



MINISTRY OF TOURISM MALAYSIA

NEWS RELEASE

BIGGEST SHOE-SHAPED SCULPTURE MADE FROM 40,000 SHOELACES DISPLAYED AT THE MALAYSIA INTERNATIONAL SHOE FESTIVAL WINS A PLACE IN THE MALAYSIA BOOK OF RECORDS

KUALA LUMPUR, 28 March – A three-metre high shoe-shaped sculpture made from 40,000 pieces of shoelaces displayed at the fourth Malaysia International Shoe Festival 2013 (MISF 2013) has succeeded to get into the Malaysia Book of Records as the largest sculpture made from shoelaces!

The design project involving 17 design students from The One Academy, Bandar Sunway, Petaling Jaya, took about a month to complete. The design comprises Malaysian-themed cultural and tourism features, while the tree on top of the shoe signifies the robust growth of the shoemaking industry in Malaysia.

“Through the strong support from the Malaysian Footwear Manufacturers Association (MFMA), business stakeholders and tourists, Malaysia is fast becoming *The Shoe Capital of Asia*,” said the Minister of Tourism, Dato’ Sri Dr Ng Yen Yen.

“Malaysia’s burgeoning footwear exports fetched US\$200mil (RM621mil) from markets such as Brazil, the United Kingdom, Mexico and ASEAN countries. This certainly adds prestige to the MISF,” she added.

MISF 2013 was launched by Dato’ Sri Dr Ng Yen Yen together with Malaysia’s Tourism Ambassador and world-famous shoe designer, Professor Dato’ Dr. Jimmy Choo. Also present was Mr Tony Ting, President of the Malaysian Footwear Manufacturers Association (MFMA).

The MFMA conferred upon Dato’ Sri Dr. Ng Yen Yen Yen, the *MISF Award of Excellence* for her contribution to the Malaysian shoe industry. It is MFMA’s highest award of distinction.

The highlight of the four-day event will be an exhibition by Dato' Jimmy Choo entitled, *Mahkota Capsule Couture Collection* which pays tribute to the use of local ethnic fabrics such as *Pua Kumbu, Pua Sungkit, Dastar, Tohlian, Kelingkan, Telepok, Tekat* and *Songket*. To further enhance the concept of the collection, a gallery in a shape of a giant crown has been designed to showcase the capsule couture collection.

MISF is supported by the Ministry of Tourism and organised by the Malaysian Footwear Manufacturers Association (MFMA) in conjunction with the Malaysia GP Sale. Over 65,000 local and international shoe enthusiasts and visitors are expected to throng the festival.

Themed '**1Malaysia - Walking in Unity, Sole of the Nation**', MISF 2013 features over 150 local and international brands including *Fiorucci, Snowfly, Larrie, Verns, Geox, Good Arch, Alfio Rado, Ecco* and *Timberland* .

Other exciting activities during the festival include the Shoe Fashion Show, Wellness Corner, Young Designer Corner, Malaysia Footwear Design Competition, and the Kids Shoe Colouring Contest.

A designer pavillion will showcase shoes from 10 famous local fashion designers and 11 international shoe designers from Hong Kong, Indonesia and Thailand.

For the first time, Hyundai-Sime Darby Motors Sdn Bhd is taking part by sponsoring a brand new Hyundai i10 worth RM56, 000 to the winner of the *Shop & Win* contest. The contest is open to any visitor who spends RM300 and above at the festival or spends RM 200 and posts a photo of the MISF 2013 on the festival's Facebook page www.facebook.com/misfshoe.

MISF opens on March 28 from 10.30am to 6.30pm for trade buyers and from March 29 to 31 from 10.30am to 8.30pm for the public at Hall 2, Putra World Trade Center (PWTC), Kuala Lumpur.

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ABOUT THE MALAYSIA INTERNATIONAL SHOE FESTIVAL (MISF)

The Malaysia International Shoe Festival was initiated as part of developing Malaysia as a luxury tourism shopping destination. Over the past three years, MIS recorded sales of RM5 million in 2010, RM5.6 million in 2011 and RM6.8 million in

2012. The festival not only highlighted Malaysia's shoe manufacturers but also enhanced Malaysia's image as a shopping destination in the region.

MISF is a platform for trade and networking opportunities for trade buyers and visitors from over 40 countries, including the Middle East, France, U.S.A., Australia, U.K., China, Taiwan, India, Pakistan, Indonesia, Germany, Iran, Korea, Singapore, Hong Kong, Dubai, Philippines and Vietnam .

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