



HIGHLANDS
NORTH CAROLINA

THE HEIGHT OF HAPPINESS | ELEV. 4118

RIBBON CUTTING CELEBRATION SLATED FOR JUNE 24 AT UASHMAMA

Experience Fine Italian Craftsmanship

HIGHLANDS, NC, June 6, 2024 – The Highlands Chamber of Commerce invites the community to join the ribbon-cutting celebration at UASHMAMA. The event is free and open to the public and will take place at 10:30am at 366 Main Street, Highlands.

From concept to finish, their attention to detail is rooted in generations of Italian craftsmanship with a modern sensibility for style. UASHMAMA is family-owned and managed in Tuscany, where each product is created to thoughtfully enhance daily lifestyle. Their passion is to simplify their customers' lives with eco-friendly products that deliver state-of-the-art design and functionality.

Established by Marco Marconi, UASHMAMA is proud to combine his lineage in handcrafting footwear with pioneering methods to reduce our environmental impact. His creative vision led them to develop their signature material, a washable paper named “AGGO.” This material meets their top priority in providing products that are both ethical and durable. Plus, it feels and folds like textile for an aesthetic utility that is sleek and fun.

USA Founding Partners Lindsay and Paul Michalak say they chose Highlands as the location for their second store because they believe that the natural beauty of the area and the warmth of the community perfectly complement our brand's values and aesthetic. Just like Tuscany, where the products are crafted, Highlands is a place surrounded by stunning landscapes, a deep appreciation for nature, and friendly locals giving them confidence that the community and visitors alike will resonate with our products and the lifestyle our brand represents.

Business hours Monday-Saturday, 10am–5pm and Sunday, 11am–5pm. For more information about UASHMAMA call 828-482-0228 or visit their website at www.us.uashmama.com.

To learn more about the Highlands Chamber of Commerce/Visit Highlands, NC call 828-526-5841 or go to highlandschamber.org.

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About the Highlands Chamber of Commerce/Visit Highlands, NC:

Formed in 1931 to serve as the voice of business, the Highlands Chamber of Commerce has grown to provide services and support to businesses, residents and visitors. Hosting various events and programs throughout the year, including the Plateau Pick-Up,

Leadership Highlands, Business After Hours, Outdoor Concert Series, and July 4th Fireworks and an array of holiday and winter festivities, the Chamber strives to make Highlands, NC a better place to live, visit and conduct business.

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