



| www.peternon.com |

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Milan, June 2012
Press Release

PETER NON // SS 13 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.

FW 12-13 COLLECTION

The theme of Peter Non's Spring/Summer 2013 collection is "Back to Paradise".

How could you remember a place you have never been to?

Put the Sun back in its place. The thrill of a warm breeze returns.

Live it, then let it leave.

*The skin will absorb and the mind will begin to dig;
rapid immersion, instant dream.*

The pain has vanished of that ray of light which reflects back.

You feel splendid and alive, because its where you came from, from Paradise.

The Collection was inspired by those things you cannot remember, but know you've encountered before. It is not a journey, it is a "return", from a place wrapped by a warm breeze and a strange gentle light. Back when you felt alive. Back to Paradise.

Peter Non SS13 collection traces the influence and the emotions of this "return": the materials are fresh and light, the colours alternate moments of warm radiance and moonlight. The details refer to places unexplored and unspoiled, where nature prevails and freedom finds form.

PETER NON+CANDIANI, footwear collection

After collaborating with 10A and Renata Bonfanti, Peter Non now joins another Italian name of worldwide fame and offers a new footwear line that uses denim branded Candiani. The manufacturing of Robecchetto Candiani is one of the most important entities of today's Made in Italy, specialised in the installation of the first lines of indigo dye denim, since 1976. This brand has transformed a simple and basic product into a sophisticated and refined fashion item.

Peter Non reinterprets Candiani denim in the "Candiani Bay" series.

Entirely made of denim, paired with leather details and featuring contrasting white laces that recall the colours of a lost and unreachable bay.

<http://www.trccandiani.com>

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

| password: **kohkood**

For further information, or to request items for photo shots

you can contact us at:

press@peternon.com



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SALES CAMPAIGN

The collection Peter Non and Peter Non featuring Candiani are exclusively available at:

Showroom Marcona3 | Via Marcona 3, Milano | from June 23 to October 26, 2012

tel. +39 02 54 12 03 59 | fax +39 02 54 10 37 28 | e-mail: shoes@marcona3.com

www.marcona3.com

Tranoi Homme | Palais de la Bourse, Paris | booth A22 | from June 30 to July 2, 2012

www.tranoi.com

(capsule) NYC Men's | Basketball City/Pier 36, New York | from July 23 to 24, 2012

www.capsuleshow.com

Tranoi Femme | Palais de la Bourse, Paris | booth A22 | from September 28 to October 1, 2012

www.tranoi.com

THE PRODUCT

Peter Non was born as a hand-crafted shoe mounted on an anatomic cork and caucciù insole.

The spring-summer 13 collection introduces three brand new models: the "lowrider" shoe, the "mission" sandal and the "beacher" mule.

This season Peter Non offers a mix of refined materials, characterised by the earthy, natural, at times simple, sometimes refined: waterproof leathers, scratched and greased, cotton and linen tissues, silk and lace, hand-treatments with wax and colour, details of feathers and fish scales, camo texture, woven leather, fabric and raffia.

The sole is Vibram, to guarantee quality, durability and precision of the rubber.

This season Peter Non introduces two new bases: the white Vibram model "Arabis", an Italian exclusive, and Tank with black inserts in micro and cork, both surmounted by a natural leather welt.

The Product is unisex, available in sizes from 35 to 47 in the desert boot, sabot, lowrider, mission and beacher.

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SOME FEATURES OF THE NEW COLLECTION

JUNGLE JUICE

Pure jungle extract in waterproof crust with a meteoric and bright look.

Available in 12 colors in the desert boot models, lowrider and mules, from 35 to 47 and with the classic Vibram sole, white Vibram Arabis and Tank Vibram with micro inserts and cork.

BEACH BOOM

The pure essence of the "NON" shoe:

a single ring of woven rope or leather woven with metallic thread to cross burning beaches.

Available in 8 variations in the model "beacher," 35 to 47.

CABANA

Raffia multicolor allover weaves, mixes of raffia and crusts, natural fringed plissé raffia:

mi Cabana es tu Cabana!

Available in various models in the desert boot, clogs and lowrider, 35 to 47.

CARACOLA

Time draws themes and patterns on surfaces of silk, macramé laces manually treated with wax and colour, leather and raffia woven with cotton tapes.

Available in various models in the desert boot, clogs and lowrider, 35 to 47.

FULL MOON

Lights, shadows and reflections of a full moon night available in models made from cotton and lurex, black plissé raffia, engraved and raised leather recalling the plumage of escaping birds.

Available in various models in the desert boot, clogs and lowrider, 35 to 47.

MANGROVIE

Cotton and linen weaved wires recall the intricate and dense texture of mangroves.

Moreover, the collaboration with Renata Bonfanti continues with a cotton and linen hand-shaded tissue in blue and brown.

Available in various models in the desert boot, clogs and lowrider, from 35 to 47.

SAUVAGE

The animal kingdom at your feet!

Precious purebred leathers mixed with handmade ones, with guinea-fowl feather applications, goose and duck, either natural or painted by manual dipping, shot silk and colourful as a peacock's tail.

Available in several variations in the pattern desert boot, from 35 to 47.

DEEP TEMPLE

A drawing of cosmic awareness made on a multilayer tissue with infinite details and colour.

Available in desert boot models, lowrider, mission and mules, 35 to 47, with the classic Vibram sole and white Vibram Arabis

SUNSET MIST

Golden and warm reflections at the sunset of a day's long-walk on raffia and hand-soiled crust.

Available in models desert boots, clogs and mission, from 35 to 47, with Vibram soles or classic Vibram Tank with micro inserts and cork.

THE OTHERS

The others exist but you cannot see them!

camouflage leather with a vintage effect, obtained through a manual process before waxing, then hand-scratched with metal brushes.

Available from 35 to 47, with the classic Vibram sole, white Vibram Arabis and Tank Vibram with micro inserts and cork.

CANDIANI BAY

Entirely made of denim signed Candiani, in places marked with suede and characterised by contrasting white laces, that recall the colours of a lost and unreachable bay.

Available from 35 to 47, with classic Vibram soles or white Vibram Arabis.