



**JONAK**  
PARIS



**Press release**  
January 3, 2025

**When AI reinvents JONAK's heritage  
at CES® 2025 in LAS VEGAS**

**IMKI and JONAK unveil a collaboration combining  
artificial intelligence and craftsmanship.**

**From January 7 to 10, 2025, at CES Las Vegas 2025, iconic French shoe brand JONAK, and IMKI, a pioneering start-up in customized generative artificial intelligence, reveal their “Laces More” capsule collection on the lace-up ballerina trend.**



*AI-generated image*

**Generative design solutions personalized by Imki at the service of Jonak's heritage**

Thanks to its dual artistic and technical expertise, and its pioneering role in the field of creative generative AI, Imki enables Jonak to reinvent traditional models in new ways, bringing a form of renewal to the contemporaneity that has always shaped the family brand.

With Imki, artificial intelligence becomes a creative tool at the service of Jonak's history and know-how. Drawing on historical archives, AI analyzes and reinterprets the patterns, materials and shapes that comprise Jonak's DNA, enabling the brand's iconic models to be revisited.

A collaboration that highlights Jonak's heritage of elegance and craftsmanship in footwear, while respecting its ability to offer models of quality and Excellence. A positioning in phase with that of Imki, reinforced by a shared commitment to sustainable and engaged practices.



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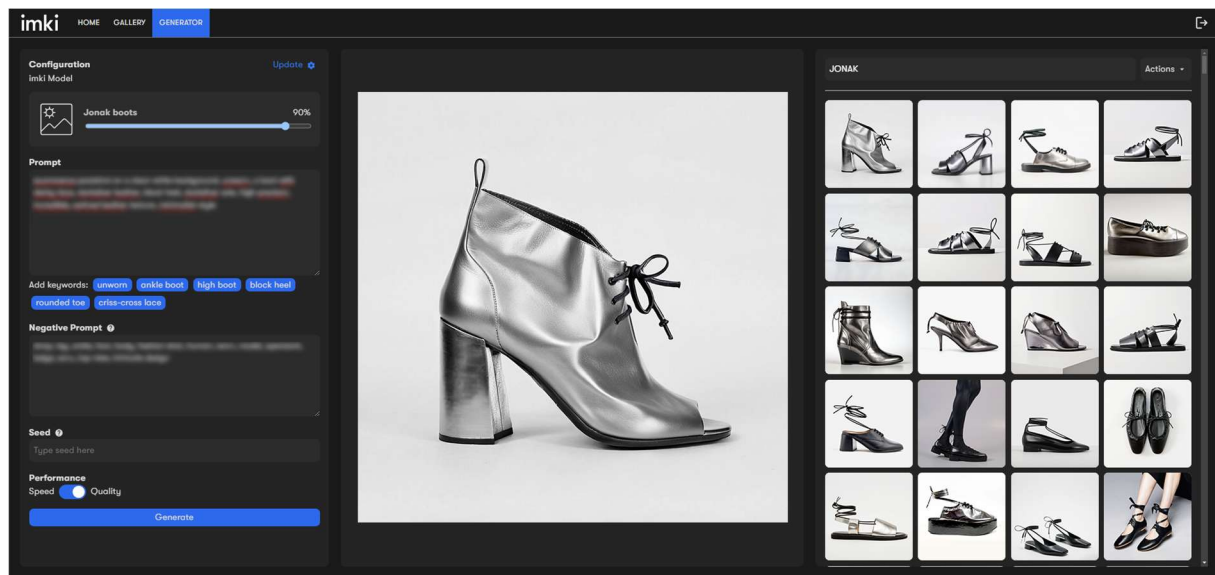
*"Thanks to generative AI, we have transformed classic elements into contemporary creations, while remaining true to the timeless elegance and quality that have been Jonak's identity for over 55 years," explains Frédéric Rose, founder of Imki.*

### ***A capsule collection echoing one of the must-have fashion trends of 2024***

The "Laces is More" capsule collection is part of the 2024 trend, with the return of the lace-up ballerina, which has become a fashion must-have, especially since this autumn. The collection comprises six prototypes and follows on from Jonak's 60th anniversary capsule, "60 years capsule".

The models created thanks to this collaboration celebrate iconic Parisian styles, such as the classic ankle boot or elegant sandals, but with digital remodeling that evokes both nostalgia and futurism.

*"Expanding the limitless imagination, reinventing processes, and preserving Jonak's DNA while transforming creation: AI does not replace our expertise; it enhances it and opens up new horizons," says the Nakam family, at the direction of Jonak since 1964*





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Discover “Laces More” capsule at CES® 2025 in Las Vegas  
January 07 to 10, 2025

**EUREKA PARK | The Venetian Convention & Expo Center | Las Vegas  
Hall G - Booth 60200-3 – Business France Partner**

**CES UNVEILED : January 5, 2025 | Las Vegas  
Shoreline Exhibit Hall, Mandalay Bay Convention Center - EP-100 Business France**

### About Jonak

#### A Family Legacy

With over 60 years of experience in the footwear market, Jonak has established itself as a recognized expert both in France and internationally. Its strength lies in a unique balance: a rich history that lends it legitimate expertise and a foundation in innovation, ensuring Jonak a prominent place in the world of fashion. Since its inception in 1964 in Paris, Jonak has embodied boldness and a passion for creation. Founded by Marcel and Josette Nakam, the brand draws inspiration from a unique family heritage enriched by each generation. First taken over by their son Joseph, and now by his children, Jonak remains true to its core values: quality, innovation, and commitment.

For 60 years, Jonak has represented the spirit of family entrepreneurship, dedicated to a style that is both sophisticated and accessible. Carefully designed in Europe, its collections feature 400 styles per season, blending quality with cutting-edge design.

### About Imki

Founded in October 2020 in Strasbourg by Frédéric Rose, imki is at the forefront of generative AI solutions for the Creative Industries (ICC) by providing bespoke AI'S that elevate brand's creativity while ensuring efficiency, safety & responsibility. Imki offers a cutting-edge generative AI solution based on fine-tuned open source & foundation models associated with craft hyper-specialized and refined datasets. Our Augmented Creative solutions are based on AIs enabling brand and trend impregnations and event compliant with manufacturing processes

Awards and distinctions : CES@2024 Innovation Awards Honoree / CES@2024 French Tech Award in AI / NVIDIA Inception Program for Startup

### About CES

CES® is the world's most powerful technology event - the proving ground for cutting-edge technologies and global innovators. It's where the world's biggest brands do business and meet new partners, and where the most cutting-edge innovators take to the stage. Owned and produced by the Consumer Technology Association (CTA)®, CES showcases all aspects of the technology sector.

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