

**CAMERA MODA S.R.L. UNIPERSONALE**  
**GENERAL RULES FOR EVENTS**

**ART. 1 – Scope and purpose**

1.1. Camera Moda S.r.l. Unipersonale (hereafter also “Camera Moda”) is the services company of Camera Nazionale della Moda Italiana (hereafter also “CNMI”).

1.2. CNMI is a no-profit association whose purpose is to represent, promote and develop the highest values of Italian fashion in Italy and the rest of the world by disciplining, safeguarding, developing, co-ordinating and promoting the image, style and culture of Italian women’s and men’s fashion in Italy and abroad.

1.3. As engaged and instructed by and in the interests of CNMI, with the utmost respect for the principles of transparency, fairness, moral integrity, professionalism and excellence and any other principle indicated in the Ethical Code of CNMI (also available *online* at the following link: <http://www.cameramoda.it/it/associazione/cnmi/>), Camera Moda organizes and co-ordinates on behalf of CNMI fashion shows and any other events related to fashion and promotion thereof, and in particular the event termed Fashion Week, and organizes, operates and provides content for a multimedia platform to publicize the initiatives, services and products of CNMI, Camera Moda and the Members.

1.3.1. In this context and in line with the principles and instructions of CNMI, Camera Moda also supports new generations of Italian and foreign designers by organizing and promoting events that present new and young Italian and international fashion talents and provides new and young talents with locations and various kinds of facilitation, including free of charge inclusion in the Calendar of Events in relation to which CNMI has full discretionary powers.

**ART. 2 - Definitions**

2.1. For the purposes of these Rules, certain terms used with an upper case initial in these Rules or the annexes hereto are defined below.

- Applicant: any Member or Non Member which has already taken part in CNMI Events with its own line of clothing and/or accessories and that has submitted a new application to be included in the Calendar.
- Association: the common-interest association styled “Camera Nazionale della Moda Italiana”.
- Calendar: programme of the Event specifying the venues, dates and times and Participants in the fashion shows, presentations and other events.
- Ethical Code: document adopted by CNMI on 18.3.2014 pursuant to the provisions of legislative decree 231/2001.
- Event/s: events, whether singly or collectively, organized by CNMI and Camera Moda in Italy and abroad, including, by way of non-exhaustive example, the prêt-à-porter fashion shows in Milan such as “Milano Moda Donna” and “Milano Moda Uomo”, “Milano Moda Main”, “Milano Moda Design”, “Milano Moda Graduate”, and any other show/event broadcast by traditional or digital media (including social networks) or CNMI’s new project called Fashion Hub Market.

- Fashion Week: fashion industry event (“settimana della moda”) at which the latest fashion trends are presented and designers and fashion houses show their new collections. The main Fashion Weeks are normally held in the main “fashion capitals”, including Milan.
- Member: a real or corporate person, Italian or foreign, who has proved to be in possession of the requisites indicated in the Association’s by-laws and been granted membership of the Association by virtue of a resolution adopted by the relevant governing bodies in line with the provisions of the Association’s by-laws.
- New Applicant: any subject that applies to be included in the Calendar for the first time.
- Non-Member: real or corporate person authorized to take part in an Association or Camera Moda fashion show/event without being a member of the Association.
- Participant: any Member or Non-Member, Applicant or New Applicant that has been authorized to take part in a CNMI Event.
- Photographs and Videos: photographs and audio and video recordings of artistic/professional services relating to a Participant’s line/s of clothing and accessories, models and events.
- Tariff plan: document detailing the tariffs for inclusion of Non-Members in the Calendar.
- Tariffs: amounts due from Non-Members for inclusion in the Calendar.

### **ART. 3 – Event organization**

3.1. Camera Moda organizes and co-ordinates the Events and draws up a Calendar. Camera Moda may in any case engage 3<sup>rd</sup> parties to organize and co-ordinate the Events, in whole or part, and draft the Calendar.

3.2. 90 days before the start of each Event, Camera Moda issues a notice with an invitation to interested parties to submit their applications for inclusion. The notice is sent to fashion houses (Members or Non-Members), P.R. offices and all contacts in Camera Moda’s databases using the communication channels deemed most appropriate by Camera Moda and CNMI.

3.3. Events last from 4 to 6 days and take place from 9.00/9.30 to 20.30/21.30 unless otherwise indicated by Camera Moda, as in the case of specific evening events. The implementation of the fashion shows of the lines of clothing included in the Calendar and the collocation of the respective time slots in each Event tend to stay the same from edition to edition. Camera Moda may, however, modify such slots where it thinks fit and for any reason. Regarding the Calendar of the presentations and other events, Camera Moda recommends that Participants distribute their presentations evenly across the entire duration of the Event.

