

**MICAM GLASS SLIPPER
THE SECOND FAIRY TALE IN THE #micamtales PROJECT**

***The advertising campaign inspired by fairy tales continues.
The famous glass slipper becomes a fashion icon and
will be the theme of the next three editions of the international footwear
Fair, starting from September***

Milan, 15 July 2021 – Following the success of the previous award-winning edition, the international footwear fair **MICAM** – due to take place at the **Fiera Milano Rho from 19-21 September** – will continue the #micamtales communication campaign with a second fairy-tale: **MICAM Glass Slipper**.

In particular, the story chosen to represent this precise moment in time, when the footwear sector is full of renewed vigour in the wake of the pandemic, is that of the famous glass slipper.

"At a time when there is an overwhelming desire to restart, to begin dreaming once again - says Siro Badon, MICAM Chair - we chose one of the world's most famous fairy-tales, because of the message of hope it contains".

The creative idea and direction were curated by the MM Company, with accounting by Laureri Associates.

As happened with the previous "MICAM in Wonderland" theme, the fantasy world of "MICAM Glass Slipper" will accompany visitors to the trade show over the coming 3 editions of MICAM, focusing on three key moments in the tale. In September 2021 (Spring/Summer) the **first chapter, "Glamorous disaster"**, will show the protagonist unsuccessfully trying to create an outfit for the Ball on her own; in the **second chapter, "the enchanted gown"**, in February 2022 (Autumn/Winter), we will be drawn, spell-bound, into the magical moment that culminates in the creation of the enchanted dream shoes; and lastly, in September 2022 (Spring/Summer) the third chapter, **"the Ball"**, will focus on the quintessential fairy-tale Ball and the loss of the iconic glass slipper. Three increasingly intense moments that symbolise the creative process: first you strive to create something, perhaps making mistakes in the attempt; then you obtain the perfect result and, finally, you show it off on the most propitious occasion.

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ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3

I-20145 Milano

Telephone +39 02 43829.1

press@themicam.com

www.themicam.com

The shots taken for the campaign by **photographer Fabrizio Scarpa** are accompanied by a short-film for each chapter, **directed by Daniele Scarpa**. The narration plays on the contrast between an *imaginary fairy-tale world* - evoked by romantic atmospheres and slow dreamy pace, as well as by the location and clothes - and *narrative hyperrealism*: the original fairy story is revisited and given a contemporary twist, showing all its fragility, uncertainty and contradictions.

The **first chapter**, to be featured in the **September 2021 edition**, is entitled "**Glamorous disaster**" and will show the protagonist trying unsuccessfully to create an outfit for the Ball all by herself, an attempt that ends in an ironic *glamorous disaster*. And speaking of disasters, over the last year the pandemic has hit the footwear industry hard, but thanks to the well-known resilience and tenacity of our master shoe-makers we can now look to the future with a certain optimism. Great attention has been given to the story which will present the public with a fantastic selection of outfits created by major international talents, such as Sara Wong and MonRoi Roma (a dress and shoes respectively, chosen for the campaign), 19:13 DRESSCODE, Avaro Figlio, Antonio Corposanto, Rami Kadi and Renato Balestra. The outfits are complemented and enhanced by footwear created by Oteri, MonRoi Roma, Antonio Corposanto, A.Bocca, Le Saunda, and by bags, accessories and jewellery by Halite, Salar Milano, Benedetta Bruziches and Sharra Pagano. A tribute on the part of **MICAM** to the world of creativity, which has the power to make us dream again and to promote 'made-in-Italy' in new avant-garde ways.

"Glamorous disaster", the first chapter in the ad campaign, will also be present 'live' inside the physical Fair venue, where there will be a special exhibit-experience on the theme. An example of integrated communication that is becoming an increasingly important feature of the MICAM world, thanks to the wide range of communication platforms available: physical Fair, digital Fair, social media, website, traditional and digital media.

The appointment with MICAM and its creative collections is **from 19 to 21 September at Fiera Milano RHO**.

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