

## GLAMOROUS BALL. CONTINUING THE STORY OF THE "MICAM GLASS SLIPPER"

- *MICAM's new advertising campaign is ready to invite visitors to the event coming up at Fiera Milano (Rho) 18 through 20 September, 2022*
- *The international promotional tour begins at a meeting with dealers in Alicante*

Milan, 10 May 2022 – Everything is ready for the "**Glamorous ball**", the third and last chapter in "MICAM Glass Slipper", the MICAM fairy-tale.

This third episode in the campaign will be presented in **Alicante**, the first stop on the tour that takes MICAM around Europe to publicise this outstanding event in some of the continent's most important markets in terms of the quality and potential of the local retailers and press.

This international promotional campaign also includes MICAM's presence as a sponsor of **Visa Fashion Week Almaty** (Kazakhstan) on 12 and 13 May: an important event for emerging talents in Central Asia, a growing reservoir of creativity characterised by discerning distribution of Italian-made footwear.

### THE ADVERTISING CAMPAIGN

The new chapter in MICAM's advertising campaign is part of the **#micamtales** communication project - under the creative direction of Laureri Associates x MM Company - accompanying visitors toward the next edition of the international footwear show, coming up at **Fiera Milano (Rho) 18 through 20 September, 2022**.

According to **Siro Badon, Chairman of MICAM Milano**: "International trade fairs increasingly need to focus on innovative multimedia content. Effective communications capable of attracting visitors and creating engagement are a priority these days. Trade fairs not only represent an irreplaceable business opportunity, but allow us to forge a deeper bond with visitors through imagery. And our advertising campaign is our best business card, ideally expressing what the event is all about".

Inaugurated last September, the fairy-tale has already taken visitors into the home of the key character, who, following a disastrous attempt to create her own glamorous look for the Ball, is "saved" by a magic spell that dresses her up in her dream look.

In this third chapter, "Glamorous Ball", photographs by **Fabrizio Scarpa** and a short film directed by Daniele Scarpa take the story into a majestic ballroom, where our princess finally meets her prince, ready to court her. After enjoying the ball, the two of them are separated when she runs away at the stroke of midnight, afraid her look will

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disappear when the magic spell wears off. As in all of today's stories, the tale ends on a suspenseful note, inviting visitors to come to the physical trade fair, where the story will continue in an exciting live experience. Will our prince and princess meet again? There's a definite hint in the hashtag of this edition of MICAM, #finallytogether, suggesting a happy ending in the best fairy-tale tradition.

In this episode too, the glass slipper made exclusively for MICAM is the true focus of the story, paying tribute to the unbounded creativity that has the power to make us dream and promoting **"beautiful and well-made" Italian products.**

The campaign has become a true happening for MICAM Milano visitors over the years, to be enjoyed at the physical installation in **MICAM Tales Square** and through its digital expressions, such as the filters for use on social media launched last March.

## **MICAM GLASS SLIPPER – SS 2023 ADV CAMPAIGN**

### **Credits**

Creative direction & production: Laureri Associates x MM Company

Art direction: Marco Magalini

Starring: Angelika Cierpucha @ WAVE Management + Erlom Castro @ Sophie Models

Photographer: Fabrizio Scarpa

Director: Daniele Scarpa

Camera operator: Alessio Cusano

Camera assistant: Diego Orel

Stylist: LCstyling di Lucio Colapietro

Hair / Make-up: Giulia Marzo

Music: Arn Andersson

Location: Francesca Semprini Locations

Clothes, shoes, accessories & jewels: GIRL: House of Mua Mua, MICAM custom made shoes, Benedetta Bruziches, Sharra Pagano; MAN: YEZAEL by Angelo Cruciani

MICAM Glass Slipper: calzaturificio Cesare Martinoli-Caimar

#micam #micamtales #finallytogether

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