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CUPRA strengthens its presence in the lifestyle world

CUPRA and Mikakus launch an exclusive sneaker collection inspired by the CUPRA Formentor

- > **The two Barcelona-based brands unite their passion for design and sportiness in the *Mikakus x CUPRA* collection**
- > **The capsule has been co-created with the international fashion brand of footballer Andrés Iniesta**
- > **The new *Garage* and *Paddock* models are now on sale at the new Mikakus flagship store in the centre of Barcelona and will be displayed in the CUPRA dealer network**

CUPRA strengthens its presence in the lifestyle world with the launch of an exclusive collection of sneakers together with the international fashion brand Mikakus. The *Mikakus x CUPRA* capsule is inspired by the design of the first model developed exclusively for the carmaker, the CUPRA Formentor, and was presented in the new Mikakus flagship store in the centre of Barcelona, located very close to CASA SEAT.

The *Mikakus x CUPRA* collection is the first co-creation project between the two Barcelona-based brands, which share a passion for design and the same contemporary vision of sportiness. Following the presentation of a prototype at the opening of the CUPRA Garage last February, the CUPRA and Mikakus design teams began working on this exclusive three-sneaker capsule: the *Garage* model in two colours (Petrol Blue and White) and the flagship model, the *Paddock*.

The new *Mikakus x CUPRA* sneakers can now be purchased on Mikakus official website and at the brand's usual points of sale, and will also be on display in the CUPRA Specialists dealer network around the world.

“With this exclusive collection we welcome Mikakus to the CUPRA Tribe, a fashion brand that shares our vision of inspiring the world from Barcelona through exclusive, unconventional products. The *Mikakus x CUPRA* sneaker capsule is further proof of our ambition to generate a lifestyle universe around our range of vehicles. In the coming months we will continue to expand our design collections with new partners” explained Antonino Labate, CUPRA Director of Strategy,



Business Development & Operations, following the presentation of the collection which took place in the new Mikakus store in Barcelona.

Likewise, Mikakus CEO Helena Novellas highlighted: **“This is a very natural collaboration, since our values are closely aligned and we both share the same passion to inspire the world from Barcelona with our designs and products for unconventional people, who aim to go beyond. We are proud to become part of the CUPRA Tribe”.**

Mikakus x CUPRA

The Formentor was the inspiration for the development of the *Mikakus x CUPRA* collection. The design of the three sneakers evokes the streamlined silhouette of the brand’s first exclusive model and the colours of the capsule are based on both the Formentor range and the Mikakus footwear palette. In addition, the sneakers also feature some of the materials used in the interior of the vehicle, such as leather.

The new *Mikakus x CUPRA Paddock* model reflects the racing side of the brand. These slip-on sneakers are made of knit fabric and include leather details, and the back is inspired by a seat belt with the CUPRA lettering. The new *Mikakus x CUPRA Garage* comes in two colours, Petrol Blue and White, with a gradient texture inspired by the Formentor upholstery and trim in the brand’s corporate copper colour, also including the CUPRA logo on the heel loop. All the models of the capsule feature latest generation EVA soles, incorporating cutting-edge technology to achieve a lightweight shoe and provide maximum comfort.

The CUPRA lifestyle universe

CUPRA aims to collaborate with brands that speak their design language and share their way of creating experiences. In its commitment to create exclusive, limited product collections that represent the brand’s lifestyle, CUPRA has also collaborated with the lighting company Marset to create *Chispa by Marset for CUPRA*, a portable, rechargeable, cordless designer lamp, which was presented last June and is now available on the market. In addition, the brand has developed exclusive collections of bags and sunglasses with the Italian workshops TRAKATAN and L.G.R, respectively.

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CUPRA is an unconventional challenger brand from the SEAT Group, based on stimulating style and contemporary performance. Since its launch as an independent brand in 2018, sales have shot up and CUPRA closed 2019 with a growth of 72% over the previous year with nearly 25,000 units sold. In 2020, the CUPRA Leon and the CUPRA Formentor, the first model designed specifically for the brand, will hit the market. CUPRA is expanding its dealer network to reach nearly 520 specialized points of sales around the world by the end of 2020.

Coinciding with its second anniversary, CUPRA has inaugurated its new headquarters in Martorell (Barcelona), the CUPRA Garage, a 2,400 square meter building located next to SEAT's corporate headquarters. CUPRA also has a racing car workshop, the CUPRA Racing Factory, where it developed the first 100% electric touring racing car, the CUPRA e-Racer. Moreover, CUPRA has become the first automotive brand to participate in the electric SUV off-road competition Extreme E.

In addition to becoming F.C. Barcelona's exclusive automotive and mobility partner and World Padel Tour's premium sponsor, CUPRA has formed an elite team of ambassadors, including the German goalkeeper Marc ter Stegen, the Swedish pilot Mattias Ekström and five of the best padel players in the world, among others.