



welcome to
melissa.[®]

not just any ordinary shoe





it is a celebration of design

**and the ultimate
fashion accessory**



A woman with long, wavy blonde hair is lying on her back in a vast field of red roses. She is wearing a light-colored, possibly white, high-heeled shoe on her right foot. Her left hand is resting near her face, and her right hand is near her chest. The roses are densely packed, creating a sea of red and green. The lighting is bright, highlighting the woman's features and the texture of the petals.

**melissa is
a world of
beauty**

a world of colour



a world of

fun

**all melissa
shoes are
infused
with a
bubblegum
scent**



**what makes melissa
the best plastic shoes
in the world?**

melissa invented the first ever jelly sandal

melissa[®]



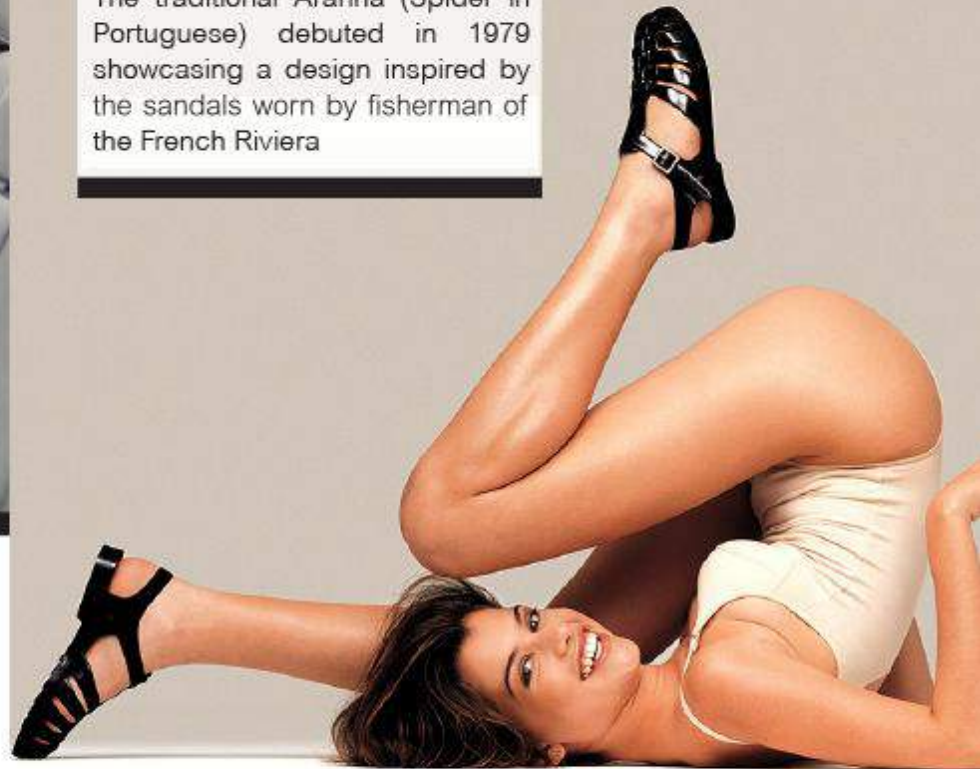
melissa.[®] *the original jelly*



ARANHA made in Brazil

Through its 34 year history, Melissa has been designing innovative jelly shoes for an ever growing and much adoring following.

The traditional Aranha (Spider in Portuguese) debuted in 1979 showcasing a design inspired by the sandals worn by fisherman of the French Riviera



turning heads since 1979

Evolution of the Jelly

1979



1980s



1990s



Today

melissa is not just any plastic

All **melissa** shoes are made from a special, 100% recyclable material called MELFLEX!

MELFLEX provides superior elasticity and comfort. Its formula is hypoallergenic and non-toxic.

MELFLEX also maintains its special properties even after being recycled.

