



Press release

CAR SHOE OPENS ITS THIRD STORE IN ROME: PART OF A RETAIL EXPANSION PLAN WHICH WILL INCLUDE EUROPE AND FAR EAST

Milan – Car Shoe, the exclusive and prestigious Italian brand established in 1963 with the very famous and innovative driving moccasin opens a flagship store in Piazza San Lorenzo in Lucina, in the heart of Rome.

This opening represents the third flagship store after Milan and Capri opened between 2002 and 2003, after becoming part of the Prada Group.

The future development of Car Shoe, which had a turnover of 34,3 million euro in 2008 (+33% compared to 25,8 million in 2007), foresees a flagship store opening in Europe and one in the Far East in the short term. The brand is also aiming to expand its wholesale channel thanks to the growth opportunities created by new emerging markets.

The new space, designed by architect Roberto Baciocchi, is located in an elegant seventeenth century building and the architectural concept is strongly bound to the brand's tradition which is symbolized by the classical driving shoe, taking elements and the strong identity from the Milan and Capri stores. Precious materials such as briar wood, alcantara and leather reproduce the setting of a luxury car where every detail becomes subtly sophisticated and elegant.

The shop consists in a main sales area with spacious display; two back-lit glass "light boxes" featuring photographic images of the product create a refined and elegant atmosphere which strengthens the brand identity.

CAR SHOE was established in Italy in 1963 by the creative artisan Gianni Mostile. His passion for race-cars and hand-made shoes sparked the invention of a moccasin with a sole set on tiny rubber nubs, which earned him a patent from the Italian Ministry of Industry and Trade as well as a large group of sophisticated connoisseurs, both in Italy and abroad (Giovanni Agnelli, JFK, Roberto Rossellini, Lapo Elkann among the others). Prada Group took over the stake of Car Shoe in 2001 and has, since then, aimed to invest in the future of the brand by focusing on its historic values of quality and innovation.

For further information:
Car Shoe Press Office - Valentina Danieli
Tel. +39.02.541921
valentina.danieli@prada.com
pressoffice.carshoe@prada.com

September 2009