



**A X E P T<sup>®</sup>**

INCLUSIVE BY DESIGN





# Inclusivity is no longer a trend. It's a battlefield.

## WHY FASHION CAN NO LONGER BE NEUTRAL

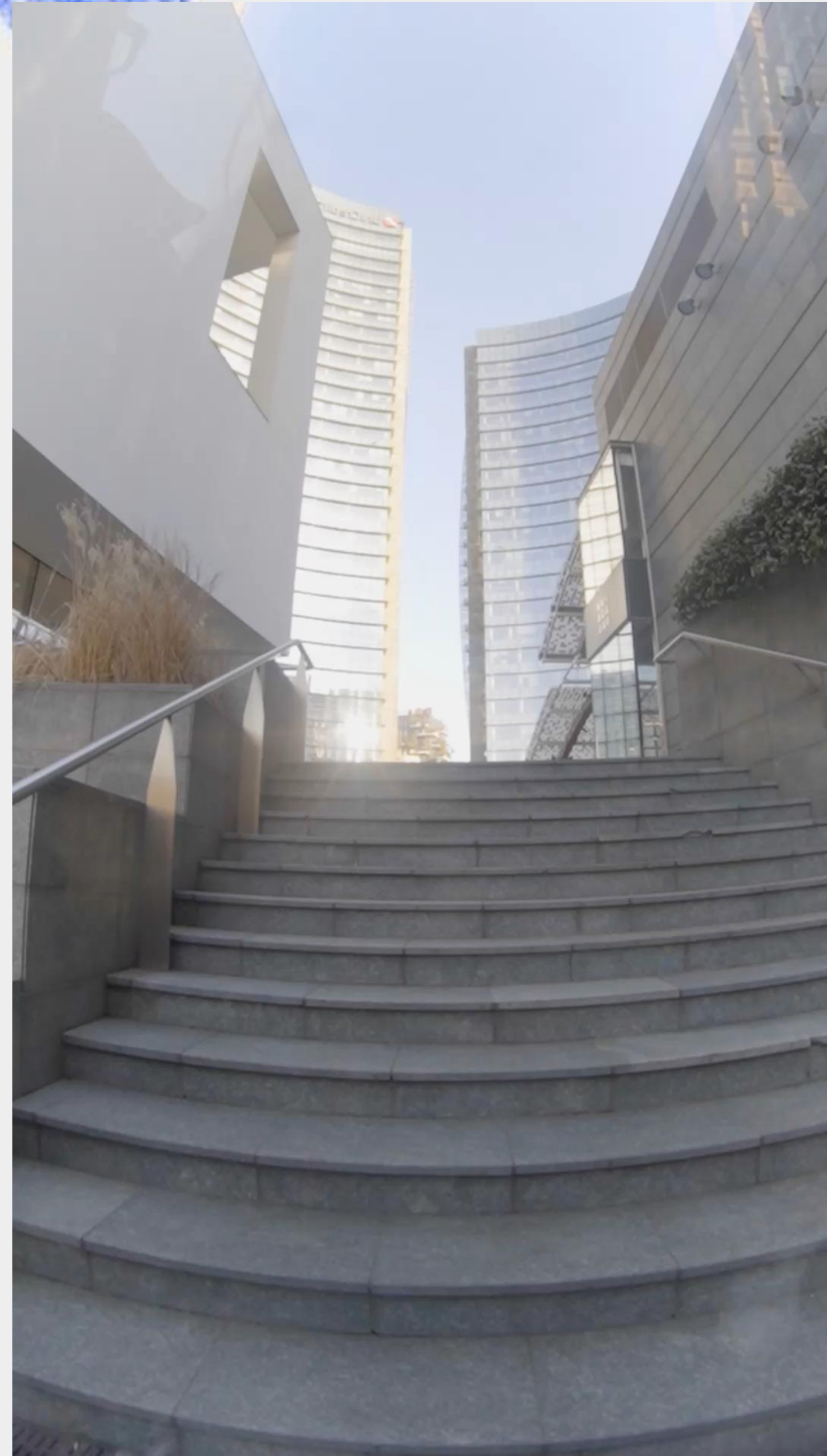
In an age where new walls are being built, we chose to **design a brand that breaks them down.**

Inclusivity isn't about statements, it's about what you build, what you fund, and **what you wear.**

**Mismatch is our manifesto:** each pair of sneakers reflects the **beauty of asymmetry**, of **difference**, of **not conforming.**

What looks similar at first glance reveals **its uniqueness** on closer inspection, **just like people.**

We **donate** part of our revenues to organizations that fight for equality and inclusion, **turning our values into impact.**







# Is the Woke culture over?

## WHAT IS WOKE CULTURE?

Originally, woke meant being aware of **social injustices**, especially racism, discrimination, and inequality. Over time, it evolved into a **broader call for inclusion, equity, and respect**. But as visibility grew, so did resistance: critics now use “**woke**” to mock or **discredit any progressive stance**.