This material, exclusive to **melissa**, leads the way with sustainable practice in design, fashion and manufacturing in the shoe industry.

melflex





melissa
is 100%
waterproof

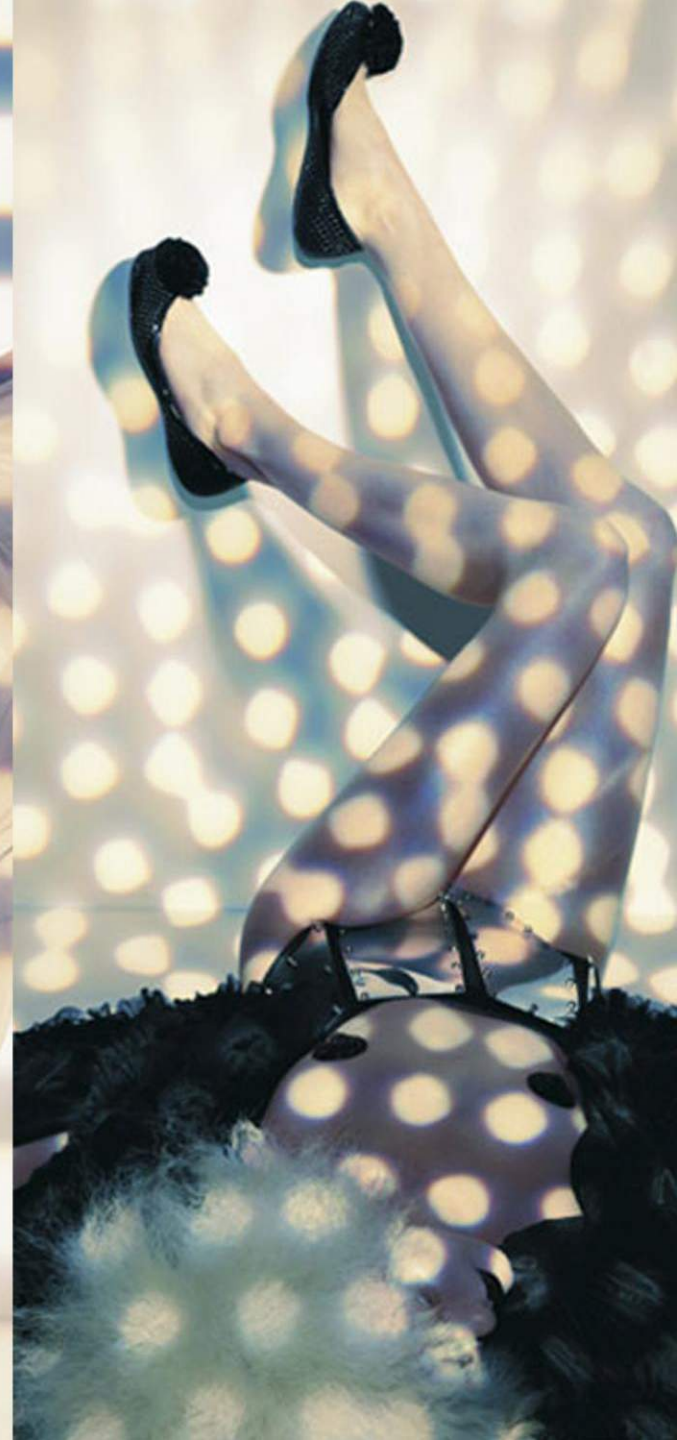


melissa leads the way in design & innovation





with
sublime
ballet
flats



**unorthodox in shape
yet uncompromised
in comfort**



heels that are striking ...



