Maison Felger, with 3D scanner, opens in Printemps

By Godfrey Deeny - March 25, 2022

Maison Felger, the French bespoke footwear brand for discerning gents, has opened in Printemps, replete with a 3D scanner, in the latest expansion by the house.

A subtle meeting of artisan and high-tech, the 3D scanner in the new Galerie Lafayette shop-in-shop boasts the ability to calculate exactly the measurements of any client’s feet, allowing Maison Felger to create precise personalized plastic lasts.

Founded five years ago by Maria and Cyril Karunagaran, Maison Felger already boasts a flagship store on Rue du Bac in St Germain. Now, the brand has crossed the Seine to the swish fifth men’s footwear floor of the famed Paris department store.

“We’d like to maintain a unique patrimony in France, perfectly made artisanal shoes, but supported by technology. Too many men try on shoes for 30 seconds and dash off with a new pair. We want each pair of Maison Felger to fit them in a truly unique way,” explained Maria, standing beside the 3D printer, as it quietly scans a client's footsie.
Devoted to maintaining a certain French idea of savoir faire, Maison Felger has also opened an atelier in Brittany, where seven skilled craftsmen create the handmade boots and shoes. Located in the citadel city of Fougères, a noted source of gentleman’s footwear since the 1850s, the atelier is composed of artisans trained in the highest French footwear brands, such as Berluti.

This subtle footwear marque is recognizable by its signature hook indentation, reflecting the angled gap between the letters of 'm' and 'f' – seen in the tab of boots and side of shoes.

Made of calfskin sourced from top-level tanneries in France and Italy, Maison Felger reeks of modernist and transparent high quality. Each pair, which requires 150 different steps in creation, is registered on the blockchain.

Prices range from their natty Richelieu shoes at €1,650 to Chelsea boots or Chuka boots are €2,200 for the chance to experience bespoke footwear at its most personalized and coolly posh.

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