

**EMERGING DESIGNERS FASCINATE MICAM ONCE AGAIN
SHEDDING LIGHT ON NEW DEVELOPMENTS IN RESEARCH AND
SUSTAINABILITY**

Milan, 18 February 2023 – There are twelve of them, but their innovative power infinitely multiplies their impact: the **Emerging Designers** are back at **MICAM Milano**, the International Footwear Show running 19 through 22 February 2023 at Fiera Milano.

Once again, their creativity and ability to break through and go beyond the rules of style characterise the offerings of the young ambassadors of innovation whose extraordinary talent animates the area focusing on emerging phenomena.

Their focus on all dimensions of sustainability, ongoing research into materials and forms, and experience in the field, often working for big names in fashion, make these young people true rarities on the footwear scene, offering dealers a unique opportunity to meet emerging talents from all over the world, with a great variety of different curricula and backgrounds.

Often educated abroad, after “paying their dues” working for big industrial shoemakers, the emerging designers featured at MICAM found the power to make their dreams come true, creating their own new collections drawing on their life experience and the style culture of which they are capable of being original representatives. The result is a highly fragmented picture offering plenty of inspiration for those seeking excellence in new trends.

The young people who will be a part of the **Emerging Designers** space at MICAM 95 already participated in the last edition, and will be back with their amazing collections: **Scylia Chevaux** (with the 10.2 brand), **Sérgio Silva** (with the ÉHONTÉ brand), **Felipe Fiallo** (with the FELIPE FIALLO brand), **Mario Pini** (with the AHDIID brand), **Dong Seon Lee** and **Giuliana Borzillo** (with the ID-EIGHT brand), **Marianna Mazza** (with the MARIANNA MAZZA brand), **Salone Monet** (with the SALONE MONET brand), **Juan Giménez** (with the SELVA brand), **Elodie Verdan** (with the SHOE SHOE brand), **Sophie Pantet** (with the SOPHIE BENEL PARIS brand), **Manuela Esposito** (with the SUCETTE brand), and **Victoria André** (with the VANDRELAAR brand).

10.2 - Scylia Chevaux

With more than 10 years of experience, Scylia has worked as a designer and consultant with numerous brands in France, the UK, and Italy, completed specialised studies in prestigious schools in Great Britain and Italy, received numerous awards, and worked for almost three years as a designer with Louis Vuitton. 10.2 is her highly personal project, already gaining important recognition in France.

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AHDIID - Mario Pini

A dynamic, creative designer skilfully weaving his way through the worlds of design, craftsmanship and footwear production, Mario is a consultant for a number of footwear brands. He named his own brand AHDIID, inspired by the way Americans pronounce "I did", with a strong "h" indicating a look without a specific identity. The brand combines the comfort of Vibram soles with AHDIID's unique style.

ÉHONTÉ - Sérgio Silva

Sérgio became interested in footwear at an early age, inspired by memories of his mother getting ready to go to work, putting on her shoes as the final act of preparation to face the world. He emigrated to the United States, where he continued to believe in his dream. His collection is inspired by the Bauhaus and the principle that form follows function. It is a "democratic" collection inspired by art and history, by the opinions of consumers and shoemakers; a sustainable collection, made with leathers that meet the highest standards of sustainability by independent Brazilian artisans.

FELIPE FIALLO - Felipe Fiallo

Born in Ecuador, Felipe graduated with honours in industrial design in Chile in 2007 and started working for the big brands right away. Following a number of experiences as a successful designer, he came to Italy to deepen his relationship with fashion design and luxury accessories. He specialises in digital design, and has received numerous awards for his talent. In 2022 the prize-winning designer came up with his first collection of NFT sneakers in the Metaverse.

ID-EIGHT - Dong Seon Lee / Giuliana Borzillo

The two designers each had a brilliant career behind them, Dong in Korea and Germany, Giuliana in Italy, and when they got together and formed a couple, they decided to work together too, founding the ID-EIGHT brand. Their production has a strong focus on preventing waste, using reclaimed materials in all the shoes in the collection. Apple pairings, pineapple leaves, recycled cotton and polyester are only a few of the materials involved in the production cycle of this brilliant collection.

MARIANNA MAZZA – Marianna Mazza

This Italian designer's range centres around working with jewellery, which becomes an integral part of the shoe, defining its character and transforming it into a precious object in its own right. The stones that become a primary feature of the footwear accessory are chosen and collected by hand to add even more depth and authenticity to the concept of Italian craftsmanship that characterises all Marianna Mazza's production.

SALONE MONET – Salone Monet

After graduating in Washington, Salone was employed in a shoe store while she worked on PR in federal politics, and decided to study at a shoemaking school in Brooklyn to promote racial equality in the sector. The brand that bears her name has already won

numerous awards, and her shoes have been seen on the feet of Beyonce Knowles, Gabrielle Union, and Keke Palmer, among others.

SELVA - Juan Giménez Sánchez

Juan had plenty of different work experiences before focusing on his great passion for footwear. With a degree in English Philology, he worked for prominent companies in Spain before moving to Canada. He completed his specialised studies at a footwear school in Milan.

SHOE SHOE - Elodie Verdan

After taking a degree in Fashion Design in Geneva, Elodie worked for a famous knitwear brand for seven years. In 2019 she left this job to pursue her great passion: footwear. After working for a while to acquire the necessary technique, Elodie made her dream come true, creating a sustainable, loyal collection reflecting her ethical and environmental values. Shoe Shoe is a footwear brand that makes no compromises between design, comfort, quality and price.

SOPHIE BENEL PARIS - Sophie Pantet

SOPHIE BENEL PARIS is a French brand which is 100% made in Italy and impenitently feminine, with a pinch of creativity and definite easy chic roots. Sophie's style is neither too chic nor too casual. Though SOPHIE BENEL PARIS was founded in 2019, it took two years to officially launch the brand. The collection is 100% made in Italy, from raw materials procurement to packaging. The brand has ateliers in the Marche, the global epicentre of shoemaking.

SUCETTE - Manuela Esposito

An enterprising young woman from Naples, still studying fashion and design, Manuela now presents the results of her first experiments in creativity at MICAM: a youthful, authentic line based on freedom and inclusion, expanding on the traditional concept of femininity.

VANDRELAAR - Victoria André

Victoria André is a London footwear designer and developer. Following a seven-year career in the footwear industry, she has come up with her own women's line, Vandrelaar, a unique collection combining the 3D technique with handiwork assembled in a little factory in Portugal. Upon realising how difficult it was to find truly sustainable shoes, Victoria created her own collection, characterised by use of recycled and organic materials, conscientiously selected to reduce environmental impact.