3.4. Once completed, the Calendar of Events is published by Camera Moda at its own expense and delivered by the means it deems most suitable.

### **ART. 4 – Application for inclusion of an Applicant and relative examination**

4.1. At least 60 days before the date fixed for the beginning of each edition of the Event, Applicants intending to take part and appear on the Calendar must submit an application on paper and via e-mail to the following addresses of Camera Moda:

- Piazza Duomo 31, 20122 – Milano;

- e-mail addresses specified in the notice sent pursuant to 3.2 above.

The application must indicate the e-mail addresses to which Applicants wish all successive Camera Moda communications regarding their applications to be sent.

4.2. The application must contain an express statement that the Applicant acknowledges and accepts all the terms and conditions of these Rules, as well as the principles set forth in CNMI's Ethical Code (**Annex A** to these Rules) and the Italian Fashion Self-regulation Manifesto against Anorexia signed in Rome on 22 December 2006 (**Annex B** to these Rules).

4.3. If an Applicant intends to ask for its slot to be moved with respect to the previous edition, the request must be made along with the application for inclusion. CNMI reserves the right to satisfy or reject such requests on the basis of Event programming and Calendar requirements.

4.4. Applications not containing the statement indicated in 4.2. above will not be considered.

4.5. Applications submitted late will be examined by the Governing Bodies of CNMI, which will decide for or against admission at their own discretion.

4.6. In accordance with the provisions of Camera Moda's "Verification and control of Calendar inclusions" internal procedure, the Chairman of CNMI and/or Sole Director of Camera Moda may, after the appropriate internal checks have been made, authorize the inclusion of particular Applicants which, though not having any of the requisites listed in the previous sections, constitute a strategic presence for the Calendar. Such discretionary power is not subject to approval by Members, Non-Members, Participants or subjects excluded from the Events.

4.7. Camera Moda reserves the right to ask an Applicant to produce documentation proving ownership of the brands labelling the clothing to be shown at the Event. Failure to produce such documentation may constitute a cause for rejecting an application.

4.8. In cases of conflict or potential conflict between the brands of two or more Applicants or between the brands of an Applicant and those of a New Applicant, Camera Moda reserves the right to reject applications for inclusion or 1st time inclusion.

4.9. It is understood that Camera Moda, being merely the organizer and co-ordinator of the Events, is in no way obliged to carry out, and therefore shall not carry out, any verification of the actual ownership of exclusive rights of Applicants/New Applicants/Participants or of any conflicts between their exclusive rights.

#### **ART. 5 – Application for 1<sup>st</sup> time inclusion**

5.1. If a New Applicant submits an application for inclusion in the Calendar, its application, along with the documentation indicated in 5.2 hereunder, must be sent at least 90 days before the date fixed for the beginning of the single edition of the Event to the address of CNMI (Piazza Duomo 31, 20122 – Milano) and specify the e-mail addresses to which it wants all successive Camera Moda communications relative to the application to be sent.

5.2. Applications for 1<sup>st</sup> time inclusion must be accompanied by the following documentation:

- collection catalogues, presentation book, style folder;

- press review;
- client list (boutiques, department stores, etc.), Italian and foreign;
- showroom list;
- conceptual presentation of the collection;
- list of valid brand registrations valid for Italy;
- designer's CV;
- New Applicant's Chamber of Commerce certificate and financial statements for the previous year;
- a statement by New Applicant regarding its economic performance in the current year;
- retail price bracket of product;
- copy of VAT number registration;
- number of New Applicant's employees;
- New Applicant's annual sales

5.3. Applications for 1<sup>st</sup> time inclusion must also contain an express statement by the New Applicant that it acknowledges and accepts all the terms and conditions of these Rules, as well as the principles set forth in CNMI's Ethical Code (**Annex A** to these Rules) and the Italian Fashion Self-regulation Manifesto against Anorexia signed in Rome on 22 December 2006 (**Annex B** to these Rules).

5.4. Applications for 1<sup>st</sup> time inclusion that do not contain all the documentation indicated in 5.2. above or the statement indicated in 5.3. above will not be considered.

#### **ART. 6 – Examination of applications for 1<sup>st</sup> time inclusion and criteria for inclusion in Calendar**

6.1. Formal examination of applications for 1<sup>st</sup> time inclusion submitted as required in art. 5 above is carried out with reference to the criteria set forth below.

