



**MICAM: BEST STAND AWARDS**  
**Exhibitors at the footwear fair pitch their brands**  
**to foreign buyers with eye-catching stands. Yesterday the best**  
**ones were awarded prizes.**

*Milan, 17 February 2020* – At yesterday's gala evening for buyers and exhibitors, organised by **MICAM** to mark the opening of the 89th International Footwear Fair, six shoe companies were presented with awards for the best stands.

At an event which, with its 1205 exhibitors (including 628 Italian and 577 foreign brands), once again offers foreign buyers an extremely wide variety of products to choose from, the attention to detail that is so characteristic of footwear is also reflected in the stands of the various brands present.

The stands entered in the "**Stand Up**" contest were judged by **MICAM's** panel of experts on their attractiveness, attention to detail, instagrammability and overall design, and the best one in each of the fair's theme areas was selected - **Luxury, Contemporary, iKids, Cosmopolitan, EveryDay, Players District.**

Award-winning brands in each category were:

- **Pollini** (San Mauro Pascoli – Forlì-Cesena) Luxury, Pav. 1
- **Liù Jo** (Carpi - Modena) Contemporary, Pav. 4
- **Mariamare** (Alicante - Spain) Every Day, Pav. 6
- **Lotto** (Trevignano - Treviso) Players District, Pav. 7
- **Victoria** (La Rioja – Spain) Cosmopolitan, Pav. 7
- **Lelli Kelly** (Capannori - Lucca) iKids, Pav. 4

**MICAM** will be open to visitors until Wednesday 19 February. Fashion industry professionals will also have the opportunity of visiting two other events that are on at the same time, and that are highly representative of the fashion accessory sector: **MIPEL**, the world's most important leather fair and **HOMI Fashion & Jewels**, the only event in Italy devoted to costume jewellery, jewellery and accessories.

The final day of MICAM, 19 February, on the other hand, coincides with the opening day of **LINEAPELLE**, the international platform for leather, accessories, components, fabrics, synthetics and models, and **SIMAC**, an international exhibition of machinery and technologies for the footwear, leather goods and tanning industries.

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3  
I-20145 Milano  
Telefono +39 02 43829.1  
press@themicam.com  
www.themicam.com