



CAR SHOE SPRING – SUMMER 2010 MEN'S COLLECTION

CAR SHOE PRESENTS MONOGRAM CS 1.0

From the classical driving shoe patented in 1963, which has since then become the symbol of the brand, to a new contemporary, exclusive and iconic project. Based on the personalization concept, interacting with the physical product, the project enables a wide range of variations and combinations playing with both colours and materials.

The customer identifies itself through lettering and numbers.

The booth set up at the Pitti exhibition presents a 9 per 2 metre Led Wall used as a background. A video showing a rotating 3D shoe portrays the personalization process using patterns of numbers and letters which interchange in succession and alternate with a "slot machine" effect – proposing dozens of different combinations. The continuous changing letters will compose the name of the style "MONOGRAM CS 1.0" followed by a sequence of telegraphic messages which refer to the personalization.

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). Aiming to invest in the future of the brand by focusing on its historic values of quality and innovation, in 2001 Prada Group took over the stake of Car Shoe. 2002 and 2003 saw the opening of a show-room in Milan (in via della Spiga), of 2 flagship-stores (in Milan and in Capri) and the introduction of the lines in 200 top boutiques all over the world. The ss 2004 saw the debut of the first fledged women's collection (shoes and bags).

The first collection of footwear and accessories for women, and a men's collection featuring important new sports items were presented during the spring of 2004. In 2004, two new show-rooms were opened: an international show-room in Milan (via della Spiga 1), and one in New York (609 West 51st Street).

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THE ORIGINAL



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