities over the years, contributes to the initiative a heritage of more than a century. The result is a **boot designed for experiencing the vineyard with style and comfort.**

The project debuts with an exclusive **drop reserved for press and VIPs**, conceived as a true statement piece. The boot, already available, inaugurates a partnership that unites two brands speaking to different audiences, with a voice able to cross borders, ages, and cultures.

Chief Executive Officer Riccardo Pasqua comments: *"The Italian way of life is unique and admired all over the world. With Superga, we wanted to reinterpret this attitude in a contemporary key, transforming a functional object of everyday work in the vineyard into an expression of style, as we do with every project."*

Lorenzo Boglione, Chief Executive Officer of the BasicNet Group, continues: *"Superga has always had the ability to evolve its heritage and to engage with different worlds, generations, and cultures. With Pasqua, we have found a partner who shares our vision of Italian heritage: authentic in its roots, yet open to contamination and experimentation. Infusing the Superga universe into this venture means transforming a functional object into a style element, creating an unexpected yet natural encounter between fashion, territory, and Italian lifestyle."*

Pasqua and Superga share more than an Italian origin: a story built across multiple generations and the ability to turn an identity deeply rooted in its territory into an emblem recognizable well beyond national borders. An encounter that carries the language of fashion among the vine rows, and turns a functional work object into a new expression of contemporary Made in Italy.

Press Assets



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PASQUA is a Veronese winery founded in 1925 and owned by the Pasqua family. Recognized worldwide as a producer and ambassador of prestigious Veneto wines, the company's ambition is to carry into the future, with renewed stylistic codes, all the winemaking experience consolidated over more than 100 years of history. Alongside Chairman Umberto work his sons Riccardo Pasqua, Chief Executive Officer; Alessandro Pasqua, Vice President for North America; and Andrea Pasqua, Head of Business Development. With the third generation, the winery becomes the House of the Unconventional, a research laboratory and a space for dialogue where quality and creativity take center stage. In its centenary year, Pasqua was chosen by winemaker Charles Smith as global distributor of the House of Smith brands, including K Vintners, Sex, and Real Wine, in the latter of which it is also a minority partner. Also in 2025, the Veronese winery invested in the Sangue d'Oro winemaking project in Pantelleria, owned by actress and international style icon Carole Bouquet, acquiring the property and thus combining an oenological vision with the protection of the island's cultural heritage.

Superga® is a brand of BasicNet Group, which also owns the brands Kappa®, Robe di Kappa®, Jesus® Jeans, K-Way®, Briko®, Sebago®, Woolrich® and Sundek®, ®. BasicNet's leader brands are present in the sports and leisure apparel, footwear and accessories market. It operates worldwide through an international network of entrepreneurs, licensees of the brands, which produce or distribute the products. BasicNet offers to its network services of research, development, industrialization of the products and global marketing. All the company processes occur only through the Web, making BasicNet a "fully web integrated company". BasicNet, with headquarters in Turin, Italy, is listed at the Italian Stock Exchange since 1999.

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