



KINKY BOOTS: SUCCESS WALKS ON HIGH HEELS

THE MUSICAL ON YOUTH REDEMPTION IS READY TO TAKE OVER MILAN AND WILL MAKE ITS ITALIAN DEBUT AT MICAM

How to turn failure into success? The answer is in the story told by **Kinky Boots**, the award-winning Broadway musical that will land in Italy in November - hopeful, happy, and a little bit crazy!

Inspired by a true story, **Kinky Boots** tells the story of a young footwear manufacturer, who through a truly "alternative" collection finds a way to relaunch his family business which is in dire straits.

Presented for the first time in Italy, featuring the music of Cyndi Lauper and the Italian direction of Claudio Insegno, the show tells the story of the strange friendship between the young Charlie Price and the drag queen Lola, whose musical shows become the inspiration for the design of a collection of sensual boots for women, which are, however, able to bear the weight of a man en travesti. Thanks to the collection, the young manufacturer is able to realise his dream of reaching Milan and, specifically, its fair dedicated to this essential accessory.

The desire for redemption, the ability to dare, friendship, and openness to that which is different are just some of the themes that this lightest of musicals, winner of six Tony Awards, presents to its viewers.

A story so unique and so strongly linked to the world of footwear, that it could only be welcomed with enthusiasm by **MICAM**, the very fair alluded to by the characters as their desired point of arrival into the world of international fashion.

For this reason, **MICAM** wanted to sponsor the debut of the show which, from the end of November, will entertain and move viewers at the Teatro Nuovo in Milan.

"Through **Kinky Boots**, **MICAM** aims to get people to think in a new way about the value of passing family-run businesses from one generation to another that, in Italy too, form the basis of the footwear industry" – explains **Annarita Pilotti, President of Assocalzaturifici and MICAM** – "Emphasising the importance of knowing when to bravely reinvent oneself, sometimes even making particularly risky choices, the message of the musical is a story of a possible redemption, but it also brings to life the people who make production of a quality shoe possible. In the edition of the exhibition dedicated to **Envy**, we have brought on stage characters who are able to free themselves from this emotion, each finding their own growth and their own identity, beyond social stereotypes, family ties and the constraints of the past".

Promosso da:



ASSOCALZATURIFICI

Via Alberto Riva Villasanta, 3
I-20145 Milano
Telefono +39 02 43829.1
Fax +39 02 48005833
stampa@assocalzaturifici.it
www.themicam.com



The optimism and light-heartedness of the show will conquer Milan as early as **Sunday September 16th** with MICAM `s opening night ***Envy is in the heel***, in which the stars of the musical will perform live at the Fashion Square with an exciting showreel – a debut for the viewing pleasure of the operators at the event, the highlight of the next edition.

The Kinky Boots' craze will not stop at MICAM and will 'invade' Milan: in collaboration with Teatro Nuovo and through a media partnership with Accessory_VogueVanityFair, **booths** will be set up in Piazza San Babila, Via Torino, Piazzale Cadorna, Largo La Foppa and Piazza XXIV Maggio with pictures of the stars of the musical around the three outside walls. The illustrations of the characters will be "faceless" allowing them to become an interactive game for those who want to take a photograph or photograph themselves in irreverent selfies.

Kinky Boots will continue its dialogue with the public again during Fashion Week. On **September 21st at 6pm** near the booth in Piazza San Babila, passers-by will be surprised by a dazzling dance and will become part of a musical-inspired flash-mob with a group of magnificent Drag Queens led by Lola herself.

Finally, MICAM is giving away 50 GOLDEN TICKETS valid for two people for the VIP evening of the 4th of December at Teatro Nuovo in Milan. To enter the competition, one needs only to buy the September Issue of Accessory_VogueVanityFair, on newsstands from September 14th. (Full terms and conditions available on www.themicam.com).

Joy, ingenuity, good feelings: the craziness of **Kinky Boots** is preparing to take over Milan and the rest of Italy.

Envy is in the heel! Put on a pair of high heels and get ready to dance!
#micamgetskinky

Milan, September 10th 2018