



**THE WAY FORWARD:
EVENTS AT MICAM 88 SPOTLIGHT TRENDS AND INNOVATIONS**

The latest trends regarding footwear materials, styles and colours, the theme of sustainability and insights into the world of fashion influencers: the programme of events for the forthcoming **MICAM 88** is particularly full and varied.

Once again, the show confirms that it provides those operating in the industry with an excellent opportunity of looking at the footwear product in the context of a rapidly changing and increasingly complex world.

Leading companies such as trend forecasters WGSN and Launchmetrics will be present to help those interested extend their knowledge and understanding of the industry and its future.

Here is a detailed day-by-day calendar of events (participation is free):

Sunday 15 September

12:45	<i>MICAM Fashion Show</i>	Fashion Square	<i>Pav. 1</i>
14:30	<i>The Young Future Consumer - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
15:00	<i>S/S 20 Women & Men Footwear Essentials - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
15:30	<i>S/S 20 & A/W 20/21 Material Trends - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
16:00	<i>S/S 20 & A/W 20/21 Colour Trends - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
16:45	<i>The State of Influencer Marketing 2019. Data, Insights & Panel Discussion on Influence in Fashion Today - organised by Launchmetrics</i>	Fashion Square	<i>Pav. 1</i>
18:30 - 20:00	<i>"MICAM the greatest show" evening event to celebrate its 50th anniversary: MICAM will be staging a fantastic musical featuring the biggest hits from 1970 to today and will be presenting awards to all firms that have been exhibiting at the fair since 1969.</i>	Fashion Square	<i>Pav. 1</i>

Promosso da:



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Monday 16 September

11:00	<i>2020+ Sustainability – organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
12:15	<i>Fashion Disruption: 12 influencers for 12 emerging designers. Followed by Emerging Designers fashion parade</i>	Fashion Square	<i>Pav. 1</i>
14:30	<i>S/S 20 & A/W 20/21 Kids & Juniors Footwear Trends – organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
15:00	<i>S/S 20 Women & Men Footwear Essentials - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
15:30	<i>S/S 20 & A/W 20/21 Material Trends – organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
16:00	<i>A/W 20/21 Women & Men Footwear Macro Trends - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
18:30 – 20:30	<i>International Lab of Mittelmoda and MICAM will present MITTELMODA The Fashion Award 2019 - the international contest's 24 finalists, representing 14 different countries, will be showing their collections on MICAM's catwalk. To be followed by the award ceremony and Dj Set with Lele Sacchi.</i>	Fashion Square	<i>Pav. 1</i>
20:00	<i>Exhibitor Thierry Rabotin celebrates its 20th anniversary with an exclusive <u>invitations-only</u> event at Villa Scheibler</i>		
21:00	<i>Exhibitor BIKKEMBERGS organises an <u>invitation-only</u> "official after-dinner drinks party" at the Circle</i>		

Tuesday 17 September

11:00	<i>2020+ Retail & Technology Trends - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
12:45	<i>MICAM Fashion Show</i>	Fashion Square	<i>Pav. 1</i>
19:00 – 22:30	<i>"Art reflects Beauty": invitation-only event to commemorate the 500th anniversary of the death of Leonardo Da Vinci. MICAM will offer its guests an unforgettable evening with a private guided visit to Da Vinci's Last Supper and an aperitif in Leonardo's Vineyard.</i>		



Wednesday 18 September

11:00	<i>S/S 20 Women & Men Footwear Essentials - organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>
11:30	<i>A/W 20/21 Women & Men Footwear Macro Trends – organised by WGSN</i>	Fashion Square	<i>Pav. 1</i>

Milan, 15-18 September 2019