



**EMERGING DESIGNERS:  
GENIUS, SUSTAINABILITY AND ENTREPRENEURSHIP  
SET TO MAKE A STIR AT MICAM 96**

Once again, the exciting work of 12 emerging designers will be spotlighted in the **Emerging Designers** area, a designated space within the ambit of **MICAM Milano**: the International Footwear Fair, now in its 96th edition, due to be held at the **Fiera Milano Rho from September 17 to 20, 2023**.

Research is the leitmotif bringing together the creations of these young up-and-coming designers who, after going through the usual selection process by a panel of experts, are keen to present themselves to international buyers at MICAM. The jury was composed by Ernesto Esposito - President of the Jury, Virginie Trento – General Director Cuir ADC, Michele Ciavarella - Fashion Feature Deputy Editor Style Magazine Corriere della sera and columnist for Il Manifesto, Gaia Frascini - Stylist, Paolo Colaiocco - Photographer, Giacomo Cattaneo - Fashion Shoe Expert. Sustainability and originality are the key words of the collections presented: recycled or recyclable materials, attention to the production chain, Made-in, are just some of the distinguishing features of the footwear presented by the emerging designers.

Once again, the versatility displayed by these young designers is surprising: a versatility acquired in the course of numerous work and training experiences, often outside their country of origin, that have gained them, slowly but surely, a foothold in the world of fashion and entrepreneurship. Yes, because many of them are not simply creative, but also entrepreneurs and founders of brilliant, independent startups, ready to conquer the fashion and footwear world.

Marketing and social media as well as design and fashion: these are some of the skills that these young designers have exploited in order to emerge and get noticed. Today they can make their entry into the world of international high-quality footwear with their heads held high, thanks once again to the exclusive showcase provided by the **Emerging Designers** area which, now with an entirely new layout dedicated to their collections, will allow them to present their idea of fashion and style to the public.

From Italy to Argentina, from Switzerland to Japan, the 'fashion map' that these emerging young designers represent is wide-ranging and brimming with evocative fashion ideas. Classic shoes and sneakers, boots and sandals, there are no bounds to their creativity: their work is poised to rewrite the history of footwear thanks to their innovative shapes and obsessive attention to detail.

Promosso da:



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# MICAM<sup>96</sup>

M I L A N O

The 12 **Emerging Designers** for this year are: **Belledonne Paris**, with the *Sporty chic*, **Bonamaso'** with the *Save the planet* collection, **Caplait** with the *Folkart* collection, **Daniela Uribe** with the *Heartbreak* collection, **Judy Mazzotti** with the *Squid game* collection, **Minacapilli** with the *Sex and the City* collection, **Mosca Shoes** with the *Cowgirl* collection, **Pierini Calzature** with the *Elite* collection, **Room** with the *Bauhaus* collection, **Socque** with the *Come together* collection, **Tachino Chie** with the *Savile Row* collection, **Ubac** with the *Jump* collection.

## THE DESIGNERS BEHIND THE BRANDS



### **Belledonne Paris** (France)

The Belledonne Paris brand was created in 2018, thanks to **Antonin Chabanne and Mikael Leo**. It takes its name from the mountain in the French Alps and its collections are the fruit of a meticulous study of the world of sneakers. Originally launched online, today the brand has shops in France, Portugal, USA and, soon, also in Japan.



### **Bonamaso'** (Spain)

The name behind this brand is **Roser Flores Samon**, better known as Rous. From Barcellona, where she studied communication, Rous specialised in Milan where she worked in the fashion industry for several years. This experience inspired her to create her own brand and throw all her energy and enthusiasm into it.





