

# CASADEI



## THE ESSENTIAL LUXURY OF TODAY

Thirty years ago Cesare Casadei made his debut as creative director of his family's brand, which was successfully established by his parents in the late Fifties. At that time, Casadei was considered a brand offering shoes for "special occasions". Then Cesare came: a forward-thinking young man who guiding the brand into the future introduced clean and sharp lines.

He kicked off a new era for Casadei, where a certain chic bon ton met Nineties' sexy and slick glamour. That discipline, infused with a purity influenced by the brand's signature sensuality, inspires the new FW 2020 collection. It's not about a comeback to minimalism, - Casadei doesn't love nostalgia, - but it's an emotional re-discovery of essentiality: we all need that after the past decade's flamboyancy.

The FW 2020 collection is centered on styles showing a distinctive feature: formal purity and clean design. These are obtained through the brand's signature technical and artisanal expertise and are peppered by touches highlighting the shoes' luxury and unique spirit. Eye-catching details put the focus on the brand's identity: the C-Chain, the new logo engraved on the soles or set like a jewel in the shoe, is the new manifesto of the Casadei way of thinking.

This attitude is embodied for example by a stretch suede ankle boot worked in a vibrant evening blue tone. With its dark gray heel, embellished with a C-Chain jewel in multicolor rhinestones, it sums up this luxurious and minimal spirit. Clean yet sharp, pumps and ankle boots show bias cut revealing some skin for asymmetric cuts inspired by contemporary architecture. Silver and metallic leather is combined with black and white or soft suede inserts. In these styles, a part of the foot is naked, the other is dressed with sophistication: a seductive contrast echoing the atmosphere created by Helmut Newton in his images.

Sexy and sharp, booties and hugging boots are crafted from stretch materials, showing smooth or hyper comfortable quilted textures. They are like gloves, dynamic and delicate: like the women of today, who wear their heels in their morning and keep them the all day, from 9 am to 9 pm. The design of this line exudes pure beauty thanks to the studied constructions and the Casadei' signature precious details, including the Blade heel or the C-Chain symbol, highlighting the identity of the brand while celebrating the Nineties' sharp vision.

Clean lines are matched with an attentive research for special details and experimentation, as highlighted by a range of high boots and ankle boots showing precise laser inserts creating a lace-like effect on double suede and leather. The attitude is romantic and precious, while lines exude dynamism thanks to the bias-cut toe. The cowgirl boot has a Cuban heel embossed with the C-Chain logo for women who are meant to leave a special mark.

Telegraphing effortless elegance, some styles, featuring a distinctive stiletto heel, plays with cutouts transforming booties in sandals. In particular, the must-have style of the season is a suede bootie showing sinuous, intriguing cuts inspired by Eyes Wide Shut's masks. These designs leave the toe-cleavage naked for an extremely sensuality, further exalted by the slick Blade heel. Capturing the attention, a pump features two soft leather wings delicately hugging the ankle for a formal purity that Casadei combines with the essentiality of a killer heel.

Mules, slippers and asymmetric pumps, crafted from velvet in outstanding tones of red, dark blue and black, are injected with a regal attitude. Featuring essential lines, their are enriched with multicolor rhinestone studs in a palette matching the shades of velvet. A cozy idea of luxury, a sophisticated glamour, showing a brightness recalling the glasses of Chartres' cathedral.

In addition, as the popular song says, "There's no mountain high enough," Casadei unveils a group designed for women who are meant to climb all the peaks, including those of urban skyscrapers. Inspired by hunting and fishing technical shoes, active yet very sophisticated booties and over-the-knee boots are crafted from stretch suede and leather combined with rubber. Cool and lightweight, these boots become hyper luxurious thanks to the glossy effects, the laced-up details and the high heels. The unmissable style for next winter.