

**THE MICAM CAMPAIGN STARS
AT FASHION FILM FESTIVAL MILANO**

The film was selected from among
the 1000 candidates taking part in the
8th Fashion Film Festival Milano

The creativity behind the "MICAM Glass Slipper" campaign videos has been rewarded by being selected from among more than 1000 candidates taking part in the 8th Fashion Film Festival Milano, being held until 18 January.

The films - including the MICAM campaign videos, developed under the creative direction of MM Company and with accounting by Laureri Associates - presented at Fashion Film Festival Milano, organised in collaboration with Camera Nazionale della Moda Italiana and with the support of Italy's Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency, will be judged by a panel of fashion and style experts, chaired by Valentino Creative Director **Pierpaolo Piccioli**. The images presented by MICAM are the work of photographer Fabrizio Scarpa, while the short film is directed by Daniele Scarpa.

All nominated films may be viewed on
<https://fashionfilmfestivalmilano.cameramoda.it/> after registering with the Fashion Film Festival Milano website.

"We are delighted to have taken part in this initiative and are proud of the results achieved so far. MICAM pursues excellence in every endeavour, and its advertising campaigns are no exception. Our event sets out to represent style, as expressed by the young, talented artists who developed this important campaign to present MICAM to international operators," says MICAM Chairman **Siro Badon**.

The competition also includes a **"People's Choice Award"**, and we invite all our followers to vote the film "MICAM Glass Slipper".

To vote, please register with the websites <https://fashionfilmfestivalmilano.com/> or <https://fashionfilmfestivalmilano.cameramoda.it/login?ReturnUrl=%2F>. You will find the film in the section Official Selection, screening group "GIGGLE TIME".

See you at MICAM!

#micam #bettertogether #micamtales

Promoted by:



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