



MICAM X: INITIATIVES AND MEETINGS TOUCHING ON SUSTAINABILITY AND INNOVATION

Vision, opportunities, creativity: there will be plenty of interesting content at **MICAM X**, the new MICAM area, premièring this year, dedicated to the future-direction of innovation, sustainability and research.

At such a symbolic and decisive time for the footwear industry, which is going through profound changes as regards production processes and the very concept of footwear (also in the perception of end consumers), **MICAM "X"** - at the very heart of the fair, in the fashion shows and seminars area of **Pavilion 1** - sets the stage for the coming season's most innovative and technological proposals.

Here, the MICAM audience will enjoy an immersive experience, discovering the latest market trends in terms of style, research in materials, sustainability and the future of retail.

Speakers from all over the world (New York's Fashion Institute of Technology, M.I.T., Tuft University Boston and many more) will take the stage, offering their contribution and inspiring the audience at three workshops epitomising the innovations of MICAM X:

- *ART, FASHION, HERITAGE AND FUTURE: from retail to product design* (16 February, 14:00)
- *THE FUTURE OF RETAIL* (17 February, 11:00)
- *CSR&SUSTAINABILITY* (18 February, 14:00)

The MICAM X area will also feature a number of **WGSN** workshops devoted to the latest trends and inspirations underpinning the coming season's offering, and others, organised by **Lineapelle**, on the most striking innovations and on the industry's continuous evolutions in terms of materials, especially leather.

The area will also include the **MICAM fashion shows**, highlighting - through the models paraded - the trends identified by WGSN.

A concrete contribution to the development of new corporate communication strategies, especially in social and digital terms, comes from **MICAM PhotoLab** (Pavilion 2 R23), an initiative organised in collaboration with EPHOTO, through which companies will be able to avail of expert photographers to produce still lifes of their models.

Sustainability is a key issue of the **X-Ray Fashion** Virtual Reality Experience (Pavilion 1 H22) dedicated to the documentary of the same name produced by film director

Promoted by:



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MICAM^{89°}

M I L A N O

Francesco Carrozzini. This experience immerses viewers in the contradictions of the fashion industry, underscoring the urgent need to move towards a paradigm of sustainable fashion.

The **MICAM X** fashion show "*Elements of sustainability*", produced in collaboration with **Piattaforma Formativa Sistema Moda**, will also centre on sustainability and training. During the event, the student projects of 15 schools will offer food for thought on opportunities for sustainable fashion.

Training the younger generations lies at the heart of a special **interactive talk**, involving entrepreneurs, young people and schools, scheduled to take place at 11:20 on 18 February.

The meeting forms part of the **Open Your Mind** campaign - promoted by the European Commission within the framework of the Programme for the Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME) and launched by the Executive Agency for Small and Medium-Sized Enterprises (EASME) and by DG GROW (the Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs) - designed to attract young talents aged 14 to 30 to the textile, clothing, leather and footwear industries.

MICAM X sets out to unveil the scenarios that lie ahead for the accessories market, becoming a key means for companies, workers and trend-setters to keep up-to-date and reflect on the future of the industry.

For details of the MICAM X meetings and fashion shows, please see the full schedule of events.

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