

Isetan Mitsukoshi to Participate in “The MICAM” Shoe Exhibition for 1st Time

Isetan Mitsukoshi Holdings Ltd. will participate for the first time in “The MICAM” shoe exhibition to be held at FIERA MILANO in Italy from Saturday, September 3, to Tuesday, September 6, 2016, which will draw worldwide attention.

During the event, Isetan Mitsukoshi will allow visitors to feel with their five senses values created by Japanese culture, tradition and Japanese people’s aesthetic consciousness, and present its world view expressed by the “this is Japan.” corporate message through its goods and services as well as its in-store displays following Premiere Classe held in France in January 2016.

The company will display its spring/summer 2017 models, which it has created by taking advantage of artisanship it has nurtured by producing "NUMBER TWENTY-ONE," the company’s ladies’ shoe brand that originated at Isetan Shinjuku Store, known as “the world’s best fashion museum.”

1. Details of Isetan Mitsukoshi’s participation in The MICAM

- Period: Saturday, September 3, to Tuesday, September 6, 2016
- Venue: FIERA MILANO
- Booth: International Designers’ Booth (No. V39)

The “Isetan Shoes” lineup consists of well-designed and easy-to-wear Japanese-made shoes under the concept of “valuable products that make you feel uplifted” as you wear shoes every day. The company produced these shoes through careful manufacturing processes, such as manually cutting materials. The company also pursues amalgamation between fashionability and functionality in these products.

Details of shoes to be displayed

(1) Collaboration with Japanese creators who are active on a global scale and young creators who are active mainly in Tokyo: production of shoes that pursue fashionability and functionality.

Collaborative brands: FACETASM, CINOH, LOKITHO, IN-PROCESS, doublet

(2) Pursuit of decorativeness and customization

In recent years, there is a growing tendency to customize basic products to increase their originality. Following such a trend, Isetan Mitsukoshi will display customized the “newneu.” brand of shoes that enjoyed high popularity at Premiere Classe as well as sneakers with accessories developed in collaboration with creators.

Examples of products to be on display

(1) Collaboration with Japanese creators who are active on a global scale and young creators who are active in Tokyo.

<FACETASM>



(2) Pursuit of decorativeness and customization

<newneu.>



<NT Accessories>



2. Past projects of “Isetan Shoes” (Participation in Premiere Classe)

Isetan Mitsukoshi for the first time displayed the “Isetan Shoes” line at Premiere Classe -- an exhibition of accessories and other miscellaneous goods held in Paris, France, which began on January 22, 2016 -- under the theme, "Change your life from Shinjuku to the world with ISETAN SHOES."

Isetan Mitsukoshi has produced unique shoes for women that express its world view in collaboration with Japanese brands that are popular in the world and Tokyo-based brands. Through the “Isetan Shoes” lineup, Isetan Mitsukoshi has sold about 200 SKUs to the world, including shoes made of artificial leather, rubber and other advanced materials that show Japan’s artisanship.

Video URL: <https://www.youtube.com/watch?v=Z1zda-xPzlc>

Related link: <http://www.imhds.co.jp/english/depakachi/>

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