

CELEBRATING THE ART OF CRAFTING SHOES SINCE 1912, THE ARTIOLI FAMILY HAS AN IMPRESSIVE LINE-UP OF CLIENTS LIKE DONALD TRUMP AND MICHAEL JACKSON AND AN EVEN MORE CAPTIVATING SELECTION OF ANECDOTES, MAMTA TODI MEETS THE SHOE CZARS IN MILAN

THE LUXE FILES



THE REPORT OF THE PROPERTY OF

THREE GENERATIONS, ONE PASSION

WALKING peat the every exhibits of Balian everyfectures as MICAM, the globel features show in Milan, I are almost dizzy Before me is a see of show, each complily regited, extrangant to design and demanding more than a few seconds of admiration. But as the realising and talking with whibitors gets monotonous, I'm drawnto-see 'stall' that shouls out from the rest, Burged entravor and crowd of visitors hint at something special. That's whow I spot the name 'Article' and maste no time in putting privaduous!

Ne stranger to lexicity shoe consistent around the world. Artibil is one of Thely's big successes. It started with the founder-creating Beseritor Artibil, whose story Andrea Artibil, his greedison, narrates quick assendates even abilit attenting to closers at the MICAM stall. "Big grandfattler was seven journ old than he was hired by the only shoomaker of our Utiletoom, Firrara, in 1912," begins Andrea. "By the age of 12 hences strength a manifest creftions of shoot for retification of shoot for retification of shoot for notifier admings world have II and it was not long before he started the Artibil brand to 1945." With that, Andrea disappears to native to an important buyer. For a brand anthe starting price close to 306 Euros for its basic fare, the Artibil exhibit have steady stream of violetors and Andrea returns other 20 minutes.

With clients renging from historical figures to poptions, the evatury-old Artioli brand is lucury personified. Currently headed by Andrew Artioli, the fibrid generation shot designer. Artioli shoes have been favoured by the liberal George Bush and Saddam Husoda, no less. "We designed show with a high heal for French president Nicolas Sarkazy because his girl fixed town wife mosteller!" Andrew winks. Artioli has also designed for Violinair Patin, while real estate magal Devold Trump reportedly days at least 35 pairs of Artioli enery seasos. A look at Artioli's collection of checket throw up names like Cary Grant, Frank Sinetra, Clark Galile, Michael Jordan, Michael Jackson, Robert De Niro and George Coones.

"My green flather, Senerino, now 97 years old, is most satisfied with a fifewall lived for flue footness." Andrea continues in his near-perfect English. "His work philosophy has always been securit, near-copy. He would after tell friends. If is not for me to say my show are beautiful but I can say they are undoubleffly among the must expensive in the work!." Says Andrea.

Creator of the slip-on

LescorSoverment-con, Visa, prospi basy on awater shee-designer and provident of the Italian Postsour Association Premising to controverse time at a party later that are ting, beaseignights a cheer search and points to the started line under his name-This is to mark the Gondobs of Venice." hoggins, before reading off. /endres tolls me that loodether Vtor's enery two the business happened at a time-when the brandway looking at international recognicon, le was Vito who, techo I Wits, Incide the discussion with electric under the tougue, allowing the fit to be adjustable to different types of first. Elastic lacing and most) ambottolesces, introduced by him. were soon adopted by the rest.



Taking on the world

In 1990, Andrew to insel the brand and premist its comfortable enough lime Andrea. by a result, a simpelior would be almost as it t was made to size because it was takeler. like a clave. Andron also created belty in the same loothers with previous buckles, or widther walters bogs, glivers, inchessored course. His important relative, "Years 2000", took the company to the next level, ensuring fresh feet even in but weether. "I wan the acconditionals that give Artail the sings to be pitted against acobrarals," says. Andrea with so this crackwis, Incidentally, Andrea's passion for show searted when by was droo. It exemply writing as the foreign when I was nine years old. After finishing a course in designing and living in Son Proncisco. I legew how to contention our hore to appeal In-the American merket They (Americancy are perfect assets. Our brand is widely appealing, not because wehave premated it will commercially, but because the work to done wish a lot of prosion and sincerity. 'Referring to the Made in halo' adventage he sure. Traiter show ore ractions in their appeal becomes we not

or compromise on quality." Now to loop the brand going, Andrea is counting on at least one of his three section, over if "ports of them to the stiggenty for the time to the."

