



| www.peternon.com |

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Milan, January 2013

Press release

PETER NON // FW13 COLLECTION

PETER NON

Completely designed and manufactured 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 shoes are carefully and laboriously hand crafted at the feet of the Dolomites in Italy in an eco-friendly way.

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 FW13 COLLECTION

// Gravity Distortion and Time Displacement //

20:00

I look at a blank sheet.

I think. And think.

The vacuum creates stress, tension builds, reaching disappointment. Full stop.

Curse. I feel dizzy.

I feel surrounded by a concentric movement.

Inch by inch I fall and sink.

The pressure is strong enough to take everything else with it.

I feel my back in contact with the ground.

Narrowed eyes looking at the sky.

I see an open expanse.

I see the horizon, long.

A feeling of emptiness.

"Where am I?" I think.

"Where am I!" I cry, and an echo answers me, syllable after syllable.

"In-the-time-of-no-one".

19:59

I look at a blank sheet.

The words move and go beyond, beyond time.

Where there is no time and where there is no-one.

Where life goes on without rhythm.

What are days, hours, minutes?

They no longer exist.

Over time there is silence and everything is reset.

The vacuum is no longer frightening.

It involves and becomes essence.

In no-one's time there are no limits.

The vacuum creates space and makes us free.

Change points of view, move efficient processes from areas not directly coherent, send details and processes in space and time, apply functional properties to emotional contexts, overturn the point of view of things, dig beneath the surface.

The Peter Non FW13 collection is the result of this path of search.

New models and new bases, made of materials rich in patterns and themes of perception that are not always immediate.

Aged leather, textured and advanced technical materials for durability and breathability.

Pigments that modify the optical properties as a function of temperature and innovative and sustainable organic based tanning.



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LUCIO VANOTTI x PETER NON, footwear collection

For the FW13 season, Peter Non and Lucio Vanotti create a collaboration born on the affinity of an anatomical basis form.

Lucio Vanotti interprets the Peter Non shoe as a soft second skin, as a natural protection of the foot.

The result is a winter sock wrapped in rubber bands, inspired by the shape of the sandal.

The collaboration "Lucio Vanotti x Peter Non" is available in unisex desert boots and the female Hatha model, in waterproof suede wrapped in elastic in black, blue and gray.

FOR SALE

The collection Peter Non FW13 and the collaboration "Lucio Vanotti x Peter Non" are on sale at the White Uomo, at Tranoi Uomo and at Tranoi Donna:

White Uomo | Via Tortona 27, Milano | from January 12 to 14, 2013

www.whiteshow.it

Tranoi Homme | Palais de la Bourse, Parigi | stand A22 | from January 19 to 21, 2013

www.tranoi.com

Tranoi Femme | Palais de la Bourse, Parigi | stand A22 | from March 1 to 4, 2013

www.tranoi.com

The sales campaign continues from January 23 to March 15, at Go Lab in Milan, by appointment only:

Go Lab | Via Monte Nero 28, Milano | from January 23 to March 15, 2013

The female Peter Non FW13 collection, including the collaboration "Lucio Vanotti x Peter Non", will also be on sale at: Showroom Harmony Products of Tokyo, from 1st February to the 15th March.

HARMONY PRODUCTS | 1-3-2 HASHIBA, TAITO-KU, TOKYO | from February 1 to March 15, 2013

The collaboration "Lucio Vanotti x Peter Non" will additionally be on sale at: Lucio Vanotti Showroom, Milano, from the 12th of January to the 15th of March.

Lucio Vanotti | Via G. E. Pestalozzi 4, Milano | from January 12 to March 15, 2013

THE PRODUCT

Peter Non is born as a shoe mounted by hand on anatomic cork and caucciù.

The collection Peter Non FW13 features six new models: four unisex, Aik, Undercover, Chang and Sky Walker, and two for women, Aka and Arco.

The sole is always Vibram, a guarantee of the quality of the rubber.

This season Peter Non introduces two new soles: a white Vibram on the model "Cristy" and a tank Vibram on the model "Betulla", in brown, both with leather welt.

The unisex product is available in 34 to 47, on the desert boot, aik, undercover, mammut, sky walker and chang boot.

The female product is available in 34 to 41, in the models hatha, aka and arco.



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SOME DETAILS OF THE NEW COLLECTION

Point of Origin

Hydrophobic suede, earthy look, technical and breathable microfiber lining; past and future meet to create an every-day basic, natural, comfortable, hi-tech product.

Available in 5 colours.

Fade to Electric

Pigments that modify the response of light particles based on the variation of temperature.

Waterproof suede changes colour from white to electric blue.

Cortex

A synaptic pattern that from darkness spreads, creating multiple facets.

A manual vintage Italian flower calfskin treatment, with black pigment that fades from the sole up.

Aging simulation game

Brought back from the future to be new today, but with an already lived soul look.

Oiled nabuk scratched manually, stone mixed by greased suede with a dirty effect. Available in three colours.

Black Matter

Annul the optical dispersion of a surface by creating mappings able to trap light.

Pressed black leather with a relief effect for an uneven surface.

Quantum Foam

Pattern of perpendicular ripples that intersect in points of high gravity pressed gray leather with relief effect for an uneven surface.

Atlas

An art and ancient place transported in a space and a modern dimension.

Wool with a mix of warm and cool colors hand woven in Morocco at the feet of the Atlas Mountains, with hydrophobic suede uppers.

Wave propagation

Three different interferences create different designs on a membrane of continuous waves.

Base in hydrophobic black suede covered with three pleated motifs.

ORGANIC Transmutation

In collaboration with the University of Anhalt, a collection that uses a skin made through an innovative process and natural tanning which is based on rhubarb.

Volume

Membranes that ripple in the vicinity of power lines.

Striped curled quilted Goretex nylon with microfibre lining and synthetic rabbit fur.

Photographic assets are available at: : www.peternon.com/press

For further information, or to request items for photo shots

you can contact us at:

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