



FOUR

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FOOTWEAR FANATICS

Premium sneaker brand Rubirosa has a new creative force behind its name. Two industry leaders, *Alessandro Vigano* and *Alexandre Mentha*, have taken the design reins, and aim to make the company transcend to new heights.



With years of industry experience under their belts, and a well-demonstrated knowledge of the creation and the development of shoes, particularly sneakers, Alessandro Vigano and Alexandre Mentha will bring their skilled creative minds to the Rubirosa drawing board. Taking control of the new collection structure for the young label, the design pair will bring a fresh new perspective and some exciting new products to the table.

Born in Italy, Alessandro Vigano has worked for many affluent fashion and couture brands, including Armani and Golden Goose, plus a selection of sneaker-producers. His keen sense of sneaker trends and his impeccable eye for quality, beauty and style ensure that his creations are continuously in high demand on the market. Alessandro will take an advisory role on the design team, bringing his unwavering passion, creativity and personal predilection for graceful semblances to the Rubirosa collections.

Alexandre Mentha joins Alessandro as the other new design authority for Rubirosa. Obsessed with execution

ABOVE A Rubirosa Ava white sneaker in calfskin and calf suede, with a tone-in-tone rubber sole.

BELOW An Ava flint sneaker in calf suede, with a tonal rubber sole.

and craftsmanship and driven by the product, Alexandre will bring a vigorous new element to the creative team. He started out in the shoe industry at Bally in Switzerland, and admits it was the best early education in footwear he could ever have obtained: "It was, for me, the university »



CREATIVITY & CRAFTSMANSHIP



« of footwear. I gained experience in making classic shoes – everything you need to know about shoes, I learned there.”

After leaving Switzerland, his next stop was in New York, working for Cole Haan as an employee for parent company Nike. A true trailblazer, Cole Haan set new standards for footwear design, blending classic shoes with the latest innovations supplied by Nike. Alessandro's experience here was a defining moment in his career. Now, as part of Rubirosa's team, he takes cognizance of how his prior work fits into his new role: “The young Swiss brand has very strong ties to my background and professional experience, it is therefore very satisfying to work for a company that goes back to my roots. It's a great opportunity as well, to provide my help to Rubirosa crafting the perfect shoe for the fashionable gentleman.”

Alessandro and Alexandre will make the perfect duo, with their complementing design styles, knowledge and skills. After meeting previously on the recommendation of one of Italy's best shoe manufacturers, the pair hit it off instantaneously, having successfully cooperated at all levels since the beginning of their tenure.

The latest sneaker designs to come from their partnership at Rubirosa were presented at Pitti Immagine Uomo in January of 2020. With a focus on reorienting the “core” products, the new collection harmoniously blends the past and present, explains Alexandre: “We want to create shoes that take from the past but are in today's



CLOCKWISE FROM ABOVE-LEFT Rubirosa Ava sneaker in navy calfskin, with a black rubber sole. Rubirosa high-top Ana sneaker in black calfskin and calf suede, with a white rubber sole; Rubirosa Ana high-top sneaker in brown calfskin, nubuck and calf suede, with an amber rubber sole; Rubirosa Joan sneaker in white calfskin and calf suede, with a two-tone coloured sole with an added spoiler.

world. We will introduce new silhouettes that will support the current collection for multiple seasons, but it will be a logical continuity. We will therefore offer an edgier collection, but the shoes will have all the Rubirosa elements that makes the brand unique.”

Renowned for luxuriousness, the Swiss label has become a leading producer of exclusive handmade men's sneakers. Attention to detail in the design ensures an attractive sneaker with unmatched comfort, while upholding traditional standards of craftsmanship – and working with only the most experienced workshops in Italy guarantees the highest-quality footwear. Specially crafted for aesthetes, Rubirosa sneakers are ideal for a sophisticated gentleman with an eye for beautiful things. **■**