## WHAT IS HAPPENING

Inclusion is being **questioned, diluted, even ridiculed**. **Many brands retreat**, afraid of being “too much” or “too political.”

## WHERE AXEPT STANDS

We don't call ourselves “woke.” **We act**. We fund. We design with purpose. Inclusion, for us, isn't a trend, it's **the foundation**. Not a marketing layer, but the fabric of everything we do.





# Axept Philosophy

## 1 TRANSFORMING DIVERSITY INTO AN UNIFYING FORCE

The brand's iconic 'X' symbol **isn't just a divider—it's a connector**, embodying acceptance in all its forms and **coining a new term: Axept.**

Axept champions the concept of mismatch, celebrating differences rather than concealing them in every design.

## 2 PERFORMANCE AND QUALITY

Collection development with **high-quality materials** and group **testing** over several months to ensure the **comfort.**

## 3 STAND OUT FROM THE CROWD

**Distinctive elements** such as the **toe cap**, the **iconic strip** covering the second eyelet, and the asymmetric crescent on the heel are currently in the process of being **trademark registered.**

## 4 MISMATCHED BY DESIGN

Axept was born with the idea of creating **unique styles** mixing colors and patterns with the clear intention of **crafting magical combinations.**

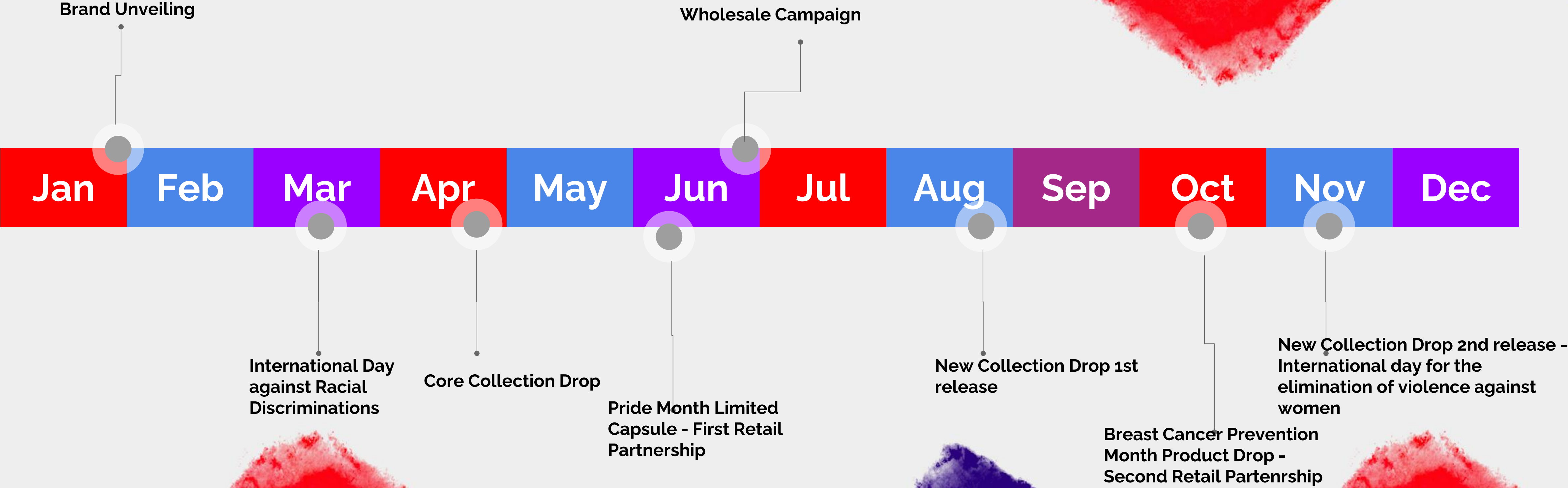
This philosophy **permeates the gender-neutral, handcrafted nature of the brand's sneakers.** Subtle distinctions between the left and right shoes highlight that even **seemingly identical items can possess their own distinct identities.**

**Left and Right will never be the same!**





# Brand Activities Overview





# #Axeptit

## AXEPT FIRST LAUNCH CAMPAIGN

For Axept launch campaign, the creative aspect has been pivotal in conveying the brand's message of inclusivity **in a bold, fresh way that aligns seamlessly with its values.**

At the heart of the campaign is the hashtag **#AxeptIt** : a **celebration of differences**, using **ironic and irreverent communication** challenging clichés.





CURIOSA OTTIMISTA DINAMICA  
**Donna**  
moderna

“You can't be kind to the planet without being kind to the people on it.”

**SNÉAKERS**  
MAGAZINE

“When fashion and activism meet, something powerful begins.”

*fashion*  
STRATEGIA • INNOVAZIONE E MERCATI

“The true revolution happens when style speaks for change.”

**WWD**

“New sneaker brand Axept launches with a charitable bent.”

**VOGUE**

“Wearing values is the new revolution.”

