



**ON THE OCCASION OF ITS TWENTIETH ANNIVERSARY
PARABIAGO COLLEZIONI LAUNCHES THE CONTEST
"DESIGN YOUR THIERRY RABOTIN"**

The Italian footwear company presents an international contest for aspiring designers.

Milan, 16th September 2019 - On the occasion of its twentieth anniversary, Thierry Rabotin, one of the most important Italian shoe brands, renowned for the quality of the materials, the attention to the handcrafted production exclusively "Made in Italy" and the accurate quest for footwear design, gives space to the talent of its customers and fashion lovers, by organizing the creative contest on fashion shoes "Design your Thierry Rabotin".

The aspiring designers, who want to take up the challenge, will try their hand at designing a new shoe model. The product will have to guarantee "A THIERRY RABOTIN experience": essential shoes for women of all ages who refuse to sacrifice comfort in the name of fashion.

The aim of the contest is to open the doors of the company to all customers, as well as Italian and world's future fashion designers.

The competition will allow each participant to design their own shoe style, submitting the project to a competent jury that will decide the winner. The jurors will evaluate all the models received, selecting the best three that will take part to the award ceremony, during the 2020 Micam winter edition. Only the most creative one will be manufactured by the company from Parabiago (a city recognized as an excellence within the Italian craftsmanship), reported as one of the most important comfort-style shoe brands, conceived to adapt to the dynamic style of all women.

"The creation of Thierry Rabotin shoes", explains Karl Schlecht, one of the company's founders, "requires a strong artisan component that no technical resource could ever replace. Craftsmanship represents a challenge for the experience of the master shoemakers who create them. Only through the preservation and enhancement of the historical heritage of hand-made manufacturing it is possible to integrate the expertise into research and contemporary design. We have always been focused on making very comfortable shoes, cared for in every detail and characterized by a strong creativity. On the occasion of our twentieth anniversary we have decided to open the doors of our company and welcome all the ideas that we will receive, giving the possibility to creative talents from all over the world to design and create the shoe of their dreams".



Participating in the competition is simple: just send the application via e-mail to contest.thierryrabotin@twistergroup.it no later than January 15th 2020, indicating "CONTEST - DESIGN YOUR THIERRY RABOTIN" in the subject.

Press inquiries

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La Parabiago Collezioni nasce nel 1999 dall'idea dei tre fondatori, Thierry Rabotin, Giovanna Ceolini e Karl Schlecht. L'idea è quella di offrire una scarpa molto comoda e curata meticolosamente nella lavorazione. Questa è la premessa che ha portato al lancio del marchio Thierry Rabotin, il cui rafforzamento internazionale è testimoniato oggi dalla presenza nei più prestigiosi punti vendita di molti paesi nel mondo e dall'apertura di boutique monomarca a Parigi e Roma insieme ai due flagship store a New York e Pechino.