

# WWD

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## Milan Preview: Ones to Watch



### ZORAIDE

Milan-based luxury footwear brand Zoraide is introducing a new upscale, eco-friendly shoe line called “Red Carpet Goes Green,” during Milan Fashion Week.

“There are many celebrities, such as Natalie Portman, who are particularly sensitive to ethical issues and are interested in environmental sustainability,” said Zoraide founder Paola Bay. “That’s why I’ve decided to create a line of green shoes perfect for the red carpet.”

The collection includes three styles, which Bay named after three international movie icons: Marilyn Monroe, Audrey Hepburn and Greta Garbo. They all feature a glossy pink sole made of Thunit, a synthetic material that looks like leather.

The Marilyn shoe is made of eco-lizard, while the vegan T-strap Greta model features a heel made with an Italian beech wood from a renewable plantation, and combines silk and carbon-neutral Alcantara. Audrey, a vegan fuchsia silk sandal, is embellished with a felt flower hand crafted by female artisans in Nepal, who are supported by Global Good Partners.

To fight poverty and promote social justice simultaneously, this U.S.-based non-profit organization helps women, who create fabric and handmade pieces in depressed areas across Asia, Africa, the Americas and the Middle East, to start and run their own business.

“Many brands recently supported this kind of initiative, but just for one season,” said Bay. “My goal is to develop this line season after season, creating something with a real social impact.”

For each pair sold, the company will plant a tree in a woodland project.

The shoes, which will retail from 480 euros (\$634) to 560 euros (\$739), will be presented on Feb. 27 at the Zoraide showroom at 22 Via Santo Spirito