**FN**

“The brand celebrates diversity and has embedded a give-back, charitable program in its business model.”

**il Giornale**

“With Axept, I'm creating a truly incredible sneaker.” – *Simone Fugazzotto*

**BEYOND**  
the MAGAZINE ITALIA

“Axept x Fugazzotto: when design takes a stand”

*Beesness*  
IMPRENDITORIA • RETAIL • FRANCHISING

“Axept is not just a sneaker brand. It's a movement, a manifesto, a statement of intent.”



# International Day Against Racial Discrimination

SIMONE FUGAZZOTTO X AXEPT X SOS RAZZISMO ITALIA

On the occasion of the **International Day Against Racial Discrimination**, Axept launched its first official collaboration: a special capsule created with **artist Simone Fugazzotto** in partnership with **SOS Razzismo Italia**.

The project turned art into a **bold statement against all forms of discrimination**, reinforcing Axept's mission to promote inclusion through culture and design.

The collection was unveiled on March 27th in Milan during a shared moment of **art, music and conversation**, attended by personalities of tv, press, sport & arts.

Part of the proceeds supported **SOS Razzismo Italia**'s awareness and advocacy initiatives.









# June 2025: Pride Month

## CELEBRATING PRIDE WITH PURPOSE

For Pride Month, Axept is proud to create a special capsule collection that celebrates inclusivity and diversity, values deeply rooted in our brand identity.

**Pride** is not only a cause we passionately support, but also **one of the most universally recognized movements across major cities worldwide**.

By leveraging this global momentum, we **aim to amplify the message** of equality and love while **strengthening our brand equity**.

This initiative will be supported by targeted campaigns, impactful storytelling, and comprehensive product and marketing activations.

Together, we'll spread the message far and wide, championing a future where fashion inspires **positive change**.

A special **capsule collection** will be launched during Pride Month to honor the celebration.







# October 2025 Breast Cancer Prevention Month

October is a globally recognized month dedicated to raising awareness for **breast cancer prevention and women's health**, marked by impactful activities such as celebrity campaigns and Race for the Cure marathons worldwide.

To honor this important cause, **we will create a special edition sneaker.**

This unique piece symbolizes our commitment to supporting women and their health.

Proceeds from this initiative **will contribute to organizations aligned with this mission**, amplifying awareness and driving meaningful impact together.





# November 2025: International Day for the Elimination of Violence Against Women

To take a stand against gender-based violence, we are launching a special edition sneaker in support of the **International Day for the Elimination of Violence Against Women** on November 25th.

This unique design symbolizes our commitment to women's **safety, rights, and empowerment.**

Each purchase will help fund organizations dedicated to combating violence against women, amplifying awareness, and fostering meaningful change.

On this globally recognized day, solidarity is expressed through educational initiatives, marches, and advocacy campaigns, a reminder of the urgent need to end gender-based violence and **protect women worldwide.**





# Mismatched By Design

## PERFORMANCE AND QUALITY

Axept team has meticulously developed the prototypes using **high-quality materials** and have conducted extensive group **testing** over several months to ensure the **comfort**.

## STAND OUT FROM THE CROWD

**Distinctive elements** such as the toe cap, the iconic strip covering the second eyelet, and the asymmetric crescent on the heel are currently in the process of being **trademark registered**.

## LEFT AND RIGHT WILL NEVER BE THE SAME

Axept was born with the idea of creating **unique styles** mixing colors and patterns with the clear intention of **crafting magical combinations**.





# Speak up or Stay Silent?

## EITHER WAY, YOU'RE MAKING A CHOICE

Taking a stand **isn't safe**. Today, brands that speak about inclusion or identity risk **backlash**, **misinterpretation**, even **boycott**. Some call it virtue signaling, others say it's **too political**. We've seen brands canceled for less.

Why **we do it** anyway:

- Because **we believe discomfort is a sign you're doing something real**;
- Because **matching the market isn't our goal** — reflecting reality is;
- Because **impact matters more than applause**;
- Because even **one person feeling** seen is worth more than a thousand likes.





# The Future Is Not Neutral



WE'RE NOT JUST BUILDING A BRAND, WE'RE GROWING A MOVEMENT

We believe in a world where **difference is not hidden, but highlighted**. Where design tells the truth. Where **a sneaker can start a conversation**, and a **community can shape culture**.

In the coming months, we'll keep expanding through:

- New **drops and community activations**;
- **Co-branded partnerships** with brands that share our vision;
- **Collaborations with companies committed to inclusion**, impact and authenticity
- **Long-term investments** in causes we believe in;

**We're not here to follow the industry, we're here to help redefine it.**





# Enjoy our warm welcome: LID20

## GENERAL ENQUIRIES

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The background features a white canvas with several large, expressive brushstrokes in vibrant red and deep blue. These strokes are positioned in the corners and along the top and bottom edges, creating a decorative border. The central area is left blank white, providing a clear space for the text.

**THANK YOU**