... impeccably crafted





and utterly spectacular

dynamic
boots



& epic
sandals

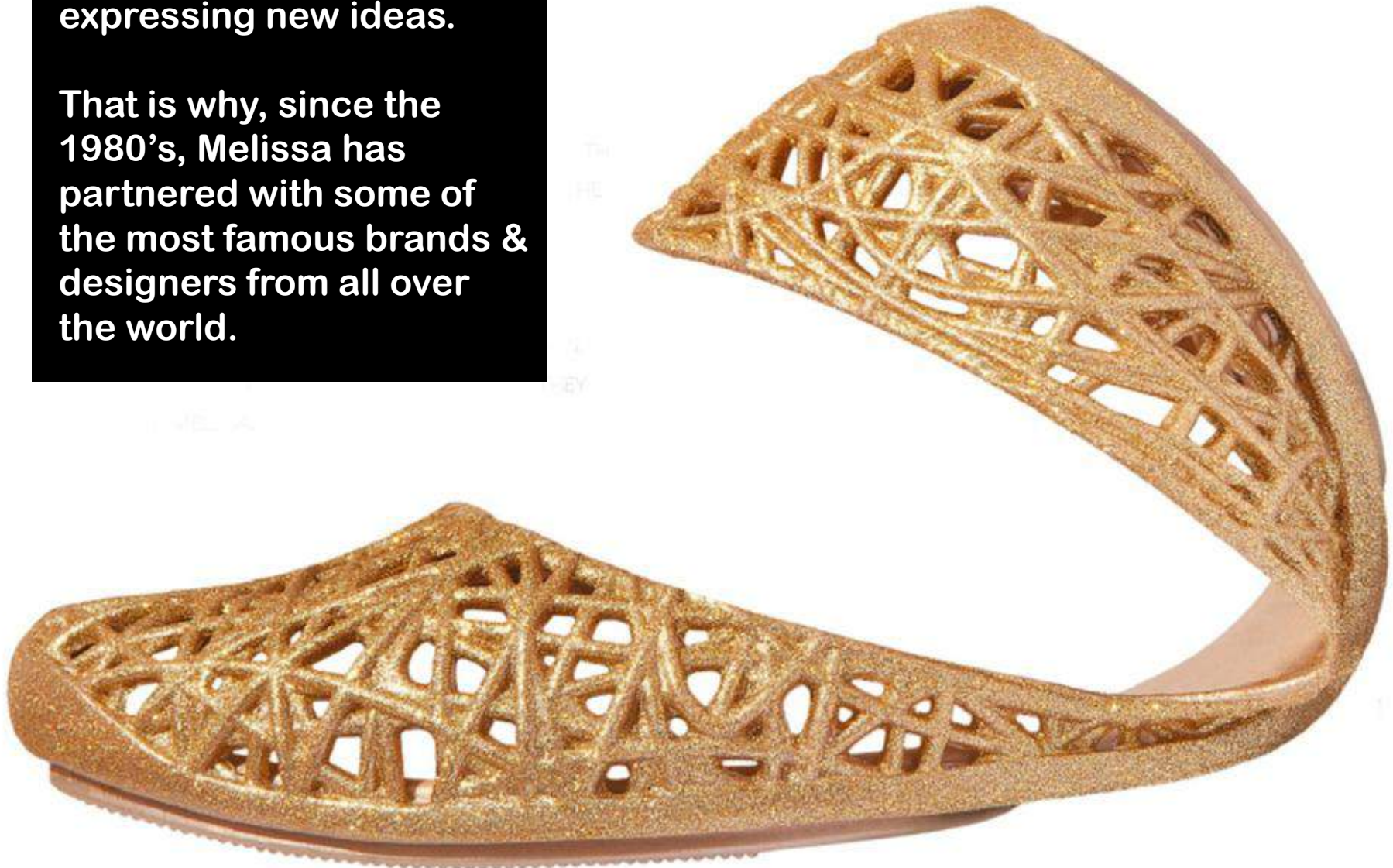




**designer
collaborations**

Melissa always looks for alternative ways of expressing new ideas.

That is why, since the 1980's, Melissa has partnered with some of the most famous brands & designers from all over the world.



Since 2008, Vivienne Westwood has created an array of spectacular shoes through her Anglomania brand exclusively for Melissa, becoming the brand's longest and most notable designer collaborator.

This vast catalogue includes original designs as well as a 're-birth in plastic' of her most famous styles.




Vivienne Westwood
ANGLOMANIA
+
melissa



"The most amazing thing about this partnership was to be able to create modern products, with very high quality, for affordable prices" - VW

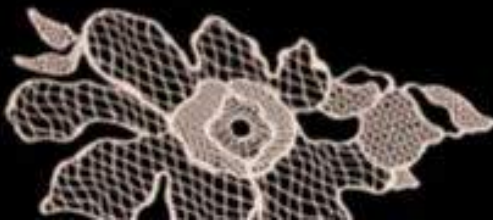
melissa + JASON WU

A masterful creator of pieces made almost entirely by hand, Jason Wu's designs are regularly seen on the red carpet worn by the world's best-dressed.

