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info@peternon.com | press@peternon.com

Paris, September 2016
Press release

PETER NON // SS17 COLLECTION

PETER NON

Completely designed and crafted in Italy. Peter Non is the "non-shoe".
They are not made for "this" or "that", they transcend function.
Something that you slip on as easily as you would unconsciously begin walking with your left foot.
The name "Peter", from the greek "petros", means "stone": solid, durable and multifaceted in a word "eternal".
The surname, "Non", is related to the concept of "non-shoe" and embodies the Venetian origins of the brand.

THE SS17 COLLECTION

// Silly things //

SS17

- _Getting a breath of air every morning, contaminated with pop waves.*
- _Suspension of syllables, off-key, pronounced in bites.*
- _Hidden laughs behind your hand, to then flow out, wild.*
- _Sly and magnetic looks, almost intrepid.*
- _Collect the air with your mouth and jump into lightness.*
- _What you think you become: make soft and illogic thoughts.*
- _Exercise in the regal rotation of ideas and words out of place.*
- _Learn not to go unnoticed, without looking behind you.*
- _Let everything flow, as if before, you were there.*
- _Allow your mirror reflection to dare, and do not ever ask, why you are doing it.*

Decalogue of the art of doing Silly things

Peter Non SS'17 collection is inspired by the theme of "Silly Things":
in a world of centering and chief systems, where the minimum and single mistake wins a series
of well done things, a ode to the carefree and game.
Out from the canonical tracks of aesthetics, smiling and recovering the fun in the research of beauty.
Spontaneity and few rules, hic et nunc, here and now, no future or past pojections,
just a free and distracted present.

Continuity and innovation,
hand-made treatments and high quality materials, totally made in Italy:
hand drilled and carved waxed leather, glossy polished calfskin, resinated and embossed cow leather,
vegetable tanned calfskin leather, cavallino, nappa bovine leather, perforated cotton, silk and fil-coupé cotton.

This season Peter Non presents shoes, accessories and scarves, for both man and for women.



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ON SALE

The Peter Non SS17 men and women's preview collection is on sale at the Peter Non Showroom, Rue Charlot, 20, Paris, and at White in Milano.

White Uomo | Basement | Via Tortona 27, Milan | June 18 to 20, 2016
www.whiteshow.it

Peter Non Showroom | Rue Charlot 20, Paris | June 24 to 29, 2016
www.peternon.com

White Donna | Basement | Via Tortona 27, Milan | September 24 to 26, 2016
www.whiteshow.it

Peter Non Showroom | Rue Charlot 20, Paris | September 29 to October 5, 2016
www.peternon.com

The Peter Non SS17 men and women's collection will also be available at Showroom Harmony Products in Tokyo, July 15 to October 5, 2016.

HARMONY PRODUCTS | 1-3-2 HASHIBA, TAITO-KU, TOKYO | July 15 to October 5, 2016
ph.: +81 36675 5557
Ref.: Ms. Emiko Otsuka

Photographic assets are available at: www.peternon.com/press
For further information, or to request items for photo shoots
you can contact us at:
press@peternon.com



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THE PRODUCT

The Peter Non shoe is crafted and mounted by hand, on an anatomical footbed made of anallergic latex foam in the unisex styles and of cork and rubber in the women's styles.

The Peter Non SS17 collection introduces seven brand new men models: Bisect, Cover, Duo, Hook, Ala, Vagrant, Trine and Lama.

In the womens preview collection, Peter Non introduces twelve new models, six developed on a 11cm wedge, the sandals Quadra and Due, the open tronchetto Arco and Leva and the open boots Apo and Brama, two developed on a 7cm wedge, the sandals Lancia and Origami, the platform sandals Diade, Vela and Mono and the flat sandal Etere.

This season Peter Non offers a mix of leather and Vibram bottoms for the men styles and of Vibram for the womens.

The mens collection is available in the EU sizes from 35 to 45 in the models Arctic, Apice, Sinatra, Solon, Bisect, Cover, Duo, Hook, Ala, Vagrant, Trine and Lama.

The women's collection is available in EU sizes from 35 to 41 on the 11cm wedge models: Shape, Sistema, Uncut, Quadra, Due, Arco, Leva, Apo and Brama, on the 7cm wedge models: Open Dot, Lancia and Origami, and on the flat models: Diade, Mono, Vela, Etere and Between.

As for the accessories, this season Peter Non presents the Babypura bag and the Aria silk and fil coupè cotton shawls.

The Peter Non SS17 men and women's collection will be presented at the White Uomo, from the 18th to the 20th of june, at the Basement, room 5, Milano, and at the Peter Non Showroom in Paris, Rue Charlot 20, from the 24th to the 29th of june, 2016.

Photographic assets are available at: www.peternon.com/press

For further information, or to request items for photo shoots
you can contact us at:
press@peternon.com