



FOR IMMEDIATE RELEASE

**INTRODUCING TIMELESS AND ACCESSIBLE ELEGANCE:
IPANEMA WITH STARCK 2018**

New York, NY. (December 13, 2017) – Brazilian footwear brand, **Ipanema**, has once again teamed up with renowned designer, **Philippe Starck**, for the third installment in their ongoing collaboration.

The 2018 collection, launching worldwide in March 2018, features a fresh take on past models and introduces **new ergonomics to reconcile optimized comfort and high elegance** through six **chic, cultured and minimal designs**, including three **new shapes and new colors**. In addition, two unisex models are available up to a men's US size 13.

"The closer you get to the body, the less you can lie. You have to go to the minimum, to the square root, in order to reach elegance and timelessness. The Ipanema with Starck collection explores the territory of high elegance paired with the utmost minimalism. When you reach elegance with a few dollars or euros, it is no longer magic; it is a modern miracle." Ph.S

Starck created his collection with a **bionic approach**, learning from the body, from its movement to how it works, to design objects in **harmony with human nature**. The 2018 collection achieves this **technical perfection** with updates in both the soles and straps of the sandals. The soles feature an even softer formulation than seen in past styles to yield maximum comfort through the use of rounded edges and cleaner designs. The goal here is to use the least amount of material possible and allow the sandals to become part of the body. One of the new shapes, Hoops, is adaptable to all foot types with the use of EVA. EVA is a soft but durable material that provides lightness and flexibility and is resistant to tension and deformation.

Focusing on sustainability, Ipanema with Starck was developed with **100% recyclable materials**. To achieve Starck's designs, Ipanema adapted its industrial process to one that is more manual and artisanal. The production process employs a proprietary injection technique to guarantee the product's superior **comfort and delicate quality**. Every strap and sole is assembled by hand, allowing for a perfect fit. The Ipanema with Starck collection is the **perfect balance between industrial production and artisanal savoir-faire**.

Each Ipanema with Starck model is available in **new exclusive colors**. The line's palette is a blend of **black and white monochrome and soft acid tones including yellow, orange, and pale pink**.

The Ipanema With Starck Collection will be **available in March** at select retailers around the globe with prices ranging from \$45-\$75 USD.

Discover the collection and points of sale on www.ipanemawithstarck.com.

PRESS CONTACT

BOLLARE

ANNA CLAYTON

310.246.0983

anna@bollare.com

ABOUT IPANEMA

Ipanema is a fun and chic Brazilian-made sandal and flip flop line named after one of the most exotic and famous beaches in the world. Ipanema footwear is created to be the perfect blend of a relaxed seaside lifestyle with the sophistication of city glamour. Sold in nearly 100 countries worldwide, Ipanema's designs reflect the brand's laid back Brazilian roots while using innovative materials and staying connected to current fashion trends. Ipanema creates unique product with features including multiple sole shapes for better comfort and fit, "360 degree" prints that wrap around the sole, and intricate strap details and overlays. Ipanema sandals and flip flops are coveted for their creative and comfortable styles made using the brand's super soft and durable Flexpand 100% recyclable plastic. With eyes on the environment and the future, the Ipanema collection is made using at least 30% recycled materials, while 99% of all factory waste is recycled or reused. ALWAYS NEW. ALWAYS IPANEMA. www.ipanemawithstarck.com

ABOUT STARCK

Philippe Starck is an internationally acclaimed French creator, designer and architect. His profound comprehension of contemporary mutations, his determination to change the world, his anticipatory concern for environmental implications, his love of ideas, his desire to defend the intelligence of usefulness - and the usefulness of intelligence - have accompanied one iconic creation after the other. From everyday products such as furniture and lemon squeezers, to revolutionary mega-yachts, individual windmills, electric bikes or hotels and restaurants that aspire to be wondrous, stimulating and intensely vibrant places.

This untiring and rebellious citizen of the world, who considers it his duty to share his ethical and subversive vision of a fairer planet, creates unconventional places and objections whose purpose is to be "good" before being beautiful.

Philippe Starck and his wife, Jasmine, mostly live on an airplane or in the "middles of nowhere".

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