

## Launch of first studio series by designer Andreia Chaves

The first commercial studio series by designer Andreia Chaves will be launched at this years' Mercedes-Benz Fashion Week (February 10-17). The series entitled 'Invisible Shoe' will be shown in New York in a exhibition organized by Mercedes-Benz in collaboration with designer Herve Leger and this will be followed in March 2011 by a launch in Asia in association with I.T. Hong Kong as well as the opening of the retailers' new store in Beijing.

Described as a study of optical effect applied to shoe design, the 'Invisible Shoe' series explores the concept of invisibility though the 'chameleon effect' while the shoe's reflective finished surface creates an obscured optical effect with each step taken. This innovative design greatly exceeds the primary function of the shoe, where "protecting" the foot also means "deleting" or "immersing" it into the environment.

The series, which will be available in limited edition, in three different models, is handmade in Italy using a combination of leather making techniques together with advanced 3D printing technology. For the development and manufacture of the external structure, Chaves has collaborated with the renowned Dutch Company FOC (Freedom Of Creation).

A native of San Paulo, Brazil, Andreia Chaves's work had captured the attention of international media even before her graduation from Polimoda Fashion Institute in Florence, Italy. Chaves' ambition is to bring a fresh perspective to fashion, "fusing the mastery and traditions of making with a distinctive approach to design while also embracing the potential of 21<sup>st</sup> century technology". Chaves works between Europe and Brazil.

Ends.

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