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JEAN-MICHEL CAZABAT ANNOUNCES THE LAUNCH OF HIS LUXURY FOOTWEAR BRAND, CAZABAT

PRESS RELEASE

BACK TO THE ROOTS

Returning to his native country, France, luxury footwear designer Jean-Michel Cazabat announces the launch of his new brand **CAZABAT**.

After over 30 years in New York, working with top fashion houses and shaping his creative identity, the designer successfully launched his eponymous brand in 2000, quickly embraced by celebrities worldwide. In recent years, he took time for experimentation, focusing on eco-design and craftsmanship, co-founding the vegan footwear brand Aera.

Today, Jean-Michel Cazabat expresses his desire to reconnect with his origins by launching his brand from France, giving it a new identity that blends continuity and post-modernism, with a distinctly Couture direction.

The inaugural CAZABAT Autumn-Winter 2024 collection will premiere during Paris Fashion Week at a dedicated showroom from February 29 to March 4, 2024. The collection is set to enter the European and international markets in June 2024, available through select high-end multi-brand retailers and the brand's e-commerce platform.

CAZABAT



A POP CULTURE IDENTITY

Jean-Michel Cazabat's natural flair and obsession with details and colors have bestowed his brand with a unique identity from its inception. While his contemporaries in the 2000s focused on classic femininity, Cazabat's creations stood out with bold lines, subversive details, and unparalleled comfort, embodying a more assertive and irreverent femininity.

Distinguished by boundless creativity and distinctive designs, Jean-Michel Cazabat is the inventor of "*dopamine shoes*": unequivocal reassurance objects designed to empower both men and women who wear them with full control of their seductive power. "*The Cazabat Woman is a spirited and confident woman, eager to seduce and be seduced,*" says Jean-Michel.

Worn by numerous show-business personalities and quickly becoming a reference on the Hollywood red carpet, Jean-Michel Cazabat's shoes have stood out for two decades with avant-garde style, infused with eccentricity and a rock'n'roll attitude. The clash of colors, choice of exceptional materials, obsession with detail, and a commitment to comfort made Jean-Michel Cazabat a staple from the 2000s to 2015, seamlessly infiltrating the pop culture ecosystem.

Among his brand ambassadors are personalities such as Madonna, Jennifer Lopez, Miley Cyrus, Kristen Stewart, Sarah Jessica Parker, Scarlett Johansson, Penelope Cruz, Oprah Winfrey, Céline Dion, Rosario Dawson, Blake Lively, Solange Knowles, Taylor Swift, Robert Downey Jr., Seal, Elton John, Lenny Kravitz, Johnny Hallyday, Keith Richards, and many others.

A NEW POP COUTURE DNA

By launching the CAZABAT brand today, the designer aims to capitalize on the elements that forged the success of his iconic collections through a new pop couture identity. Infusing a new aesthetic that combines timelessness and modernity, CAZABAT shoes continue to be designed to withstand the test of time without prematurely yielding to trends, emphasizing comfort and sustainable craftsmanship.

CAZABAT



The debut Autumn-Winter 2024 CAZABAT collection pledges to maintain this subtle balance, ensuring continuity with the past while offering a fresh take on style, driven by material and construction innovation.

COLORAMA & “ARCHITEXTURE”

With almost obsessive attention to colors and materials, Jean-Michel Cazabat designs shoes for CAZABAT that result from a perfect equation between colorama and architexture: a unique chromatic palette paired with innovative textures. Exotic prints, metallic finishes, precious embellishments, laminated details, textural and artisanal works such as weaving and braiding, as well as the use of noble materials such as silk organza, are notable.

About

Founded in New York in the early 2000s by French designer Jean-Michel Cazabat, CAZABAT is a luxury footwear brand with a Couture and artisanal approach, returning to its roots in Paris in 2024. Driven by a passion for comfort and placing craftsmanship at the heart of its creation, CAZABAT crafts timeless and iconic shoes designed to withstand the test of time. The brand commits to favoring the use of noble materials and manufactures its products in Italy. Each pair of CAZABAT shoes embodies a unique artistic refinement.

CAZABAT