

MICAM Milano 94: ALL THE BEST OF THE FOOTWEAR INDUSTRY, WITH SUSTAINABILITY, QUALITY AND TALENT

The coming edition of MICAM Milano has opened with a bang! Under the slogan #finallytogether, **1,012 brands**, 54% from Italy and 46% from abroad (+23% over March 2022), will meet with buyers from all over the world at fieramilano (Rho) **between 18 and 20 September**, confirming the importance of **MICAM Milano** not only as the biggest footwear show but the biggest post-pandemic fashion show in the world.

The Italian footwear industry continues to **recover**, recording further **growth in sales (+14.5%)** and in domestic consumption (+ 18.2% by value) in the first half of the year, following upon a total growth rate of +18.7% in 2021. But there are a number of unknowns looming on the horizon. According to Assocalzaturifici Chair **Giovanna Ceolini**: "The industry as a whole has recovered significantly, but **high energy costs, raw materials costs** and the **consequences of the conflict between Russia and Ukraine** (with the value of exports to the two markets down -30%, a total drop of -46% since the start of the war) are putting short-term growth at risk. Our member companies are satisfied with sales to North America and the main EU markets, though spring lockdowns slowed sales in China. While designer brands are performing very well, half our member companies have not yet returned to pre-Covid sales figures. We hope that MICAM will, as usual, offer a chance to take advantage of business opportunities and discover new trends and opportunities on world markets".

NEW ENTRIES, COMEBACKS AND NEWS AT MICAM

MICAM will showcase **S/S 2023 collections** with numerous styles for men, women and children for all occasions, from the best-known international names to Italian-made excellence.

New entries and prestigious comebacks include **GUY LAROCHE, LIU JO, NORTH SAILS, RENATO BALESTRA, STEVE MADDEN**, and **WINDSOR SMITH**.

Also present at the event will be delegations of international buyers and journalists from countries of great strategic importance for the industry, identified by ITA - the Italian Trade Agency, which has always worked actively to make MICAM a highly-qualified, concrete business opportunity for exhibitors.

Moreover, to help buyers in the choice of the season's bestselling footwear, MICAM has come up with the first **data-driven SS23 Trends Guide**: a digital guide visitors will be able to download for convenient consultation on their smartphones to discover next season's trends and optimise their purchases, made possible by a partnership with Livetrend: an innovative platform that analyses millions of images and items of information from Instagram, E-commerce and the fashion shows, translating it for the footwear industry using specific algorithms.

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MICAMX AND MICAM SUSTAINABILITY LAB: MAKE WAY FOR SUSTAINABILITY

MICAMX is back (pav. 1 stand H09), a meeting and convention area focusing on innovation, featuring numerous presentations in four main concept areas: trends & materials, sustainability, art fashion heritage & future and the future of retail. MICAMX will, as always, represent the common thread running through all MICAM content, produced with the help of internationally prominent guests, best practice and prestigious testimonials from all over the world.

The issue of sustainability will also be the focus of the **MICAM Sustainability Lab**, an area powered by **VCS** (pav. 3 stand K11), the first sustainability certification mark for the footwear industry, focusing on an important project launched in March: VCS verified & certified steps. This mark is granted to enterprises that undertake a process of assessment, measurement and, above all, improvement of their performance in key areas of corporate sustainability on the basis of internationally recognised standards.

MICAM STARTUP: THE FUTURE IS HERE

MICAM never stops looking forward to the future, and this edition features a Start Up area (pav. 1 stand H12) showcasing emerging new excellence: young Italian footwear makers with an optimistic outlook who express their revolutionary ideas through footwear and fashion. The area is set up in partnership with Startup Bootcamp with the support of ITA and MAECI. The startups featured will be BIOCELL, ID FACTORY, OHOSKIN, RICESKIN, SMART FAB, TWINONE and YMPACT.

ITALIAN ARTISAN HEROES: WHAT IT MEANS TO BE ITALIAN

Under a partnership with **Italian Artisan** (pav. 1 stand F11), the B2B platform connecting quality Italian manufacturers with international brands and retailers, "Italian Artisan Heroes - the ultimate manufacturing tradition" is back to underline the true essence of Italian craftsmanship.

"We're proud to continue working with Assocalzaturifici and MICAM," says Italian Artisan founder David Clementoni. "This year, we are really putting ourselves on the line with an innovative stand in which technological evolution amplifies spaces and opportunities for our producers, who continue to be the focus of our corporate mission."

EMERGING DESIGNERS: MAKE WAY FOR TALENT

The **Emerging Designers** area (pav. 1 stand F09 G10) will feature 12 up-and-coming designers from all over the world. The new designers' talent is clearly visible in the styles they propose, which range from a return to ancient traditions to cutting-edge experimentation with forms and materials, in an original style, with a focus on sustainability abounding in inspiration from cultures all over the world. Selected by a highly qualified jury of experts, the Emerging Designers bring a selection of their design concepts to MICAM and tell dealers about their creative stories, which are closely

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interconnected with their desire to grow and stand out from the crowd. The Emerging Designers featured at this edition will be: 10.2 (France), Ahdiid (Italy), Éhonté (USA), Felipe Fiallo (Ecuador), ID-Eight (Italy&Korea), Salone Monet (USA), Selva (Spain), Shekudo (Nigeria), Shoe Shoe (France), Sophie Benel Paris (France), Sucette (Italy), and Vandrelaar (Great Britain).

MICAM TALES SQUARE: EXPERIENCE IT FOR YOURSELF!

In recent editions MICAM has been focusing on using social networks to get the community involved and encourage it to grow. **MICAM Tales Square** is a special area in the middle of Pavilion 7 (stands C11 C19 D12 D20) inspired by the advertising campaign where visitors can participate in the experience themselves, enjoying plenty of fun and interaction. Limited edition gadgets will be offered to people who publish photos on their pages on the social networks, tagging @micam.milano and using the one of the official filters.

PRESS OFFICE in the trade fair, pav. 1 stand B09

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