



ÉRAM INNOVATION WITH CUSTOM SHOES IN UNDER AN HOUR

ÉRAM, the leading town-centre and shopping centre shoe retailer has done it again with another unique and innovative offer: customers can personalise their shoes by creating their own custom heels as they watch, thanks to the magic of 3D printing.

Always at the forefront, ÉRAM has partnered with the UNISTUDIO design studio to create this system, now called ATELIER 27. This new feature will fulfil the dreams of many women: they can create shoes to suit their own tastes by designing their own heels. Model, shape and colour; this new system lets you design and create a brand new heel on the same day.

The prototype of this new system will be previewed at the Paris Retail Week trade show from the 12th to the 14th of September 2016 (Paris Expo Porte de Versailles – Pavillon 3 Equipmag – “Re-imagine Shopper UX by PICOM”) and then at the #Conext trade show from the 12th to the 14th of October, 2016 at the Lille Grand Palais (Espace Innovation).

SIMPLICITY, CREATIVITY AND SPEED

The possibilities are endless : width, colour and pattern of the heel. From the basic model (lady's Chelsea boots in black, blue and burgundy), the customer can use the configurator to choose from three heel widths (S, M and L), a dozen colours and around twenty patterns (prints, symbols, initials...), letting them create over 600 different heels, which will eventually be expanded to thousands.

The shell of the heel is created by a 3D printer in under 30 minutes and then attached to the sole of a previously made shoe.

FRENCH INNOVATION AND FABRICATION

This innovation came about through a call for proposals by PICOM (Retail Competitiveness Pole) in Lille, co-financed by FEDER (European Fund for Economic and Regional Development). The idea was to select the most innovative projects proposed by start-ups in the Nord region, opening the door to collaboration with a distribution company. The UNISTUDIO project was selected from among 36 innovative projects.

UniStudio is an industrial design studio specialising in product development. Our passion is to design and create products in close collaboration with brands and their users. Innovation is central to the agency's DNA and it is with this in mind that UNISTUDIO partnered with ÉRAM to bring its know-how in 3D printing to offer a unique and differentiating experience in the marketplace. ATELIER 27 came into being in conjunction with ÉRAM through the desire to create a concept store, a stage and a project identity through the 3D design of heels.

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The Chelsea boots model was designed internally by ÉRAM's design office and is manufactured at its factory in Montjean-sur-Loire in the Maine-et-Loire (49) region.

This project is a great example of French innovation through the combination of ÉRAM's historical knowledge of shoe-making and UNISTUDIO's technical know-how: illustration of craftsmanship 2.0.

INNOVATION AT THE HEART OF THE BRAND'S DNA

This new innovation underlines the dynamism of a brand which has always distinguished itself through inventiveness and creativity: in 1954, ÉRAM came out with one of its first revolutionary innovation in the footwear sector with the launch of the patented "Plastifor". A direct injection system for manufacturing plastic soles. The low-cost mass-production shoe was born, ensuring ÉRAM's future development and growth.

True to this spirit, ÉRAM's new system, ATELIER 27 will provide a new and unique experience for its customers. Technological progress providing an entirely new shopping experience and greater liberty in choosing and inventing fashion styles.

With the launch of #CHOOSE, ÉRAM's connected shoe, in-store vendor tablets, virtual reality systems with 360° immersive video and the new Apple Pay service last July, ÉRAM has increasingly positioned itself as a company which offers exciting customer experiences and a solid set of founding values: fashion, expertise, customer care and innovation.

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