



"WALK YOUR WAY": INDIVIDUALITY AND PERSONALITY AT THE CORE OF MICAM'S NEW CAMPAIGN

A new campaign will support the next edition of **MICAM Milano**, scheduled **from September 17 to 20, 2023 at fieramilano** (Rho), welcoming exhibitors and visitors with three simple words: **WALK YOUR WAY**.

This encouragement is much more than just a motto: it is a message promoting individuality, authenticity and self-expression through the shoes we choose to wear.

*"Walking is a simple and natural action, but the way we do it is an expression of who we are," says **Giovanna Ceolini**, President of MICAM. "Walk Your Way is an invitation to explore one's own style, to embrace one's individuality and to wear shoes with pride to achieve one's goals step by step. MICAM represents the multi-faceted world of high-quality footwear in which the customer is at the core of its value system. There are no rules to follow when it comes to shoes. Everyone is encouraged to follow their own passions and wear the shoes that make them feel most comfortable in every situation'.*

The campaign, produced by MM Company and Laureri Associates under the art direction of Barbieri Magalini, involved director Marco Gradara and street-photographer Federico Ghiani. The fashion film and campaign images have a dynamic and contemporary look&feel, also thanks to the fine high-end looks selected by stylist Nicola Pantano from the collections of some of the most promising talents on the contemporary fashion scene: Alessandro Gilles, Antonio Corposanto, Arthur Arbesser, Ballantyne, Cavia, Claire, Dans les Rues, Francesca Bellavita, Funghi, Gentile, Haus Of Honey, Junk, Les Filles D'Eva, Mirial, Monte Sharp, Ni-do, Object Particular, OGR, Panchic, Pomandère, Weili Zheng.

Credits

Creative direction & production: MM Company

Art direction: Barbieri Magalini (Manuel Barbieri and Marco Magalini)

Accounting: Riccardo R.C. Laureri

Photography: Federico Ghiani

Video: Marco Gradara

Production assistants: Giulia Argenti, Alessandra De Felice, Gabriele Mustacchio, Josephine Oppimitti

Promoted by:



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MICAM⁹⁶

M I L A N O

Starring: Aidé & Josh Kempton @Independent mgmt

Hair/make up: Valentina Marzona

Styling: Nicola Pantano & Styling assistant: Sofia Riva

Video & photo assistants: Franklin Barriga, Alessandra Alba, Federico Parigi

Clothes, shoes & accessories: WOMAN: ELEGANT Gentile (top, pants and jacket), Claire (shoes), Ni-do (bag) TRENDSETTER: Weili Zheng (jacket and skirt), Haus Of Honey (shoes), Monte Sharp (bag), Dans les Rues (rings), Funghi (earrings), Junk (sunglasses) URBAN: Les Filles D'Eva (top and jeans), Francesca Bellavita (shoes), Object Particolare (bag), Dans les Rues (rings), Junk (sunglasses) MAN: ELEGANT Alessandro Gilles (pants and jacket) COCKTAIL: Arthur Arbesser (shirt), Ballantyne (pants), Mirial (shoes) SPORTY: Antonio Corposanto (jacket and pants), Panchic (shoes), Junk (sunglasses) COUPLE - WOMAN: Arthur Arbesser (top), Pomandère (pants), OGR (shoes); MAN: Cavia (shirt), Ballantyne (pants), OGR (shoes)

We look forward to seeing you at **MICAM, from September 17 to 20, 2023** at fieramilano (Rho).

In the meantime, keep following us on our social media.



#micam #micamx #walkyourway