Using a variety of beautiful patterned lace and fashionable motifs including the Miss Wu owl, Jason Wu's range for Melissa involves transforming classic styles into delicate & stylish reincarnations as well as creating brand new styles inspired by the latest trends of the season.



"I wanted to take advantage of the plastic material I was given, make it all completely functional and waterproof and yet still remain extremely sophisticated." – Jason Wu





melissa + GARETH PUGH

Gareth Pugh brings his *'fashion as performance art'* style of design to Melissa with geometric shapes, intense linear patterns and a monochromatic colour palette mixed with bold hues.



Gareth Pugh designs are worn by as Kylie Minogue, Beyonce and Lady Gaga

British designer J. Maskrey began her dazzling career as a makeup artist and soon broke away from traditional methods, using crystals to make wearable and glamorous art known as 'skin jewellery.'

In 2003, Melissa invited J. Maskrey to apply her avant-garde work to classic Melissa designs. Inspired by the beautiful night sky of Paris, J Maskrey adds her magic with hand-placed Swarovski crystals on Melissa designs to create a limited range of spectacular styles.



melissa. +
J.Maskrey

Visionary, iconic and eclectic, Karl Lagerfeld embodies all the characteristics to make a perfect Melissa collaborator and was first invited to design a capsule collection for the brand in 2013. The successful partnership continues through four capsule collections.

His ability to capture, interpret and anticipate tomorrow's trends is always fascinating and we cannot wait to see what elements he brings to his future designs for Melissa.



The latest designer to join Melissa's expanding list of famous collaborators - the *'Godfather of Fashion'* Karl Lagerfeld.





melissa + campana

Inspired by Brazilian street life, the Campana Brothers are famous for combining everyday objects with advanced technology to create vibrant, energetic and fabulously unique designs - from armchairs and lampshades to cutlery and jewellery.

When they were invited to collaborate with Melissa, they fell completely in love with their new medium of plastic and have since created some of Melissa's most popular styles.

The overlapping of lines is a feature found throughout their designs for Melissa - a signature style of the Campana Brothers.



mini melissa

*candy scented sweets
for children's feet*



In 2010, melissa released their children's range called 'mini melissa'

This instantaneously set a new benchmark in the creation of unique, playful, comfortable and incredibly adorable footwear for children.



