



Press release

CAR SHOE EXPANDS ITS RETAIL NETWORK TO ASIA WITH A NEW OPENING IN SINGAPORE

Milan, 20th April 2010 – Car Shoe, the exclusive Italian brand established in 1963 with the iconic rubber studded sole driving moccasin, opens its first flagship store in Asia, in Singapore's prestigious Ion Orchard mall.

After Milan, Capri and Rome the brand enters one of the most international strategic markets.

The store, designed by architect Roberto Baciocchi, covers a total area of 150 square metres. The façade is identified by an impressive briarwood doorway framed by polished steel elements. At either side of the entrance two large window displays offer a wide view of the store's interior.

The architectural concept, strongly bound to the brand's tradition, presents elements from the luxury car world and is consistent with Car Shoe's strong identity conveyed by the Milan, Rome and Capri stores, where subtly sophisticated and elegant details, combined with precious materials such as briarwood, alcantara and leather, reproduce the setting of a luxury car.

The main sales area is furnished with sofas that are real luxury 1950's car seats, a vast and diversified product display and two light boxes featuring images of the collection.

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.

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