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Milan, January 2017  
Press release

## PETER NON // FW17 COLLECTION

### PETER NON

Completely designed and crafted in Italy. Peter Non is the "non-shoe".  
They are not made for "this" or "that", they transcend function.  
Something that you slip on as easily as you would unconsciously begin walking with your left foot.  
The name "Peter", from the greek "petros", means "stone": solid, durable and multifaceted in a word "eternal".  
The surname, "Non", is related to the concept of "non-shoe" and embodies the Venetian origins of the brand.

### THE FW17 COLLECTION

*// Doppelgänger //*

*FW17*

*"It wern't me"  
"Are you fuckin' sure?"  
"Of course"  
"Are you shitting me?"  
"I was taking a shower at that time"  
"No, it's pretty fucking evident it was you"  
"I double tell i wasn't in't"  
"Double like Dopppe?"  
"Double like Double in't"  
"We have a Dopppe situation here"  
"I don't know shit about it"  
"Well, it would be better for you"  
"What the fuck you talkin' about "  
"Please, follow me"  
"Are you sick?"  
"Look through that window"  
"It's fucking me!"*

Peter Non FW'17 collection is inspired by the theme of "*Doppelgänger*":  
A presence from behind, invisible but persistent, a dopple same same but different.  
The sensation of alternation and addiction, the multiple projections of ourselves in other contexts and dimensions.

Continuity and innovation,  
hand-made treatments and high quality materials, made totally in Italy:  
calfskin, bull vegetable tanned in aniline, handbrided nappa and suede leather, calf hair, shearling, lamb,  
thermoformed silk and microfiber.

This season Peter Non presents shoes and bags, for man and for women.



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## ON SALE

The Peter Non FW17 men and women's preview collection is on sale at the Peter Non Showroom, Rue Charlot, 20, Paris, and at White in Milano.

**White Uomo** | Basement | Via Tortona 27, Milan | January 14 to 16, 2017

[www.whiteshow.it](http://www.whiteshow.it)

**Peter Non Showroom** | Rue Charlot 20, Paris | January 19 to 24, 2017

[www.peternon.com](http://www.peternon.com)

**White Donna** | Basement | Via Tortona 27, Milan | February 25 to 27, 2017

[www.whiteshow.it](http://www.whiteshow.it)

**Peter Non Showroom** | Rue Charlot 20, Paris | March 2 to 8, 2017

[www.peternon.com](http://www.peternon.com)

The Peter Non FW17 men and women's collection will also be available at Showroom Harmony Products in Tokyo, February 10 to March 10, 2017.

**HARMONY PRODUCTS** | 1-3-2 HASHIBA, TAITO-KU, TOKYO | February 10 to February 10, 2017

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**Photographic assets are available at: [www.peternon.com/press](http://www.peternon.com/press)**

For further information, or to request items for photo shoots

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## THE PRODUCT

The Peter Non shoe is crafted and mounted by hand, on an anatomical footbed made of anallergic latex foam in the unisex styles and of cork and rubber in the women's styles.

The Peter Non FW17 collection introduces six brand new men models: Antarctic, Mid, Low, Summit, Tuxedo and Slip on.

In the womens preview collection, Peter Non introduces six new models, three developed on a 11cm wedge, Uma, Tripla and Vetta, one developed on a 7cm wedge, Over, one platform, Hipet, and the sneaker Furry.

This season Peter Non offers a mix of Vibram and rubber bottoms for the men and for the womens styles.

The mens collection is available in the EU sizes from 35 to 45 in the models Arctic, Antarctic, Mid, Low, Summit, Tuxedo and Slip on.

The women's collection is available in EU sizes from 35 to 41 on the 11cm wedge models: Uma, Tripla e Vetta, on the 7cm wedge model Over, on the platform models: Pladiade and Hipet, on the flat model Pet and on the sneaker Furry.

As for the accessories, this season Peter Non presents the Babypura bag in calfskin and in thermoformed silk and microfiber.

The Peter Non FW17 men and women's collection will be presented at the White Uomo, from the 14th to the 16th of january, at the Basement, room 5, Milano, and at the Peter Non Showroom in Paris, Rue Charlot 20, from the 19th to the 24th of january, 2017.

**Photographic assets are available at: [www.peternon.com/press](http://www.peternon.com/press)**

For further information, or to request items for photo shoots  
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