



Feiyue®

PRESS RELEASE
FEIYUE x ANDRÉ

FEIYUE invites artist ANDRÉ to design a sneaker

Since day one, the FEIYUE team has made a habit of giving artists free rein to their creativity. The FEIYUE sneaker becomes a new canvas for expression, a source of inspiration that has given the world unique artistic creations. FEIYUE's ambition to create connections between fashion and art, evident in its collections and marketing campaigns, immediately attracted ANDRÉ.

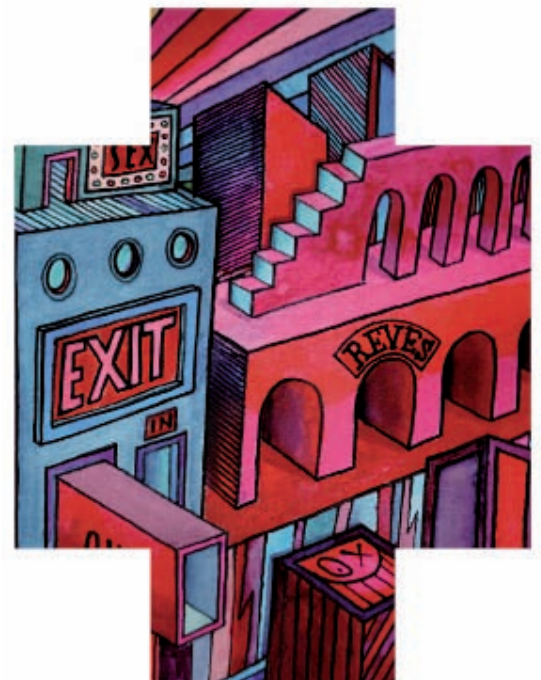
ANDRÉ has been pasting the walls of the world's biggest cities since the age of 13. Having risen to international fame with his leggy eponymous character, "Monsieur A" and his "Love Graffiti", ANDRÉ is recognized on the street art scene by his ubiquitous use of the color pink.

ANDRÉ is also known for giving graffiti a new meaning by introducing his images in the clubs and night-spots of cities like Paris, New York and Tokyo. Today, ANDRÉ is the Artistic Director and owner of some of the hottest nightclubs and restaurants in the world and a major influence on the international nightlife scene.

For this exceptional collaboration, FEIYUE and ANDRÉ have limited distribution of 350 pairs to the most premier establishments across the world with a maximum of 24 pairs in 1 exclusive retailer per country.

Launching in October 2010 at COLETTE in Paris, the artistic collaboration between FEIYUE and ANDRÉ will be on the brand's first model, the Fe-Lo. The creation is a humble sneaker in white canvas featuring the famous "Mr. A" and matching laces.

But ANDRÉ wanted to go further. Taking full advantage of the medium offered by FEIYUE, he returns to his first love, drawing and illustration, as he did in the DRAWINGS exhibition at COLETTE in February 2010. The artist uses the psychedelic imagery of the 60s and 70s, combined with his memories of the comics he used to read when he was little to illustrate the shoe-box and the sole of each FEIYUE x ANDRÉ model with his vision of Paris. The result was a simple yet compelling super-saturated vision of the French capital in movement, just like the Paris in FEIYUE's most recent marketing campaign, "Circles."





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About ANDRÉ

ANDRÉ whose real name is André Saraiva is better known as Monsieur "A" (or Mr, "A") is a French graffiti/street artist and night-life entrepreneur who has been pasting the walls of the world's biggest cities since the age of 13.

He became famous in the late 90's with his leggy eponymous character, "Monsieur A", a stick figure with a top hat, large smile and a 'X' in place of one eye which he draws all over the streets of Paris and his "Love Graffiti" series. ANDRÉ is recognized on the street art scene by his ubiquitous use of the color pink.

Today, ANDRÉ is the Artistic Director and owner of some of the hottest nightclubs and restaurants around the world such as Le Baron Paris, Le Baron Tokyo, Le Montana, Hôtel Amour, Hôtel Ermitage St. Tropez, La Fidélité, La Maison Singapore and a major influence on the international nightlife scene. ANDRÉ has collaborated with Medicom Toys, Belvedere, Quiksilver and most recently in February 2010, exhibited his works at COLETTE in Paris.

For more information on ANDRÉ:

www.monsieura.com
www.lovegraffiti.com

FEIYUE x ANDRÉ
Exclusive retailer in Australia
(Available from 10th December 2010)

CYBERIA, AUSTRALIA

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