6.2. Submission of an application for inclusion by a New Applicant within the terms and manner detailed in art. 5 above does not entail automatic inclusion in the Calendar.

6.3. Prior to including New Applicants in the Calendar Camera Moda considers, at its own discretion, the following non-cumulative criteria:

- New Applicant's Member status;
- date of receipt of applications for inclusion in the Calendar;
- New Applicant's fame, celebrity and prestige;
- New Applicant's international standing;
- New Applicant is an emerging designer, a young designer of proven talent;
- New Applicant's collection is in line with those already on the Calendar;
- no court orders have been issued for the intents and purposes of 13.2 and 13.3 hereunder;
- regarding the fashion show Calendar, proof of being able to present at least 15 models and 30 outfits at the Event.

CNMI has full discretionary power to assess and decide whether or not the requisites in this section 6.3 have been met.

Camera Moda also has full discretionary power, with reference to the aforementioned criteria, to accept applications for 1<sup>st</sup> time inclusion or acquiesce in stated preferences for day and/or time, or modify slots with respect to previous years.

6.4. Examination of the merits of applications for inclusion is based not only on the inclusion criteria in 6.3 above but also the “Verification and control of Calendar inclusions” internal procedure approved by the Chairman of CNMI and the Sole Director of Camera Moda on 16 February 2016 (and any subsequent modifications) and any other criterion that becomes important in the opinion of Camera Moda.

6.5. Camera Moda reserves the right to ask a New Applicant to produce documentation proving ownership of the brands labelling the lines of clothing to be shown at the Event. Failure to produce such documentation may constitute a cause for rejecting an application.

6.6. In cases of conflict or potential conflict between the brands of two or more New Applicants or between the brands of a New Applicant and those of an Applicant, Camera Moda reserves the right to reject applications for inclusion or 1<sup>st</sup> time inclusion.

6.7. It is understood that Camera Moda, being merely the organizer and co-ordinator of the Events, is in no way obliged to carry out, and therefore shall not carry out, any verification of the actual ownership of exclusive rights of the Applicants/New Applicants/Participants or of any conflict between their exclusive rights.

6.8. Applications submitted late will be examined by the governing bodies of CNMI, which will decide for or against admission at their own discretion.

#### **ART. 7 – Granting of inclusion and 1<sup>st</sup> time inclusion**

7.1. Camera Moda gives notice of its granting of inclusion or 1<sup>st</sup> time inclusion by e-mail.

7.2. On the outcome of the procedure for assessing applications for inclusion/1<sup>st</sup> time inclusion, around 30 (thirty) days before the beginning of the Event, Camera Moda sends the interested parties a provisional Calendar indicating the Participants and the days and timings of the fashion shows.

7.3. Participants who after examining the provisional Calendar do not intend to confirm their participation in the Event are entitled to give notice of their withdrawal by e-mail. Such notice must reach the relevant Camera Moda office at least 20 (twenty) days before the beginning of the Event. In this case, any Tariffs already paid will be withheld by Camera Moda and any Tariffs still outstanding must in any case be paid.

7.4. If there are no modifications, the provisional Calendar indicated in 7.2 above will become definitive. Otherwise, Camera Moda will have the Calendar distributed by the start date of the Event.

7.5. Camera Moda may modify the Calendar, even after the start of the Event, should circumstances make it advisable.

#### **ART. 8 – Participation fee**

8.1. For taking part in the Events, Non-Members included in the Calendar must pay a fee calculated on the basis of the Tariff plan.

8.2. In any case, when possession of the formal requisites has been ascertained, Camera Moda informs the Applicant or New Applicant of the amount of the Tariff to be paid by the deadline indicated, on pain of forfeiting inclusion in the Calendar.

#### **ART. 9 – Observance of the Calendar**

9.1. Once the Calendar has been published, Participants must strictly abide by the programme, the times, dates and venues of the fashion shows, presentations and other events forming the Event.

9.2. Without prejudice to the more detailed provisions of art. 13 below, in cases of failure to abide by the indications in the Calendar without providing valid justificatory documentation, Camera Moda reserves the right to cancel Participants from the Calendar and bar them from taking part in the Event in question and successive Events.

#### **ART. 10 – Overlapping of fashion shows included in the Calendar**

10.1. It is forbidden for Participants to schedule the date and time of their fashion show on top of any other fashion show already approved by Camera Moda and included on the Calendar without the prior consent of Camera Moda.

10.2. If a Participant breaches the provision in 10.1 above, Camera Moda reserves the right to cancel the Participant from the Calendar and bar it from taking part in the Event in question and successive Events.

