

# SF Excellent

Ampang No. 1 Quality Custom Made  
Shoes Specialist



@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.

# Why Us?

**Everyone can  
BUY**

**Custom Bridal  
Shoes (From  
smallest size to  
biggest size)**

**Design what  
you WANT**

**The BEST ever  
comfort, you will  
never know**

**100%  
Handcrafted  
in Malaysia**

**Making Custom  
Bridal Shoes**  
**Why Choosing  
SF Excellent?**

[www.sfexcellent.com](http://www.sfexcellent.com)



A close-up, vertical photograph of a bride's lower half. She is wearing a white wedding dress with intricate lace detailing on the sleeves and hem. Her feet are adorned with white pointed-toe pumps. On the inside of each shoe, the brand name "P. Puccelli" is visible. She has henna designs on her feet and is wearing a gold anklet with small charms. The background is softly blurred, showing more of the dress and a hint of the wedding setting.

# **Customize Your Shoes**

## Stiletto Pumps



### DETAILS

SHOES TOE	: POINTED TOE
HEEL HEIGHT	: 2.5 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE

*PRICE: RM350.00*

### OPTIONS

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



# Slingback Heel Pumps



## DETAILS

SHOES TOE	: POINTED TOE
HEEL HEIGHT	: 3.5 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE
BUCKLE	: BUCKLE WITH HIDDEN ELASTIC BAND

**PRICE: RM350.00**

## OPTIONS

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



# Peep-toe Platform Pumps



## DETAILS

SHOES TOE	: PEEP-TOE
HEEL HEIGHT	: 4 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE

*PRICE: RM350.00*

## OPTIONS

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





# Peep-toe Mary Jane Platform Pumps



## DETAILS

SHOES TOE	: PEEP-TOE
HEEL HEIGHT	: 4 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE

*PRICE: RM350.00*

## OPTIONS

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





## Round toe Platform Pumps



### DETAILS

SHOES TOE	: ROUND TOE
HEEL HEIGHT	: 4 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE

*PRICE: RM350.00*

### OPTIONS

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



## Heel Pumps



### DETAILS

SHOES TOE	: POINTED TOE
HEEL HEIGHT	: 3.5 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE
EMBELLISHMENT	: TRACED WITH DIAMOND
EMBELLISHMENT	

*PRICE: RM350.00*

### OPTIONS

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



## Stiletto Pumps



SHOES TOE : POINTED TOE  
HEEL HEIGHT : 3.5 INCH  
HEEL STYLE : STILETTO  
INSOLE : CUSHIONED INSOLE  
EMBELLISHMENT : TRACED WITH DIAMOND  
EMBELLISHMENT

*PRICE: RM350.00*

### OPTIONS

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





# Mule Heel Pumps



## DETAILS

SHOES TOE : POINTED TOE  
HEEL HEIGHT : 3 INCH  
HEEL STYLE : STILETTO  
INSOLE : CUSHIONED INSOLE  
EMBELLISHMENT : STRAP TRACED WITH DIAMOND  
EMBELLISHMENT

*PRICE: RM350.00*

## OPTIONS

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



## Ankle Strap Pumps



### DETAILS

SHOES TOE	: POINTED TOE
HEEL HEIGHT	: 3.5 INCH
HEEL STYLE	: STILETTO
INSOLE	: CUSHIONED INSOLE
STRAP	: ANKLE STRAP

*PRICE: RM350.00*

### OPTIONS

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





**ADD ON:  
Embellishment**







# FAQS

## **1. How long will it take to make my own shoes from SF Excellent?**

It will depend on the difficulty of making shoes and the queue of the order, shoes could be finished in 14 working days in general.

## **2. Where can I collect my custom made order?**

Once the custom shoes is ready, our respective sale assistance will notice the buyer to come and collect at SF Excellent Ampang Outlet.

## **3. Were customized shoes eligible for exchange?**

All customized item are especially made for you, we are strictly NOT allowed to cancel or exchange your Custom-Made order.

All customized item sale are final and non refundable.



# **FOLLOW US**



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