



CAR SHOE 2007 SPRING-SUMMER WINDOWS

The new shop-windows of the Car Shoe stores in Milan and Capri represent the evolution of the concept that inspired the new Brand image, imagining the physical space of the sales point as the interior of a luxury vintage car.

With this spirit has been created a graphic pattern, using steering wheels of the best Italian handicraft tradition manufactured by Nardi-Personal S.p.A., which has developed along the years cult products for the most prestigious international Car Manufacturers and for its collectors.

The shopping experience becomes a journey out of time... seated in an imaginary vintage car.

Car Shoe was founded in Italy in 1963 by Gianni Mostile, a creative craftsman from Vigevano, who had the passion for racing cars and handmade shoes. Mostile created a de-structured moccasin with the sole assembled together with rubber plugs. This was such an innovation that granted him the patent from the Italian Ministry of Industry and Trade and, in Italy as well as abroad, a large group of distinguished connoisseurs ((Giovanni Agnelli, JFK, Roberto Rossellini, Lapo Elkann). In 2001, Car Shoe was taken over from Prada Group, that intended to invest on the future of the Brand keeping in mind the innovation and quality values that have always distinguished it. In the years 2002-03 were opened a show-room in Milan and two one-brand shops (Milan and Capri). In spring 2004 were presented the first women's shoes and accessories collection and a man's collection with an important development of the sporty models. In 2004 were opened two new show-rooms (one international in Milan, at no. 1 of Via della Spiga, and one in New York, in 609 West 51st Street).

Ufficio Stampa Car Shoe - Valentina Danieli
Tel. +39.02.34 98 13 37 cell. +39.334.62 15 326
valentina.danieli@prada.com
pressoffice.carshoe@prada.com