#### **ART. 11 – Implementation of Events**

11.1. For the staging of the fashion shows, Participants may choose which rooms to use.

11.2. Camera Moda offers Participants, including Non-Members, exclusive rooms and services at highly competitive and advantageous rates in which to hold their fashion shows until full capacity has been reached and giving precedence to young talents.

11.3. In cases of requests in excess of the capacity of the rooms offered by Camera Moda pursuant to 11.2. above or requests for the same time slots, Camera Moda will decide which requests to satisfy at its own discretion, without prejudice to the precedence given to young talents.

11.4. Subject to the provisions of 11.2 above, all services related to the fashion shows and their implementation (design, set up, access control, vacation, etc.) are chargeable to the Participants.

11.5. Camera Moda and CNMI are totally extraneous to the choice of location, design, set up, choice of models, garments to show and frequentation of the rooms in which the fashion shows, presentations and events are held, so no liability may be attributed to Camera Moda or CNMI regarding the fashion shows, presentations and events organized during the Events.

#### **ART. 12 – Photographic and audio-visual rights**

12.1. Camera Moda and CNMI reserve the right to take photographs of and film the events on the Calendar, to which each Participant consents by subscribing to these Rules.

12.2. It is expressly agreed that no fee or amount shall be due to the Participant from Camera Moda or CNMI in relation to the activity covered by this article, which the Participant for all intents and purposes waives by subscribing to these Rules.

12.3. Camera Moda and CNMI will use the photographs and videos for the sole purpose of promoting their activities, also by means of press releases on their website or social networks. Before publishing a photograph or video, Camera Moda and CNMI will notify the Participant, which may ask Camera Moda and CNMI to also use material supplied by the Participant.

12.4. Camera Moda and CNMI may at their own discretion and on the basis of the needs of the moment decide on the timings and manner with which the photo shoots and video making will be programmed, carried out, reproduced and published.

12.5. The work involved in the carrying out of photo shoots and video making will be done by 3<sup>rd</sup> parties retained by Camera Moda, which will engage such subjects from time to time also by virtue of existing collaboration contracts with various TV networks, photographers and journalists, etc. Participants will provide accreditation for the 3<sup>rd</sup> parties engaged by Camera Moda to produce the photographs and video footage. Participants may contact the 3<sup>rd</sup> parties thus engaged to purchase the photographs and videos.

12.6. Camera Moda and CNMI undertake to ensure that all activities involved in the photo shoots and video making and utilization thereof are carried out in compliance with current law and the provisions of this agreement, and in any case in a manner that safeguards the integrity and artistic, cultural and industrial value of the photos and videos and that respects the moral rights of the models and the image and commercial reputation of the Participants.

12.7. Each Participant in any case guarantees that it will hold Camera Moda and CNMI harmless and indemnify them against any claims of any kind that may be made by models taking part in the Participant's fashion shows.

### **ART. 13 – Participants' guarantees, obligations and responsibilities**

13.1. Participants' fashion shows at the Event will be conducted under their own exclusive responsibility in terms of 3<sup>rd</sup> party liability, accidents, insurance cover and social security.

13.2. In particular, each Participant undertakes to:

- provide for security services to safeguard fashion show spaces and the materials, systems and décor used;
- use fireproof and non-polluting materials and hazard-free décor and structures that are easily adapted to the spaces in which they are to be placed;
- control the number of participants and guests so that it does not exceed limits set by law or the relevant authorities;
- ensure that the spaces allocated for the holding of the Events are suitable for hosting clients and the press in conditions of maximum safety, decorum and in any case in compliance with the provisions of current law;
- comply with current labour regulations;

- comply with current safety regulations;
- have valid and effective insurance cover for the Event.

13.3. Each Participant guarantees that the staging of all its fashion shows, presentations or other events on the Calendar reflects the high quality of style and content that has always characterized the Events, on pain of cancellation from the Calendar and barring from the Event.

13.4. By virtue of the provision in 11.4 above, each Participant is in any case entirely responsible for all aspects and services related to the presentation of its lines of clothing and accessories during the Event.

13.5. Each Participant undertakes to abide by the contents of CNMI's Ethical Code as approved on 18.3.2014 and as in any subsequent revisions thereof (**Annex A** to these Rules).

13.6. Each Participant undertakes to abide by the contents of the Italian Fashion Self-regulation Manifesto against Anorexia signed in Rome on 22 December 2006 and any subsequent revisions thereof (**Annex B** to these Rules).

