

BIRKENSTOCK STUDIO at Milan Design Week 2024

A creative study of the brand heritage through sensory experiences and customisation workshops



Since the very beginning, **BIRKENSTOCK** has been creating footwear that has become a true design icon. For the **2024 Fuori Salone** event in Milan, the space at **Via Meravigli 4**, in the centre of Milan, will be playing host to the “BIRKENSTOCK STUDIO”, an exhibition and installation that illustrates the history of the brand with a view to the future.

The exhibition will, for the first time at Design Week, be presenting the public with **milestones in the history of BIRKENSTOCK, as well as the most famous collaborations, with some of the models, samples, sketches, prints and designs** that make up the DNA of the brand, which - over the years - has conquered the worlds of casual wear, fashion and streetwear throughout Europe. The history and the success of the iconic models and footbed will be presented to the public through **a range of sensory experiences**, including a barefoot trail across sand and grass.

The installation will come to life on 19, 20 and 21 April thanks to the sneaker restorer and creative mind **Jacopo De Carli**, who will be customising the BIRKENSTOCKS that participants bring with them through the application of small jewels and accessories.

19, 20 and 21 April, the “BIRKENSTOCK STUDIO” installation in Via Meravigli 4 (MI Metro line, Cordusio). Open to the public: Friday from 2 p.m. to 5 p.m., and Saturday and Sunday from 10 a.m. to 6 p.m. (customisation: Friday from 2 p.m. to 5 p.m., and Saturday and Sunday from 12 p.m. to 5 p.m.).

NATURALLOOK

NaturalLook, which was founded in Bolzano in 1974, is now a consolidated company that distributes internationally renowned footwear brands throughout Italy. The entire portfolio of NaturalLook, which currently counts seven selected brands that share strong values of innovation and both environmental and social responsibility, stands out for its combination of foot health and style. As far back as 1974, Ewald Pitschl, the company's founder, decided to put his trust in the Birkenstock brand, managing to distribute it on the Italian market and contributing to the success it was to have in the years to come, and that we see today. Since 2022, NaturalLook has been under the guidance of Ewald's son Frowin Pitschl, who leads the company with an innovative spirit and with method, together with his team, maintaining the company's position as a footwear distributor for the Italian market.

For further information, visit the website [Naturallook.it](https://www.naturallook.it)

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