Athletic shoes, the future

With a presence in all the purjor countries and a terrever of ever-6 entition fluxes. Artioli has taken long strides in the world of borwoor, Lanor-than eventing, VinolingMaghes the current popularity statiletic shoes where the track to be palsy them lighter with appearing expectal. The turns is of those in enotic uppersmade from percious animal. skins. We are using a lot of crocedile skin. fish skims, displaces, lumperso and outside skins," while the '45 year old, maturiting on for devisors and point through the speech he has to deliner on stage in a few minutes. "I producing set more than 76,000 molely of shoes myself," he constrains form-of his decays, specifically for their Arabian diwrite, are in realigated whichled with diamonds. Certain places a particulat alleget 100,000 expect. "The strong opera of arctirate books; that one comesacross in Italy is unawards able. Our country plays a great role in sports ingost troubs," soon Vito.

The Indian connection

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Brand identity

Andreas, who have personal collection of over 20 shows with mandating boths, has this to my shout the rank by stay. They be years ago, a friend collect not in a fairnty to Phrase to man a good. This need, a single distribution, was not about these that it perfectly a series of a part mode shows that it perfectly a series of larger thanks was suffering to the collection of the perfectly and the series of the collection of the perfectly and the series of the collection of the perfectly and the series of the collection of the perfectly and the series of the series of



Made in Italy

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Artioli's shoe philosophy

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> Marco ted environer's acres McAM200 to the halan Trade Commission





Hot skin

Style czars will love the rich leather that is a must with Pakerson shoes, be it eel or white kangaroo. All the shoes for men are handcrafted and known for their lightness and flexibility. Prices start at 300 Euros.

THE NEW INDIAN EXPRESS, CHENNAI FRIDAY, APRIL 3, 2009

Shape changer
Baldinini's fall-winter collection is all about stronger foot-beds with mutil-form materials on the heel. Designs include knee and ankle boots with cuff, and floppy boots with round, short, trian-gular and tapered toes. Polarised tints alternating with dark colours like jade, ruby, eggplant and cobalt grab instant atten-

tion. With hidden stratified platforms, dizzying heights are more than possible. At 300 Euros upwards.

Minus the frills

Echoing a common trend at the shoe fair, Fratelli Rossetti presents a subdued look without many embellishments. In trademark feminine-masculine style, the designs feature square and oval toes with simple cuts. Leather soles are covered with a rubber lamina and glossy patent meets suede. Boots go back to the '70s with tubular leg and high heels. A Rossetti costs between 100-500 Euros.





advantage

Text: Mamta Todi

Last month, over 1,500 odd exhibitors assembled at the Milan Rho exhibition centre for MICAM, one of the most popular shoe fairs in the world. Organised by ANCI — the National Association of Italian Footwear Manufacturers — it showcased the collections for all seasons of 2009. And while most of the crowd was there on business, I was glad to note that style and originality were given due respect. Introducing striking designs from the biggest brands, for women, men, even little bambinos. With some of the brands planning to come to India soon, I'd suggest you take note.



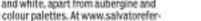
Starting young
Luxe Italian shoes for children are usually made in very soft leather — never plastic or rubber. Naturino Falc presents designs with no stiffeners at the toe and a sole made of the same leather as the upper. Their Falcotto line for "crawlers" has a flexible bottom. And the unique Sand Effect concept implies a "walking on sea sand" philosophy for greater comfort. Available for all age groups of children, in the price range of 50 -150 Euros.



Salvatore Ferragamo's Spring Summer line features leather and patent designs with about three inches on the heel. Available in black and white, apart from aubergine and beige colour palettes. At www.salvatorefer-ragamo.it for about \$690.



