



decades that followed, his collaboration profile extended to labels such as Dolce & Gabbana and Azzedine Alaïa. Such was the speed and success that the brand was operating under, Sergio Rossi was able to open, on average, two boutiques each year between 1980 and 1999. Contributing to this impressive rise was Rossi's ability to design shoes that were considered an extension of the body, rather than simply an accessory. During his early years, one such model that proved this concept was the Opanca sandal. Simple yet innovative in design, the sole of the sandal gently curved around the foot, instantly transforming the silhouette of the shoe and the way it was worn. Over the years, Rossi continued to reinforce his belief that shoes should not only be cosmetic but comfortable – maintaining that both aspects were crucial to the contemporary woman. Fortunately this winning ideology remained with the brand even after its sale to global

THE ART OF FASHION

Celebrating artistic form is an integral part of the Sergio Rossi vision and the brand's recent collaboration with renowned designer and sculptress Gabriella Crespi has proved to be the talk of fashion town. From Franca Sozzani and Margherita Missoni Maccapani to Sara Battaglia and Anna Dello Russo, some of the biggest names in the business attended the event at Salone del Mobile in Milan. The first special edition to be designed by Angelo Ruggeri for Sergio Rossi is composed of 10 different shoe styles, each inspired by outstanding architectural shapes and iconic elements of Crespi's designs, like lacquers, metallic-finished leathers and contrasting colours. When asked about his first range for the Rossi brand, Ruggeri said: "There was a common goal behind this creative project, to make a product that was aesthetically beautiful and revealed outstanding craftsmanship. I find that art, design and fashion have countless points of contact. They communicate and challenge one another naturally, almost through osmosis."

