



Camera Nazionale  
della  
Moda Italiana

Milano



Comune  
di Milano

PRESS RELEASE

## FASHION INCUBATOR – 2nd EDITION

### 6 new emerging Griffes will show their collections at Milano Moda Donna

After the widely recognized success of the first edition of the Fashion Incubator, Camera Nazionale della Moda Italiana started the **second edition of the Incubator**, an initiative having the purpose of supporting and fostering the start-up of young fashion firms.

This project, which began early in 2008, is funded by the Municipality of Milan thanks to both the enthusiasm of the City Councillor **Tiziana Maiolo**, who was the first to believe in this initiative and decided to implement it, and to the commitment of the City Councillor **Luigi Rossi Bernardi**, who promptly realized the value of the Incubator and made it possible for it to continue by allocating further resources.

With great excitement and passion, the **six young Griffes selected** for the project will present their collections at Milano Moda Donna for the first time ever. The **fashion show** is due on September 20th 2008 11.45 a.m. at the Centro Sfilate and many businessmen, journalists and buyers are going to be in the parterre. Here are the Protagonists who have already conquered their first cover in the October issue of **Look**:

Businessman-designer

**ANDRES CABALLERO**  
**GILDA GIAMBRA**  
**CHICCA LUALDI**  
**ELENA PIGNATA / VALENTINA VIZIO**  
**FEDERICO SANGALLI**  
**FABIO SASSO / JUAN CARO**

Brand

**San Andrès**  
**Gilda Giambra**  
**BeeQueen by Chicca Lualdi**  
**a.VE ante vesperum edicta**  
**Federico Sangalli Milano**  
**Leitmotiv**

The collections were presented in a pre-view in **Tokyo**, on Sept. 4th 2008, during an event promoting young Italian fashion designers in collaboration with the Istituto per il Commercio Estero and have already met with great favour and appreciation. “For more than six years –President **Mario Borselli** remarks – Camera Nazionale della Moda Italiana has been employing an institutional strategy in order to help young designers, who today find it more difficult than in the past to emerge and make themselves known. For this reason CNMI conceived and organized special initiatives like the Next Generation competition, the Fashion Incubator project and the New Upcoming Designers container during Milano Moda Donna. The Fashion Incubator project offers a powerful visibility and communication tool to the business start-up of small brands which would otherwise need years of work and sacrifice”.



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The notice of competitive examination, published on our website and broadcast by RadioMonteCarlo, remained open only for one month between January and February 2008 and received about 80 applications.

A **special Selection Committee** formed by *Susanna Avesani, Fulvia Visconti Ferragamo, Fabiana Giacomotti, Tiziana Maiolo, Anne Marie Paltso, Giulia Pirovano, Caterina Rorro, Danda Santini*, examined the proposals and interviewed the twenty-five most interesting candidates in order to get to know in depth their business project. After careful examination, it selected six small Griffes which were included in the second fashion Incubator:

**The Incubator headquarters**, on via Santa Marta 18, which share the premises of the historical Società d’Incoraggiamento d’Arti e Mestieri, offer the young firms spaces to be used as offices and workshops, as well as a centralized secretariat. For over two months specific consulting services have been activated in order to support the growth and development of these micro-businesses: from the searching for companies to produce the collection to trade-mark registration, from business set-up, to licensing, to the selling of the collection, to specific meetings with top buyers..

“The Fashion Incubator, activated by Camera Nazionale della Moda with the contribution of the Municipality of Milan – as pointed out by the City Councillor for Innovation, Research and Human Resources **Luigi Rossi Bernardi** - is one of the most successful initiatives among young people both in Italy and abroad and is one of the main structures which will make up the national Fashion School in the Isola-Garibaldi area”.

**Lectra Italia** collaborates in the project by supplying the designers with specific software for the fashion collection design as well as specific training sessions. Spazio Lectra at the Centro Sfilate is displaying the collection designs worked out with the Kaledo and Modaris software.

“The future of Italian fashion is in the hands of young people, that’s why 3 years ago I proposed the project ‘Fashion Incubator’ to Camera Nazionale della Moda Italiana - **Tiziana Maiolo**, City Councillor for Productive Activities of the Municipality of Milan, explains – and adds “Fashion Incubators are a good example of how to support young people through their merits and not through influence.

The actual success of the young designers participating in the first edition of the project has persuaded us to start the second edition of the Fashion Incubator.”

Among the special projects activated thanks to the cooperation of Giuliana Benatti Targioni , Director of **Glasses and Fashion**, the six designers from the Incubator were invited to propose new glasses designs, and the best creative proposals were given the possibility of having of some glasses designs produces in different variations. The glasses lines will be shown by BeeQueen, Gilda Giambra, Federico Sangalli Milano during the fashion show, and were produced in collaboration with Okki of Reggio Emilia, Vanni by Nico Design of Turin, Italian Style of Firenze.

With the support of:



Lectra

Milan, Septembre 17th 2008