



SCHOLL ICONIC LAUNCHES CREATIVE SUPPORT PROGRAM: NEXT GENERATION FASHION TALENT

Milan, June 3rd, 2021 – Storied footwear brand Scholl iconic this Spring launches its creative support program with a design competition to promote young talent within some of Italy's best fashion schools.

Working closely with three educational centers in Milan and Rome – Accademia Costume & Moda, IED - Istituto Europeo di Design and NABA, Nuova Accademia di Belle Arti – students were briefed to design three to five shoes for Scholl's most elevated line, iconic with its signature model, the Pescara.

The winner will see his or her capsule collection produced and commercialised for Scholl iconic's network of global high-end fashion retailers for the AW22 season. Aimed at supporting and encouraging creative talent in Italy, where Scholl iconic is also headquartered, the winner will additionally be offered an internship working with the Scholl design team.

'The competition is part of Scholl's sustainability initiative as its corporate responsibility reaches beyond just using sustainable materials, such as wood and cork, for its sandals: the contest is about giving young designers an actual way into the industry and to have a real impact on the shopfloor.' Tobias Klaiber, CEO Scholl Shoes

The jury is comprised of prominent industry favourites such as Teresa Maccapani Missoni, Danny Stienen, Selin Bursalioglu as well as senior Scholl team members and representatives from its international retail partners, anchoring the capsule collection with some of the best fashion stores in countries such as France, Italy, Germany, UK, Greece, Spain and Scandinavia.

The competition was briefed to students in April this year, the selection starts in mid-June when three students will be shortlisted to have their collection prototyped. The final winner will be chosen on July 29th, 2021.

#scholliconic #pescura #hautecomfort

ABOUT Scholl iconic

Scholl iconic is a product line of Scholl, the premium footwear & footcare brand which dates back to 1899, when Dr. William Scholl founded the brand in Chicago - USA. Scholl made it his mission to pioneer comfort, technology and fashion in an unbeatable combination. This dedication is reflected in ground-breaking technological innovations such as Memory Cushion, Bioprint, Gelactiv or Scholl Biomechanics, and unmatched designs such as the wooden clogs. In the post-war years, people became increasingly aware of the benefits of living an active lifestyle. But regular exercise was time consuming. As a solution Dr. Scholl introduced his now famous Pescara sandals – designed to tone the wearer's legs with every step. They became an icon of the Swinging Sixties. As a leader in the field of footwear, design and technology, Scholl continues to refine its 100+ years of experience and expertise offering a specialized product portfolio with five lines: iconic, comfort, comfort+, professional and kids. Scholl is currently available in over 90 countries worldwide as well as via: <https://www.scholl-shoes.com>