



Cristina Parisotto (Asolo, 1961) is a visionary designer with a keen interest in fashion. A traveller and sports enthusiast, she uses innovative languages and materials to create new footwear ranges for both sport and outdoor activities. She is guided by passion and instinct, and what she loves most about her job is experimenting, juxtaposing and combining different shapes and colours, playing with different textures and materials.

She joined SCARPA in 1981, following in the footsteps of her father Francesco, and became the essence of the "Parisotto spirit": prompt decision-making, bold choices and integration with the local area, while also facilitating the growth of product culture in the company. She gained in-depth knowledge of the market and was in charge of sales for a long period, before moving towards styling and industrialisation. Today she works in research and development and design, but still keeps an eye on market trends, which she anticipates with enormous sensitivity to consumer needs. She also works with the brand's athlete ambassadors, whom she involves in product testing. The case of Mojito demonstrates how she successfully combines the company's experience and know-how to create a leisure shoe with a mountain soul.

In Nepal, she has promoted charity initiatives to support the population of a land steeped in nature and spirituality.