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Presentation of the New Alpina Collection at the Fashion Footwear Fair in Italy

In the days between 13th and 16th June 2015, the Alpina team has successfully presented the latest Alpina fashion footwear collection for the 2016 spring summer season at the international Exporivaschuh fair in Italy. The new collection and the completely refurbished Alpina exhibition pavilion have drawn both old and new customers, so the first impression regarding orders is quite optimistic.

The Alpina team, taking care of development, creation and marketing of fashion footwear known at home and abroad under the Alpina brand for many years, presents the latest models of footwear twice a year at the large international Exporivaschuh shoe fair in Riva del Garda in Italy. Among more than 1200 companies, Alpina successfully presented its latest selection to the business community of long-time partners, loyal customers and potential new partners. In the days of the fair, meetings took place with various buyers from thirty European countries, Canada and this year for the first time from the Netherlands Antilles as well. Most buyers ordered samples, while some already placed orders for the 2016 spring summer season.

The latest developments in the field of fashionable-elegant as well as more sporting and above all comfortable leisure footwear were presented at the fair. Several new leisure models were developed for the new collection – they are based on comfortably wide (G and H) lasts and intended for women with wider feet, who will always be able to find comfortable, yet fashionable shoes featuring new materials and interesting colour combinations in the Alpina collection. The second and equally important group of footwear are elegant shoes with high heels, which were now joined by two new models with plateaus. Also new to the collection are four models of fashionable shoes with light and trendy white soles. The sandals collection is somewhat less extensive this time, due to the poorer summer seasons recorded in Europe in the recent years. The visitors, our long-standing customers and new customers alike were delighted by the new, interesting and colourful Alpina collection. They were convinced above all by the new selection of natural, quality materials and new colour combinations included in the collection by Alpina's designers. The trendy light white soles and plateaus were also received well.

In addition to the collection, the enthusiasm of the customers was further intensified by the completely refurbished exhibition pavilion that definitely contributed to an even better presentation of footwear and to the fresh and optimistic energy between the business partners.

We are very happy with the customer feedback. The Alpina team now has a lot of work to do, from the creation of samples to visits and meetings with the major customers. We are pleased to have been able to prepare a collection that has drawn many visitors and attracted the interests of both existing and new customers. We therefore enter the second half of the financial year with optimism and look forward to continued cooperation on the European and global market.