New spirit New materials go to make handcrafted pieces that are unforgettable. This multi-coloured closed-toe shoe in tex-tured print boasts of a five-inch heel and reflects the true Italian fashion spirit. Marino Fabiani shoes cost anywhere between \$300 and \$500.



Artioli's spring summer line combines soft calf and kangaroo leathers with exotic skins. Original models of elastic lacing Oxford and slip-ons, tubular moccasins and sandals feature prominently. This brand is known for its innovative shapes and colours inspired by the impressionist paintings of Monet, Renoir and Matisse. At 300 Euros upwards.

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fashion



MICAM, one of the world's leading footwear fairs, brings top fashion houses and some of the most distinguished names in the business to Milan. During this event, a style sheet for the forthcoming season also gets much-deserved attention. Put together by the fashion committee of the organisers - ANCI (National Association of Italian Footwear Manufacturers) — it has fashion consultant Aldo Premoli setting down key looks that will be followed by the 1,000odd high and medium-high priced shoe manufacturers in Italy over the next season. "The inspiration for these trends comes through different issues: textile, fashion shows, leather trends, music, cinema, etc," reveals Premoli, continuing, "While a strong return to design has become evident over the last few seasons, this season we have concentrated on the sculptured look." Presenting some style predictions that will be reflected in the work of Italian footwear manufacturers over the next few months at

international trade shows:

Message in a

Making sense of footwear trends for fall-winter 09, from Europe's fashion capital

trend report

What women need

At first glance, what is in might seem contradictory. But it is linked by a precise fil rouge (common thread). The four trends in women's footwear sport chic, urban jungle, bio-design and hyper décor - address a woman's different moods. "The same woman can easily switch from one trend to another in the same day," says Premoli.



Sport chic

Materials and treatments are important. Buckles and subtle metal embellishments are alternated with fringes to give a simpler look for the uppers, along with options of open/closed narrow toes. Heels are a crossbreed between chunky and tapered. Both sewn loafers and flat heel-tall boots will be seen



Bio-design

All things eco and bio become attrac-tive – even heels are designed to look like barks and branches from trees! These designs are often aggressive with their floral and plant motifs. The solid city shoe finds a new, genteel version.



Hyper-decor

Everything flashy with a bit of jazz, the return of decoration. Metal trims are in evidence, as are the use of coloured stones. There are silk and rhinestones embellishments, suede, brocade and velvet materials, gold, silver and bronze. As for the heels, there is some unique styling here. Surprisingly, stilettos, which dominated the footwear trend till last season, is limited only to the hyper-décor theme.

- Mamta Todi

The male

While the fall-winter line does not boast of any sensational out-of-the-box developments for men, elegance reigns. The new looks Electro pop, Café chantant and Rockoco - are rich and decorated.

Electropop

A re-invention of pop through technological innovation, there is a direct reference to the oversized shapes of the 1960s. Materials alternate between natural leathers and high tech synthetic fabrics. The shapes are lengthened, with leather soles. There is a return to rounded shapes, reminiscent of workwear. Sneakers, reflecting vintage shapes



Cafè chantant

Optimistic and fun, the aesthetic approach of the early 1900s is obvious with unusual textures and metal leopard prints. With bare minimum sole and heels, the shoes feature rich materials, with an eye for modern luxury. There is the use of relief and printed nubuck, shearling and astrakban fur fabrics The forms are con-structed but tapered, borrowed from elegant shoes like tuxedo slippers. And again, soft leg-hugging rid-

Rockocò

ing boots are back

Sumptuous 18th century decoration takes an ironic rock approach. The designs reach above the ankle and materials include calfskin embellished with baroque inspired motifs, blotchy stucco effects and lami-nated reptile skin. Shapes are reminiscent of 18th century clogs, ankle loafers and cowboy boots.

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Leather makes a comeback in extraordinary forms. Soft natural leather with wavy printed surfaces, lost many seasons ago, is in. Expect a touch of ethnicity, solid shapes, double materi-als, stable beels and masculine treatments. Natural leather in box calf cuts and soft leather with suede, peccary and crocodile effects, with a touch of fur, define this style.

Pic: Comitato Moda Anci

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