

# SF Excellent

Handcrafted Footwear Brand in  
Malaysia



@sfexcellent



@SFExcellent19



# About Us

SF Excellent is an online store which is selling ladies comfortable & elegant heel shoes. SF Excellent has been founded and established since 2019. Since then, the company has been growing everyday. We strive to be one of the top and best ladies heel shoes provided out there.

SF Excellent ladies' shoes are 100% handmade. All products are 100% handmade by master shoemakers with a great attention to detail, each of them having more than 20 years of experience in making ladies footwear. Our brand aims to develop different types and designs of ladies footwear for all kinds of women, so that every woman who wears a pair of SF shoes feels special. That special feeling not only comes from the fact that our shoes are handmade but is also made-to-order. We made ladies footwear from raw material and sold finished goods which included a pair of ladies' footwear such as heels, flats, sandals.

Besides that, comfort is the most priority of SF Excellent consent about. SF wants our consumer to wear SF shoes feeling comfortable for wearing all day long. We did it. We strive to provide you an undivided experience when you first slip into our shoes.

A close-up photograph of a bride's lower half and hands. She is wearing a white lace wedding dress with intricate floral patterns and a scalloped hem. Her hands are adorned with henna designs, a gold chain bracelet with heart charms, and a gold ring. She is wearing a pair of white pointed-toe pumps. The text "Customize Your Shoes" is overlaid in the center in a bold, black, sans-serif font.

# Customize Your Shoes

# Stiletto Pumps



Normal cutting

**SHOES TOE : POINTED TOE**  
**HEEL HEIGHT : 2.5 INCH**  
**HEEL STYLE : STILETTO**  
**INSOLE : CUSHIONED INSOLE**  
**LINING MATERIAL: MACRO FABRIC**

**PRICE: RM300.00 (WITHOUT ACCESSORIES)**

## OPTIONS

- Heels height: 1.5/2.0/2.5/3.0/3.5 inch
- Side cutting: Normal / Wave
- Material & Colour
- Size



Wave cutting

## Slingback Heel Pumps



<b>SHOES TOE</b>	<b>: POINTED TOE</b>
<b>HEEL HEIGHT</b>	<b>: 3.5 INCH</b>
<b>HEEL STYLE</b>	<b>: STILETTO</b>
<b>INSOLE</b>	<b>: CUSHIONED INSOLE</b>
<b>LINING MATERIAL:</b>	<b>MACRO FABRIC</b>
<b>BUCKLE</b>	<b>: BUCKLE WITH HIDDEN ELASTIC BAND</b>

***PRICE: RM300.00 (WITHOUT ACCESSORIES)***

### **OPTIONS**

- Heels height: 1.5/2.0/2.5/3.0/3.5 inch
- Material & Colour
- Size



## Peep-toe Platform Pumps



**SHOES TOE** : PEEP-TOE  
**HEEL HEIGHT** : 4 INCH  
**HEEL STYLE** : STILETTO  
**INSOLE** : CUSHIONED INSOLE  
**LINING MATERIAL:** MACRO FABRIC

**PRICE:** RM350.00

### OPTIONS

- Heel height: 3.5 inch / 4 inch
- Material & Colour
- Size



# Peep-toe Mary Jane Platform Pumps



**SHOES TOE : PEEP-TOE**  
**HEEL HEIGHT : 4 INCH**  
**HEEL STYLE : STILETTO**  
**INSOLE : CUSHIONED INSOLE**  
**LINING MATERIAL: MACRO FABRIC**

**PRICE: RM380.00**

## OPTIONS

- Heel height: 3.5 inch / 4 inch
- Material & Colour
- Size



# Round toe Platform Pumps



**SHOES TOE : ROUND TOE**  
**HEEL HEIGHT : 4 INCH**  
**HEEL STYLE : STILETTO**  
**INSOLE : CUSHIONED INSOLE**  
**LINING MATERIAL: MACRO FABRIC**

***PRICE: RM350.00***

## **OPTIONS**

- Heel Height: 4 inch
- Material & Colour
- Size





# Heel Pumps



**SHOES TOE** : POINTED TOE  
**HEEL HEIGHT** : 3.5 INCH  
**HEEL STYLE** : STILETTO  
**INSOLE** : CUSHIONED INSOLE  
**LINING MATERIAL:** MACRO FABRIC  
**EMBELLISHMENT** : TRACED WITH DIAMOND  
**EMBELLISHMENT**

**PRICE:** *RM330.00 (WITH EMBELISHMENT)*  
*RM300.00 (WITHOUT EMBELLISHMENT)*

## OPTIONS

- Heel height: 2.5 inch / 3.5 inch
- Embellishment: With / Without
- Material & Colour
- Size



# Stiletto Pumps



**SHOES TOE** : POINTED TOE  
**HEEL HEIGHT** : 3.5 INCH  
**HEEL STYLE** : STILETTO  
**INSOLE** : CUSHIONED INSOLE  
**LINING MATERIAL:** MACRO FABRIC  
**EMBELLISHMENT** : TRACED WITH DIAMOND  
**EMBELLISHMENT**

**PRICE:** RM330.00 (WITH EMBELISHMENT)  
RM300.00 (WITHOUT EMBELLISHMENT)

## OPTIONS

- Heel height: 3 inch / 3.5 inch
- Embellishment: With / Without
- Material & Colour
- Size



# Mule Heel Pumps



**SHOES TOE : POINTED TOE**  
**HEEL HEIGHT : 3 INCH**  
**HEEL STYLE : STILETTO**  
**INSOLE : CUSHIONED INSOLE**  
**LINING MATERIAL: MACRO FABRIC**  
**EMBELLISHMENT : STRAP TRACED WITH DIAMOND**  
**EMBELLISHMENT**

**PRICE: RM330.00 (WITH EMBELLISHMENT)**  
**RM300.00 (WITHOUT EMBELISHMENT)**

## OPTIONS

- Heel height: 2 inch / 3 inch
- Embellishment: With / Without
- Material & Colour
- Size



## Ankle Strap Pumps



**SHOES TOE** : POINTED TOE  
**HEEL HEIGHT** : 3.5 INCH  
**HEEL STYLE** : STILETTO  
**INSOLE** : CUSHIONED INSOLE  
**LINING MATERIAL:** MACRO FABRIC  
**STRAP** : ANKLE STRAP

**PRICE:** RM330.00 (WITH STRAP)  
RM300.00 (WITHOUT STRAP)

### OPTIONS

- Heel height: 2.0 / 2.5 / 3.0 / 3.5 inch
- Strap: With / Without
- Material & Colour
- Size





**ADD ON:**  
**Embellishment**  
**Charge of RM30 / pair**



A



D



B



E



C



F

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