



Giuseppe Zanotti  
Designer

## Forever rock 'n' roll

Former DJ and designer Giuseppe Zanotti has wowed the world with his creations, all while staying true to his rock roots

It's easy to picture Giuseppe Zanotti in his younger years: a free spirit, eclectic and fiery DJ with love for wine, women, and the good life. And while his lifestyle has changed, it is clear that the zest and fire Zanotti has for his passions is still burning strongly. "In my head, I haven't changed much from 25 years ago – now my work is born out of shoes obsession," he says.

Coming from a small town famous for its great shoe manufacturing tradition, Zanotti put down the headphones and became a freelance designer, setting in motion a path of destiny that led him to acquire the Vicini shoe factory, and explore styles he wanted without any restrictions. With a CV that has seen him design outrageously tall stilettos and shoes with a universe of jewels embroidered on them, it's no wonder that stars such as Kylie Minogue and Katy Perry have flocked for a piece of the action – even the queen of shock 'n' roll Lady Gaga has adorned a Zanotti creation.

More than 60 boutiques in the world's luxury capitals and over 400 employees now emblazon the Zanotti trail, and the former craftsman has taken his rock 'n' roll roots to the next level. Much like rock was the sabre that cut through fashion and culture, Zanotti shoes transcend regions. "A woman doesn't need to feel American, French or Chinese –

my collection absorbs music, art, and societies – there is no thing as one region now. My customers move around the globe. I imagine this woman and capture that," he says.

It is fitting thus, that Zanotti has joined the international luxury roster at ifc. "We always wanted to be in ifc, as it is a cross of cultures, business, fashion, hotel, great restaurants, fantastic design – the perfect mix," he says. And it's masterstroke as well for the women who come to ifc searching for rock spirit, but desire the glamour and luxury of adventure that can only be Zanotti.

While his initial design inspiration came from hometown traditions and an uncannily instinctive bent for design, working with brands such as Balmain, Proenza Schouler, Thakoon, Christopher Kane and Delfina Delettrez continues to provide creative inspiration. With trends changing every season, Zanotti keeps one eye on his manufacturing tradition and the other firmly on the future. The concept of being a woman moves as fast as new trends, and the Zanotti woman is ever the evolving chameleon, never unique to one city or culture.

"Every woman wants to feel beautiful – throughout history, women have always wanted to transform themselves to feel wonderful and new," he says. At ifc, they can with Zanotti. The rock spirit never dies.