MINI FANS

the best dressed celebrity kids all wear mini melissas

lou klum

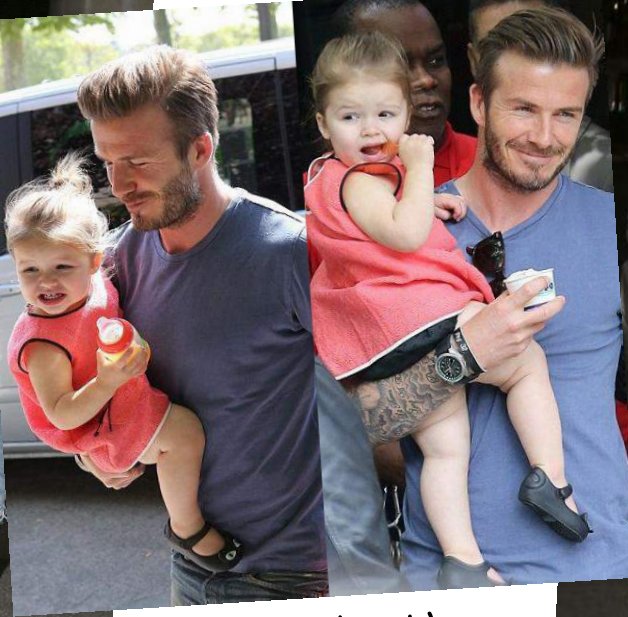


haven warren

blue ivy carter



harper beckham



**melissa's
brand ambassadors**



dita von teese

katy perry

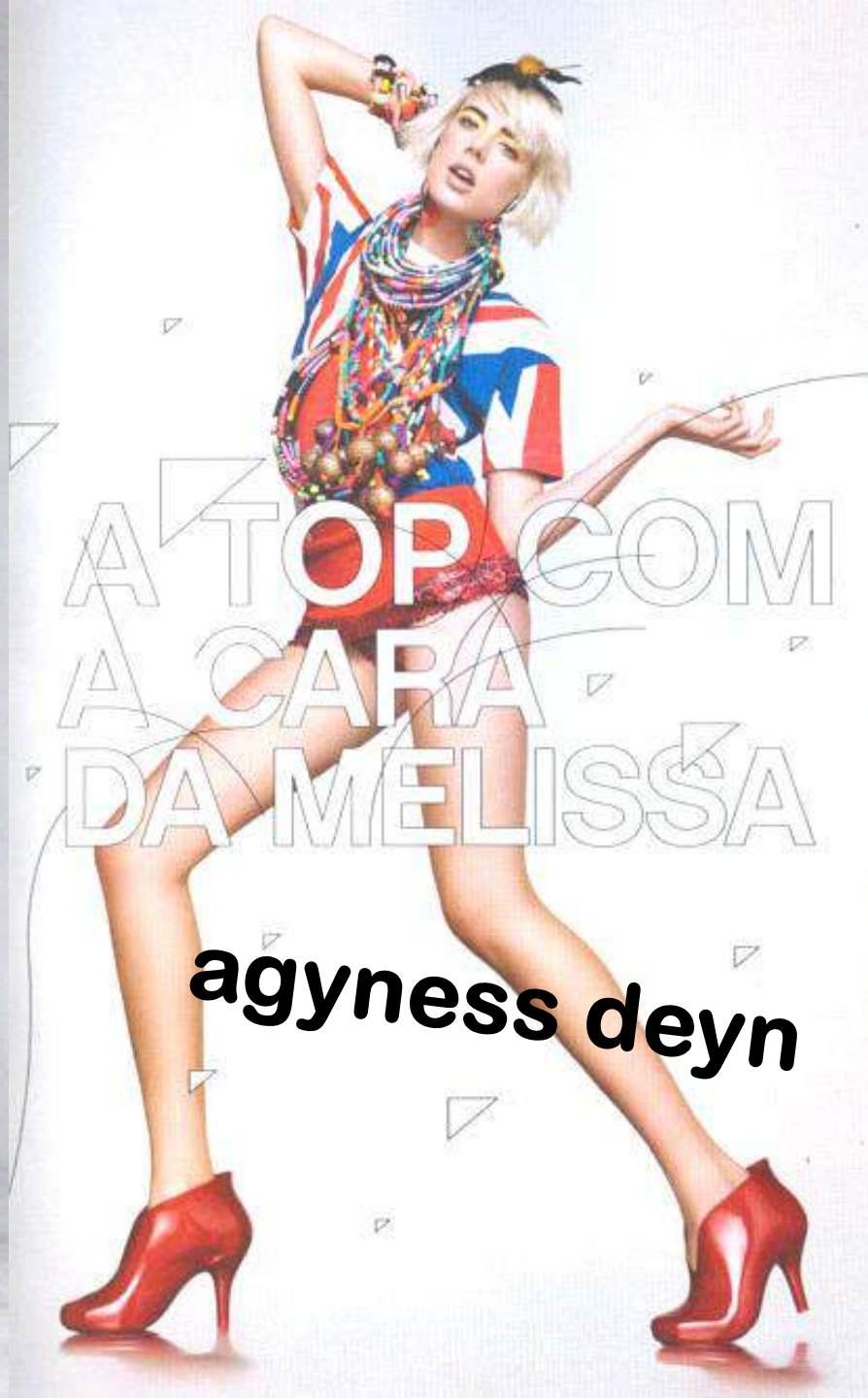


kate moss



A TOP COM
A CARA
DA MELISSA

agyness deyn





alice dellal

lily cole





alessandra ambrosio



alek wek

cara delevingne



OTHER IMPORTANT FACTS ABOUT MELISSA

- ❖ **Made in Brazil**
- ❖ **100% recyclable , non-toxic PVC**
- ❖ **Suitable for vegans**
- ❖ **Provide superior comfort for feet**
- ❖ **After 30 years in the business, Melissa create the most durable and technologically advanced jelly mould in the market**
- ❖ **All melissa shoes are created with a zero waste ethos - melissa recycles 99.9% of factory water and waste**
- ❖ **Overstocked styles are recycled into the next season's collection**

**Melissa prides itself on offering collectable items of quality
and beauty without damaging the environment!**

experience

melissa.®

