



THE EXCITEMENT OF NEW TALENT: THE "EMERGING DESIGNERS" AREA IS BACK AT MICAM 89

MICAM Milano, the International Footwear Show, will be back at Fiera Milano Rho **February 16 through 19, 2020** with a special area set aside for **Emerging Designers**, offering young creative artists a unique opportunity to present their styles in the prestigious setting of the international show and confirming the trend toward renewal of the footwear sector.

The younger generations play an increasingly important role in determining the trends among consumers today, and also represent an important turning point for the footwear industry. This is why the International Footwear Show once again turns the spotlight on the creations of 12 young new talents in the industry, selected by a panel of experts and showcased in a special space at the event where they will introduce footwear makers and buyers to their surprising new style intuitions.

The creative designers featured in the **Emerging Designers** space at **MICAM 89** will be: **Annabelle Tsitsin** with her A BY ANABELLE brand (Israel); **Ines Martin-Borregon** of ALOHAS SANDALS (Spain); **Marouane Haial** with CONTRE ALLÉE (Morocco); **Marco Contigiani, Leonardo** and **Aldo D'Autilio** with DEPLACÉ (Italy); **Rodrigo** with the DOTZ brand (Brazil); **Diàna Polgàr** with DYAN (Hungary); **Emanuele Coppari** presenting LES JEUX DU MARQUIS (Italy); **Matteo Maiorano** with MAIORANO (Italy); **Asfales Rowland** presenting PIJAK BUMI (Indonesia); **Masamitsu Hata** and **Pierre Rivière** of TIMOTHÉE PARIS (France); **Xin-Yu Weng** of the WXY brand (Taiwan); and **Umberto De Marco** of YATAY (Italy).

The 12 designers were selected by a professional panel of fashion and communications experts under the guidance of stylist **Ernesto Esposito**, who included the following panellists in the jury of the 2020 contest: **Ivan Bontchev** (Fashion Stylist), **Simonetta Gianfelici** (Fashion Consultant & Talent Scout), **Riccardo Grassi** (Founder and CEO of Riccardo Grassi Showroom), **Julian Hargreaves** (Photographer) and **Stefania Lorini** (Fashion Stylist).

The styles proposed by the young designers range from pop citations to study of classic forms and from the metropolitan atmospheres of electronic music to rediscovery of natural and recycled materials, put to use in surprising new fashion concepts. There are plenty of truly unusual experiments and original new versions of the styles that have made the history of footwear design.

New talent is ready to emerge once again at this season's MICAM! The Emerging Designers look forward to meeting dealers interested in new trends in hall 4E February 16 through 19, 2020.

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