

PRESS RELEASE

**HERE COMES CHAMHEELION, THE COLLECTION OF CUSTOMIZABLE  
AND ENVIRONMENTALLY FRIENDLY HEELS DESIGNED BY 3M AND  
TACCHIFICIO VILLA CORTESE**

*The application of 3M films in the finishing of the heels allows reducing the environmental impact thanks to the use of innovative materials and the reduction of production waste.*

*Thought for high fashion brands, this collection guarantees both high quality standards and the exceptional versatility in the product design.*

Milan, February 18th 2020 – **Camheelion™** debuts at Lineapelle, the most important international exhibition dedicated to leather. This is the first collection of custom designed and environmentally friendly heels designed by **3M** and **Tacchificio Villa Cortese**. The former is a company that applies science to solutions that improve everyday life, the latter, is a manufacturing company that operates in the industry of heels for women's high fashion footwear. The heels of this collection – which are designed to meet the increasingly refined needs of luxury clients – stand out because they are covered with 3M films, which allow both **maximum flexibility and customization** along with a **more sustainable production** thanks to the use of materials with low environmental impact and the reduction of waste.

In 2019, 3M and Tacchificio Villa Cortese further consolidated their collaboration in the field of abrasives – in particular through 3M's design center. In fact, both companies started working even more synergistically on the study and the identification of new applications for the finishing of heels. Instead of traditional techniques, which are more impactful from an environmental point of view, the two companies have identified in **3M films the solution that best met the production needs**, while combining the concepts of creativity, innovation, design and sustainability.

In line with the values of 3M and Tacchificio Villa Cortese, **sustainability** represents one of the main advantages of the Camheelion™ line. In addition to the lower environmental impact in the production process, the use of films also allows to **minimize production waste**. While the slightest imperfection in a raw heel is enough to make it unsuitable for being finished with lacquering or galvanic, this criticality does not occur if the heel is covered with a 3M film. Furthermore, the use of films allows to **cover previously lacquered or galvanized heels**, giving them a second life.

In addition to the significant environmental advantages, films like 3M DI-NOC and EM Envision used in the Camheelion™ collection, offer infinite possibilities in terms of design and **customization**. Among the chosen material effects, wood and marble stand out the most. In fact, the very name of the collection, Camheelion™, aims at recalling the idea of the skin that changes in harmony with nature. There are also traditional coverings, such as fabric-like films or more stylish coverings such as pop patterns.

*“We are pleased to have collaborated with Tacchificio Villa Cortese on this project, which has proved how the artisan expertise can continuously reinvent itself and improve thanks to innovation. Camheelion™ allowed us to highlight the extreme versatility of 3M films, which prove to be also suitable for the luxury market, which is definitely one of the most highly demanding markets” – stated **Antonella Narcisi, Senior Design Manager, and Giuseppe De Bellis, Lead Industrial Designer at 3M Design.***

– *“In particular, since sustainability is one of 3M’s core values, we are proud to have helped our partner in finding a solution for the finishing of heels that was more respectful of the environment while it also maintained high quality standards”.*

*“We are proud to have collaborated with a prestigious company such as 3M, and to have translated the concept of open innovation into a concrete and structured project that led to a sustainable solution of technical and stylistic excellence,” claimed **Alessandro Paganini, COO, and Silvia Paganini, Sales and Marketing Manager at Tacchificio Villa Cortese.** “And this collaboration won’t end with Camheelion™, since the technical characteristics and the performances of 3M solutions allow further groundbreaking application in the footwear industry”.*

The Camheelion™ collection was presented at the Tacchificio Villa Cortese stand at Lineapelle, the most important international leather exhibition that was held from 19 to 21 February in Milan.

### **3M**

3M translates science into solutions capable of improving everyday life. With a turnover of 32 billion US dollars and 91,000 employees, the company operates in 200 countries around the world. Based on 51 technological platforms, 3M is present in several areas of excellence: health, automotive, oil & gas, consumption, transport, graphic design, design, electronics, energy, manufacturing, security, telecommunications.

In Italy, its presence is consolidated by 55 years of activity, around 800 collaborators, a turnover of over 455 million euros and a wide range of technological solutions. The highest sustainability standards characterize the office in Pioltello Malaspina (Milan). 3M has an office in Rome, two production units and a distribution center in Europe.

For more information visit [www.3Mitalia.it](http://www.3Mitalia.it).

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### **TACCHIFICIO VILLA CORTESE**

Partner of the most prestigious international fashion brands, Tacchificio Villa Cortese has been producing heels since 1961 through a perfect balance between craftsmanship and innovation. Founded in Villa Cortese (Milan) by Luigi Gazzardi, TVC currently sees the coexistence within the company of the second and third generations – this corporate structure guarantees continuity of principles and values making TVC a paragon within the market. In order to follow with adequate means the entire production cycle of the heel, TVC was joined by subsidiary companies: Teknostampi S.r.l – a company specialized in molds for plastic materials; Villa Cortese Finishing – a firm specialized in lacquering finishes and special processes; and a new Modeling Office in Scandicci (Florence). With its major investments in Research & Development, modernizing flows and processing plants, and continuous enhancement of human capital - a strategic asset for the company, Tacchificio Villa Cortese strives to prove its preeminence as an industry leader. With its commitment to quality, TVC wants its customers to recognize it as an essential source for quick and efficient service. And in the public eye, the company strives to uphold its position as an important player in economic and social development.

For more information visit [www.tvcgroup.it](http://www.tvcgroup.it)