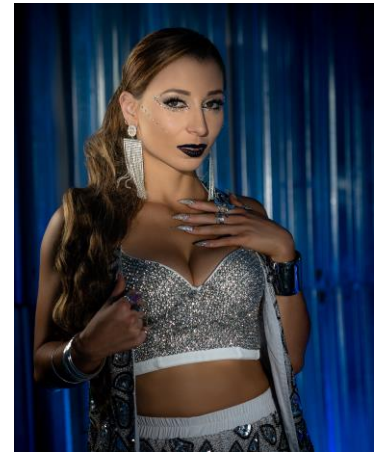
## **Caplait** (Pakistan)

**Usman Manzoor** founded Caplait following an extensive career in the business world. Before creating his own brand, he supplied footwear to a leading retailer, was Enterprise Manager for high-profile entrepreneur Peter Jones, worked with the Bradford Chamber of Commerce and was Business Development Manager for a successful start-up in the media sector.



## **Daniela Uribe** (USA)

From Colombia to Europe, **Daniela Uribe's** eponymous brand reflects the vibrant Latino culture. She has lived in Paris and London, where she successfully graduated from the prestigious Cordwainers London College of Fashion (LCF), coming top in Footwear Design and Development. She worked for numerous famous brands before founding her own label.



## **Judy Mazzotti** (Italy)

Innovation and sustainability are the hallmarks of the **Judy Mazzotti** brand, created by the homonymous designer, originally from Rimini. Interested in fashion from a very early age, Judy attended the Cercal Institute, the international footwear school based in the San Mauro Pascoli footwear district.



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## Minacapilli (Switzerland)

**Andrea and Massimo** are united by a passion for fashion. She's a successful PR person, specialized in communication and Marketing, and he's a nightlife aesthete with extensive experience running glamorous nightclubs, and vocational training at the Arsutoria School of Milan. Together they founded the brand Minacapilli.



## Mosca Shoes (Argentina)

**Damiano Mosca**, from Argentina, created his brand with the intention of honouring his family surname. The collection he will be bringing at MICAM focuses on the various forms of Texan boot, revisited and "mixed" with neo-tribal accents.



## Pierini Calzature (Italy)

A dream that **Francesco Pierini** nurtured since he was eighteen years old that led him first to become an expert in fashion footwear, with an apprenticeship in Florence where he spent a year working in a shoe company, and then to specialize at a footwear academy in Naples. He has created two collections: the first featuring a sneaker based on everyday experience; the second, an elegant, sophisticated shoe.





## **Room** (Brazil)

Brazilian designer **Simone Nunes** created her own brand back in 2002 and has worked with numerous companies in São Paulo and Rio De Janeiro. The Room brand was founded in 2016, with the idea of building a brand that would prioritise craftsmanship, quality and exclusivity. Room is inspired by the home and its objects, with the idea of taking a sense of home with you wherever you go.



## **Socque** (France)

Socque was created in Paris in 2022 by **Laure Chareton** and **Camille Cour**.

After studying Business and Marketing, Laure worked at a number of Digital Marketing agencies where she explored and developed her passion for fashion. In Soque she is in charge of Artistic Direction and Marketing. She has three children.

After studying Business at university, Camille worked for almost ten years as a consultant for a large international group to brands, retailers and large commercial enterprises. She is the CEO of Soque and has two children.



## **Tachino Chie** (Japan)

Japanese designer **Chie Tachino** trained in Tokyo, London and Paris. She has many years of experience in the design and manufacture of footwear. She founded her brand in 2015. Her extensive expertise includes silk lingerie design for kimonos, and footwear and bag design, but she has also worked as a model.



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## Ubac (France)

Born in a village 1000 meters above sea level where nature is ever-present and respected, French designer **Mathilde Blettery** studied law at the Sorbonne and dreamed of becoming an environmental lawyer. But she came into contact with the footwear world thanks to her parents who own 4 shoe stores. Mathilde's growing interest in the sector resulted in the creation of the UBAC brand in 2018. Today, Mathilde Blettery aims to conquer Europe with this brand.



To see all the collections and admire the vibrant originality of the **Emerging Designers**, join us at **MICAM from September 17 to 20, 2023 at Fiera Milano Rho.**

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