



Paris, July 19

CAZABAT ANNOUNCES THE OPENING OF ITS FIRST POP-UP IN PARIS

PRESS RELEASE



To accompany its launch, the luxury shoe brand **CAZABAT** is opening a pop-up store in the heart of Faubourg Saint-Honoré, Paris. The temporary boutique, located at 20 rue Boissy d'Anglas, will host the brand's first collection designed by its eponymous designer, Jean-Michel Cazabat.

«I wanted to give this space a very personal identity where everyone can dive into the hedonistic universe of the brand and experience a suspended moment with our dream shoes,» comments Jean-Michel Cazabat, Artistic Director and Founder of CAZABAT.

Pop Couture Shoes Oasis

The boutique, whose scenography was imagined in collaboration with the design studio *Iconique Studio*, will reflect the pop codes of the brand through a retro aesthetic of the 70s-80s where bright colors and enveloping materials will intertwine to create an inclusive and 'feel good' setting.

For Jean-Michel Cazabat, a nostalgic of the pop culture of the 80s who forged his success in New York, this pop-up signifies *«a vibrant homage to the joy of living and creative freedom»* – values at the heart of the brand's



DNA that marked those flourishing years which saw the birth of a generation of great French shoemakers, of which the designer is a part.

A real *boutique-salon* where customers, shoe aficionados, and the *Cazabatistas* community can share unique moments with the brand and its founder, the pop-up will be punctuated by a series of exclusive events.

«I have always been obsessed with the art of hospitality, and it was essential for me to create a setting for my collection that disrupts the codes of the traditional boutique. The CAZABAT pop-up store should be more akin to an intimate and pop-timistic living space where my community can feel this very personal connection with the brand and get a dopamine shot with every visit!» explains Jean-Michel Cazabat.



Rock couture boutique-salon and oasis of assumed femininity, the CAZABAT pop-up will open its doors from Monday, September 9 to Tuesday, December 31, 2024, and will present the brand's first Fall-Winter 2024 collection in a world premiere.

The CAZABAT Fall-Winter 2024 Collection



Featuring about twenty timeless models with elegant and comfortable wear, enhanced by innovative materials and constructions, the CAZABAT Fall-Winter 2024 collection offers models ranging from €595 to €1,250.

The brand boldly revisits the classics of shoemaking; from the walking sandal to the evening pump, through the mule or biker, infusing them with a unique personality through unexpected combinations of shapes, materials, and textures.



For this launch collection, CAZABAT has chosen to place colors and materials at the heart of its creative process and to pay particular attention to craftsmanship.

Notable is the use of exotic prints, metallic finishes, precious glass stone ornaments, laminated details, as well as the work with noble materials such as turkey feather or silk organza.

The CAZABAT Fall-Winter 2024 collection will be distributed in an exclusive world premiere in the Parisian pop-up as well as on the brand's e-commerce site starting September 9, 2024.



Jean-Michel Cazabat

A trained photographer, Jean-Michel Cazabat began his career as a shoemaker in New York in the 80s, training with the biggest Houses.

In 2000, the photographer-turned-Artistic Director and shoe designer launched his eponymous brand, standing out from his contemporaries with bold lines and subversive details, embodying a more assertive and irreverent femininity.

The creator's natural whimsy and avant-garde style, imbued with eccentricity and a rock'n'roll attitude, quickly gave him a unique identity and rapid success. From the outset, the Jean-Michel Cazabat brand brilliantly infiltrated the pop culture ecosystem by adorning the feet of the biggest red carpet icons, including; *Madonna, Jennifer Lopez, Miley Cyrus, Kristen Stewart, Sarah Jessica Parker, Scarlett Johansson, Penelope Cruz, Oprah Winfrey, Céline Dion, Rosario Dawson, Blake Lively, Solange Knowles, Taylor Swift, Robert Downey Jr., Seal, Elton John, Lenny Kravitz, Johnny Hallyday, Keith Richards*, and many others.

In 2019, after nearly two decades of developing his own label, Jean-Michel Cazabat decided to put his brand on hold to focus on a project resonating with the environmental issues of the time, initiating the launch of Aera, one of the first high-end vegan shoe brands.



He would then devote the following years of his life to returning to his roots, perfecting craftsmanship and eco-design, before announcing the return of his brand under the CAZABAT label in 2024 from France, his homeland.

The launch of CAZABAT marks a new chapter for the brand, with an identity midway between continuity and post-modernism, and a radically more Couture artistic direction.

— *About*

Founded in New York in the early 2000s by French designer Jean-Michel Cazabat, CAZABAT is a luxury footwear brand with a Couture and artisanal approach, returning to its roots in Paris in 2024. Driven by a passion for comfort and placing craftsmanship at the heart of its creation, CAZABAT crafts timeless and iconic shoes designed to withstand the test of time. The brand commits to favoring the use of noble materials and manufactures its products in Italy. Each pair of CAZABAT shoes embodies a unique artistic refinement.