

FRATELLI ROSSETTI

Fuorisalone, "Design at your feet" is back!

**Fratelli Rossetti presents the limited edition signed by Alain Gilles:
an oxford with round heel and ordered and geometric graphic motifs**

Fuorisalone September 2021- **Fratelli Rossetti** presents "*Design at your Feet*", the Fuorisalone appointment during which international designers are hosted in the Monte Napoleone flagship store. Following the success of the last edition devoted to Beirut with Nada Debs, this time the spotlight is on **Brussels**, represented by **Alain Gilles**. The project is supported by **Belgium is Design**, a body that promotes the Belgian realities of the sector.

Gilles was called to give his own interpretation of the most classic of the classics: he worked on the classic **Oxford shoe, for both men and women**, developing a new architectural and graphic interpretation of the classic leather shoes. The structure of the sole has been reworked, creating a revolutionary round heel. With regard to the graphic treatment of the shoes, the traditional hole pattern has been reorganized in a strictly ordered and geometric manner. "*I tried to have the approach with shoes as I have in the furniture. For example, I worked on the sole, as I could have done on the architecture of the leg of a table: hence the idea of the round heel, a small revolution that makes the architecture of the shoe unique and that creates a subtle visual movement within the shoe itself and connects with the movement of the graphic perforations*" explains Gilles.

The models presented at Fuorisalone are 4: two for men and two for women, made in limited edition: pieces that will be available exclusively in the squares of Milan, Brussels and Antwerp and e-boutique fratellirossetti.com.

In addition to shoes, Gilles signs the shop windows of the boutique in Via Monte Napoleone: some of his pieces will be on display from Saturday, September 4 until Sunday, September 19. The project is carried out in collaboration with Bonaldo, Buzzispace, Faiencerie De Charolles / Fdc, Greenmood, Hind Rabii Lighting, Vincent Sheppard, XI Boom.

"Always convinced that our stylistic vision is enriched through the contamination between different worlds, we are happy to have Alain Gilles with us for Fuorisalone 2021" says Luca Rossetti, CEO of the Milanese company. *"This is definitely an important edition for our city. We could not miss an appointment that wants to be a sign of rebirth and positivity"*.

“*Design at your feet*” is supported by **Belgium is Design**, a brand created by institutions involved in the promotion of Belgian.

Alain Gilles

Design as a second life. After studying Political Sciences and Marketing Management, Alain Gilles went on to work in the financial world. But one has to live his own life. So, thanks to the moral support of his wife, he went back to studying Industrial design in France.

He opened his own studio in 2007 in order to pursue his own dreams and develop his personal approach to product design, furniture design, art direction and interior architecture. He has since been collaborating with the international companies. In 2012 he was awarded the prestigious award "Designer of the year" by the Biennale Interieur.

Fratelli Rossetti

In its 70 years of history it has promoted small and large revolutions in the fashion world. Today it continues its mission, combining the long tradition of craftsmanship with an intense search for innovation, respecting the elegance that distinguished the brand. Thanks to its ability to combine contemporary design and manual techniques, Fratelli Rossetti is the spokesperson of Italian made and Italian style at an international level.

Belgium is Design

It is a common label that unites the actions of the following regional organizations: Flanders DC, MAD – Home of Creators and Wallonie-Bruxelles Design Mode (WBDM). This joined-up approach has been active since 2011, stimulating and developing initiatives to showcase Belgium’s designers, manufacturers and producers in foreign markets.

www.fratellirossetti.com - pressoffice@rossetti.it

www.belgiumisdesign.be - press office | nicoletta@nicolettamurialdo.it

