

MICAM 93: STYLE, SUSTAINABILITY AND NEW TRENDS

The next edition of MICAM Milano will be packed with new features. **With 821 brands**, the international footwear trade show at Fiera Milano Rho March 13 through 15 represents another opportunity to re-launch the industry at this time of growth in the market despite concern over the Ukraine conflict.

The Italian footwear industry showed signs of an upturn in 2021. Last year, sales grew +18.7% over 2020, to 12.7 billion euro. This is, however, still lower than pre-covid figures (-11% compared to 2019). Exports (+17.5% over the previous year) reached the second-best result ever in terms of value (10.3 billion euro), even taking inflation into account. The top two destinations performed particularly well: Switzerland (+16.2% in value over 2020 in the first 11 months) and France (+24%), traditionally associated with work performed on contract; while the USA (+42%) and China (+37.5%) also performed well above 2019 levels.

The balance of trade was up (+22% between January and November), and is expected to be just under 5.2 billion over 12 months.

According to Assocalzaturifici Chair Siro Badon: "After the collapse of 2020, a year heavily penalised by the lockdown and the restrictions imposed during the various waves of the pandemic, the sector has taken off again, with a physiological bounce-back in the second quarter followed by recovery at a less intense rhythm. This recovery is, however, uneven, and often insufficient to make up for companies' losses. Only one company out of three has returned to pre-covid levels. Manufacturers are therefore looking forward to MICAM as an essential business appointment, an irreplaceable opportunity to negotiate orders and strengthen exports by penetrating new markets and consolidating existing ones. In this regard, we cannot help expressing great concern about the dramatic consequences that the economic sanctions on the Russian banking system as a result of the Ukraine conflict will have for Italian companies' sales on this essential market. The order campaign was looking very promising despite the continuation of the pandemic, political tension and instability. But now, the collapse of the currency and the impossibility of conducting financial transactions with a number of banks have put yet another season at risk, despite many clients' intention of visiting the trade fair to complete their purchases".

THE EVENT: FIGURES ON THE 93RD MICAM

Promoted by:



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With 821 brands, the focus will once again be on the F/W 2022-2023 collections, with a wide range of footwear for all occasions for men, women and children. Brands that will be coming back include **Bikkembergs, Frau, Jeep, Nerogiardini, Nine West, and Wrangler.**

Moreover, to offer exhibitors important business opportunities, more than 100 international buyers and reporters from Europe, Africa, the US, Canada, Southeast Asia, and the Gulf Area will be attending, selected by ITA Agency, which has always played an active role in building a highly qualified, concrete opportunity for exhibitors to do business.

NEW THIS YEAR: THE MICAM GREEN ZONE

This year MICAM will be offering plenty of space for sustainability with the new **MICAM Green Zone**, an area that is intended to provide both a think-tank and a promotional opportunity for companies.

The area will be set up in pavilion 7, and is dedicated to all those in the industry who wish to address the issue of sustainability. The pavilion will be divided into different areas, including a special display of exhibitors' footwear expressing a number of provocative ideas about the sustainability of materials, production systems, and product life cycles.

The MICAM Green Zone will be launching VCS (Verified and Certified Steps), the certification mark owned by Assocalzaturifici and intended to be used by footwear manufacturers who want to achieve the highest standards of sustainability: VCS guarantees a sustainable approach, quality and excellence in manufacturing, and is intended to be a symbol recognised by buyers, manufacturers and financial institutions.

EMERGING DESIGNERS ARE BACK

The usual space dedicated to **Emerging Designers** will showcase the items of 12 creative designers from Italy and Europe. Their creations will range from the rediscovery of age-old traditions to more extravagant research into forms and materials, with original style, mindful of the values of sustainability and brimming with influences from cultures all over the world.

Emerging Designers selected by a highly qualified panel of experts will bring a selection of their concepts to the trade fair and recount their creative stories, closely intertwined with the love of travel and exploration characterising their incredible biographies.

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MAKE WAY FOR INNOVATION AT MICAM X

As always, Pavilion 1 will host the MICAM X area, a laboratory for innovative ideas, offering meetings and initiatives dedicated to its four major themes: The Future of Retail, Sustainability, Trends and Materials, Art Fashion Heritage & Future. Seminars and presentations will be held every day with the goal of offering ever-new stimuli and anticipating future scenarios.

MICAM Tales Square

MICAM Tales Square, an area in Pavilion 3 inspired by the MICAM Glass Slipper advertising campaign, will entertain visitors once again by offering them a special photo set in which anyone can become a prince or princess. The first 250 people to interact with the installation and tag @micam.milano during the 3-day event will receive a super-exclusive limited edition gift.

Find out more at: <https://milano.themicam.com/>

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