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Strong U.S. Business Fuels Italian Players at Micam, But Mood Impacted by Energy Crisis, Russia-Ukraine War

BY JAMES HAN



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The trade footwear industry from the opening trade in permits walking with stable and strong demand in the American market. But a concerning European energy crisis, China challenges, and the continuing Russia-Ukraine war continues to fuel anxiety. To understand what this week at Micam in Milan.

"The industry as a whole has seen significant recovery, but high energy costs, raw materials costs and the consequences of the conflict between Russia and Ukraine are putting short-term growth at risk," said Giuseppe Giamberini, chair of Associazione delle calzature italiane industry organization. "Our member companies are satisfied with sales in North America and the main European markets through strong performance about sales in China. Most of Associazione delle calzature italiane member companies have not returned to pre-pandemic levels." (Continued)

Salvo Ferruti, CEO of Ferris SpA, views the optimistic aspect of the new normal. "Europe has been through so many crises. The problems come faster than ever, but also the solutions. It's an optimism," he said, noting that business at the show reflected strong interest in the company's portfolio of brands, which include Salvatore Ferragamo, BCBG, Flower by Johnnie and more.

Rafael Ferrer, co-founder of heritage brandist brand Theory Fabrics, said one key factor is determining sales performance right now. "The more experience you are, the more you will," he said.

The event continues to bring stronger ties with its most important independents in the U.S., including Top Suppliers, many of whom are and many to show among others, in the U.S. Ferrer believes personalized customer service and unique brand relation continues to set these shoes apart.



Loafers from Massimo Osti's brand, Ferrer's brand has produced a partnership with Ferris SpA.

Mark Gierken, president of the National Shoe Retailers Association, agreed that differentiation has never been more important for independents, and he was attending Micam to help fellow members find new partners and take advantage of high-margin opportunities. "There's great value there, there's an effort to understand interpretations," he said, noting that he had found new resources from Italy, Spain, Turkey and Germany while attending the show.

Giuseppe, owner of longtime Los Angeles shoe brand, continues to submit Massimo Osti's private label business, which is designed to focus and produced in what Osti's brand Ferris SpA Italy (final sales source from Italian territory).

During the show, the showman exhibited his collection of unbranded footwear produced in partnership with Italian family Ferris SpA.

"The collaboration with Massimo Osti's name was an extremely positive. The construction and professionalization of the factory is essential," he said. "This is just the beginning of the story. We are working on a new project which will soon come to life."

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