



**MICAM MILANO FROM 16 TO 19 FEBRUARY 2020:
NEW LAYOUT, MORE CONTENT AND CLOSER ATTENTION
TO ISSUES OF SUSTAINABILITY**

- ***New layout: focus on sustainability***
- ***Players District: the game continues***
- ***Emerging designers and Startups: spotlight on young talent***
- ***From accessories to the supply chain: concurrent trade fairs***

MICAM Milano returns to the Fiera Milano **from 16 to 19 February 2020** and, with its new MICAM in Wonderland communication campaign, embarks on a new edition chock-a-block with novelties.

The main features of the International Footwear Fair's forthcoming February 2020 edition will be a **renewed and even more dynamic layout**, with a strong focus on **innovation, trends and sustainability**, without neglecting new creative talents.

"The digitalisation of production processes, an awareness of the issues of sustainability in the fashion supply chain, and the need to train and attract professional figures with up-to-date skills into our companies – these are the three issues that are changing the footwear industry all over the world – observes Siro Badon, Chair of Assocalzaturifici and MICAM – For this reason, from this edition onwards, we are going to focus strongly on the changes taking place in every sector of the industry, providing dealers and companies with concrete answers, identifying the best practices to follow and turning the spotlight on creative and productive businesses that have distinguished themselves thanks to their ability to look ahead and project themselves into the future".

MICAM 89 will be attended by **1205 exhibitors**, including **628 Italian** and **577 foreign companies**, who will be presenting a preview of their collections for F/W 2020-2021.

Amongst the big names present at the fair for the first time are **HIDE & JACK** and **MANILA GRACE** while **ALBERTO FASCIANI**, **BORBONESE**, **DKNY** and **LOVE MOSCHINO** will be returning again this year.

NEW LAYOUT: FOCUS ON SUSTAINABILITY

Confirming its ability to anticipate trends, starting from this edition **MICAM Milano** has renewed its layout in order to reflect the changes taking place within the market, giving "traditional" areas an even stronger identity and enriching the trade show with new content.

Promosso da:



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The theme of environmental and social sustainability will be prevalent at MICAM, in various different forms and contexts, testifying to the profound transformation that the footwear industry, too, is involved in promoting within the fashion and accessories sector.

As well as being designed to spotlight the new MICAM X project, the Fashion Square's new setup will also open the way for a closer collaboration with the various trade-fair events in the supply chain. **Lineapelle**, the leading international exhibition dedicated to leather, accessories, components, fabrics, synthetics and models for the fashion and luxury industry, will make its research on the latest trends in materials for the FW20/21 season available to MICAM X, as well as giving presentations on the most innovative aspects and constant evolution of leatherware.

The aim of this initiative is to show how the use of highly innovative and sustainable materials is of benefit to the product, both in terms of style and technological innovation, while also laying the basis for a new approach with the customer.

The WGSN workshops dedicated to the new trends and ideas that will dominate the coming season will also be held in the **MICAM X** area.

In the **Man Square**, the area dedicated to men's shoes, the emphasis will be instead on lightheartedness: for the first time, an area will be set up devoted to traditionally male hobbies and passions. After being pampered in the barber shop, men will be able to visit the cigar lounge where talks illustrating the technique of preparing and smoking cigars will be given. A games area with billiard table, toy car race track and open bar will also be available for visitors.

In the **iKids Square**, the artist Allison Hoffman will use completely recycled yarn to create the **Wonder Dolls**, a limited-edition collection representing characters from MICAM in Wonderland. Sales proceeds will be used to fund primary school projects in Malawi run by HUMANA People to People Italia.

Apart from the iKids Square, the Wonder Dolls will also be sold in the Assocalzaturifici Area in pavilion 1 stand F01, at the Press Office in pavilion 1 stand G01 and in the Humana Area pavilion 4 stand N07.

Also, on the first two days of MICAM, the artist Riccardo Zangelmi - the first and only Italian **LEGO® Certified** Professional - will construct a child's shoe made entirely with LEGO® bricks. 500 small shoe-shaped gadget keyrings made with mini LEGO® bricks will also be available.

The values of eco-sustainability will be the protagonists of **The Garden (Pav. 4)**, a space dedicated to the theme of respect for the environment for the first time at

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MICAM. Here, hanging leaf shapes and illuminated texts projected onto the floor of the corridor will invite reflection on the subject, while a bar counter with comfortable seats in the form of rocks will welcome visitors.

Visitors to this space will receive a special pencil: if planted after use, it will in fact be able to germinate and grow, thanks to the forget-me-not seeds contained inside it.

The special guest area for international buyers has also been redesigned: the theme of the **Vip Lounge in Pav. 1 E01** pays homage to the Russian culture and is dedicated to Russia and ex CIS countries, which are key players in the global footwear market.

PLAYERS DISTRICT: THE GAME CONTINUES (Pav. 7P)

Following the success of the first edition, the Players District is back again this February. This area of **MICAM Milano** was designed to provide the variegated world of outdoor and sports shoes with its own exclusive space: it represents an important vantage point from which to observe a constantly evolving market and a unique occasion for buyers, dealers and retailers.

Amongst the brands exhibiting here are: **Lotto, Bjorn Borg, CMP, Dolomite, Joma Sport, Skechers and Patrick.**

A feature of the area will once again be The Arena – a space enlivened by professional performances of freestyle entertainment such as bike trial, football, basketball and breakdance: the full lineup of events is available on the event calendar.

EMERGING DESIGNERS AND STARTUPS: SPOTLIGHT ON YOUNG TALENT

Attentive as ever to the younger generations, **MICAM Milano** will once again play host to 12 talented young designers, the **Emerging Designers (Pav. 4E)**, selected by a panel of experts.

One of the highlights of the fair will be represented by the fashion parade showcasing their creations, which will be held on 17 February starting at 12.45.

The **Italian Footwear Startup** space will also be back again at this edition: this area is curated by ICE and the Ministry of Foreign affairs and International Cooperation in collaboration with Suitex International, an international recruitment company specialising in fashion, which has selected 8 startups to exhibit at MICAM (**Pav. 1 D05**): **BOTTEGA SENATORE, ID.EIGHT, MARCO PROIETTI DESIGN, UNALIRA, WAO, YUOOL, ZINGALES SHOES.**

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FROM ACCESSORIES TO THE SUPPLY CHAIN: CONCURRENT TRADE FAIRS

While MICAM is on, fashion industry professionals have the possibility of visiting two other events that are highly representative of the fashion-accessory galaxy: **MIPEL**, the world's most important leather fair and **HOMI Fashion & Jewels**, the only event in Italy devoted to costume jewellery, jewellery and accessories.

The final day of MICAM, 19 February, on the other hand, coincides with the opening day of **LINEAPELLE**, the international platform for leather, accessories, components, fabrics, synthetics and models, and **SIMAC**, an international exhibition of machinery and technologies for the footwear, leather goods and tanning industries.

For all visitors to MICAM, the fact that these fairs are being held concurrently provides a further opportunity for discovering new trends and doing business.

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