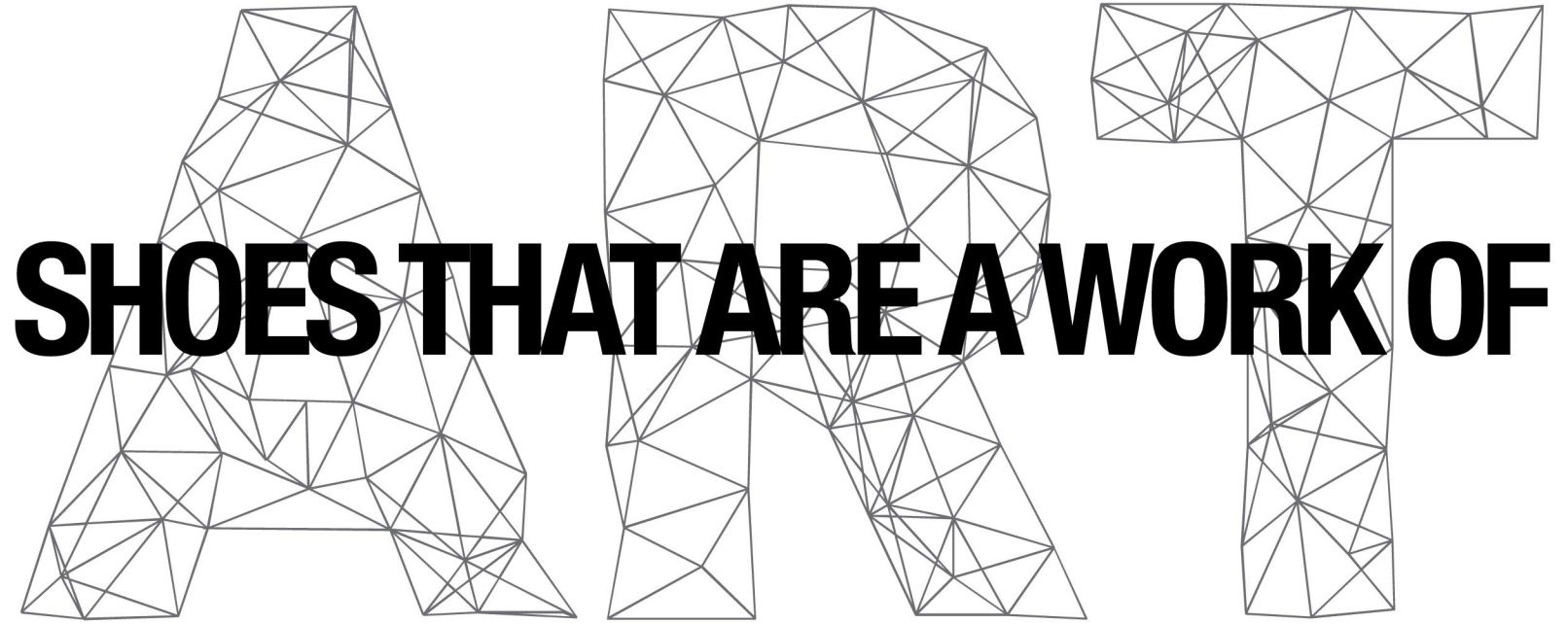


PORTUGUESE  
**SO**

FOOTWEAR EXPORTS  
JUST LIKE HEAVEN  
BLOOMED OUT  
OUR JEWELS  
40 DEGREES CATWALK

**A P I C C A P S**  
PORTUGUESE FOOTWEAR MANUFACTURERS ASSOCIATION

**SHOES THAT ARE A WORK OF**



**ART ON SHOES is artist Alexandra Prieto's new brand**



An original concept that associates her art to an exclusive line of footwear. Each shoe is connected to a work by the painter. The combination between the painting and the footwear results in different and personalized designs.

The products' innovation lies on the way the art pieces are exuberantly merged with fashion and footwear items, promoting new emotions in new market fringes. Currently, the brand already has thirteen collections, each based on a painting or on the illustration of a theme, and each made up of different models of shoes, bags, belts and scarves.

Production of these items is assured by three national factories and, at present, limited-edition collections are being produced for specific regions and events. The company has three points of sale, in Lisbon, Porto and Barcelona, and soon in Amsterdam. A promotion and dissemination campaign is ongoing in various urban centres, in Portugal and abroad, like in Asia, where collections were presented in Macau and in Hong Kong, and in Africa, namely in Angola.