13.7. Each Participant is fully liable for any infringements of other parties' exclusive rights (including industrial and intellectual property rights). In cases of disputes with and actions of whatever kind against Camera Moda and/or CNMI regarding such infringements, each Participant undertakes to hold Camera Moda and CNMI harmless and indemnify them against any claims made in this context.

#### **ART. 14 - Camera Moda's and CNMI's powers and rights**

14.1. Camera Moda and CNMI reserve the right to:

- reject applications for inclusion regarding exclusive rights declared non-existent and/or in breach of other's rights by virtue of enforceable judicial orders, including provisional remedies provided they are enforceable;
- cancel a Participant from the Calendar and bar it from taking part in the Event in the case of enforceable judicial orders, including enforceable provisional remedies, that have declared that the Participant's exclusive rights (and the object of the relative fashion show/exhibition) are non-existent and/or in breach of other's rights.

14.2. Camera Moda and CNMI reserve the right to adopt the measures they deem from to time most appropriate in cases of:

- Applicant's/Participant's failure to observe the Ethical Code (**Annex A**) and the Italian Fashion Self-regulation Manifesto against Anorexia (**Annex B**);
- Applicant's/Participant's failure to observe the provisions of these Rules, and in particular those under articles 9, 10, 11, 12, 12 and 13, and any other rule eventually approved by CNMI's governing bodies in connection with the Calendar;
- conduct – whether intentional or simply through negligence – lacking in respect for the Association on the part of an Applicant, Member or Non-Member. By way of mere and non-exhaustive example, conduct considered disrespectful includes delays of over 30 minutes in the start of a fashion show, any behaviour contrary to common decency and public order, etc. and the use of offensive or in any case reprehensible



language. Camera Moda and CNMI may also consider similar disrespectful conduct outside the Events if such could cause damage to the image and reputation of Camera Moda and CNMI;

d) failure to pay the Tariffs, subject to the provisions of the “Verification and control of Calendar inclusions” internal procedure approved by the Chairman of CNMI and the Sole Director of Camera Moda on 16 February 2016;

e) failure to pay any suppliers (whether national or foreign) which are 3<sup>rd</sup> parties with respect to Camera Moda and CNMI but are in collaboration relationships with them.

14.3. Measures that Camera Moda and CNMI may take in connection with 14.2 above include by way of mere and non-exhaustive example:

- temporary or permanent exclusion from the Calendar;
- temporary or permanent barring from taking part in Events;
- suspension of a defaulting Member by resolution of the management board pursuant to art. 10 (b), By-laws;
- definitive expulsion from the Association, by resolution of the Meeting of the Members pursuant to art. 10 (b), By-laws.

14.4. Failure to accept the principles and provisions specified in 4.2 and 5.3 above in any case entails immediate rejection by Camera Moda of the application for inclusion.

14.5. Prior to exercising the powers and rights indicated in this article, the governing bodies of CNMI will carry out the appropriate control activities.

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**MANIFESTO NAZIONALE DI AUTOREGOLAMENTAZIONE  
DELLA MODA ITALIANA CONTRO L'ANORESSIA**

**Promosso da**

- Ministero per le Politiche Giovanili e le Attività Sportive**
- Camera Nazionale della Moda Italiana**
- Alta Roma**

*Premesso che*

I disturbi alimentari come l'anoressia e la bulimia colpiscono, nel nostro Paese, circa tre milioni di persone. Si tratta di individui che soffrono di un grave disturbo della psiche, di un male subdolo che ha cause oscure da rintracciarsi negli snodi difficili della vita di ciascuno. Il problema è complesso e, per essere affrontato, richiede il contributo di specialisti come nutrizionisti, psichiatri, psicoterapeuti.

Molte delle donne colpite dai disturbi dell'alimentazione sono giovani che hanno iniziato una dieta anche per raggiungere l'ideale fornito dalle modelle delle sfilate e delle copertine dei giornali. Per inseguire un modello estetico di bellezza percepito come l'unico possibile. Siamo consapevoli, quindi, del fatto che i giovani possono essere condizionati da esempi e stili di vita in cui una magrezza esagerata possa diventare un modello da emulare.

Riteniamo che questa componente culturale, estetica e mediatica sia, come affermano i medici specialisti, soltanto una con-causa ambientale di un disagio clinico psichiatrico che affonda le sue radici nella storia individuale delle persone che soffrono di disturbi alimentari. Si tratta però di una con-causa che non vogliamo sottovalutare.

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*Premesso che*

dalle ricerche scientifiche e dei dati statistici in materia di anoressia risulta che:

- di anoressia e bulimia si può morire (fonte ABA<sup>1</sup>)
- l'anoressia è la prima causa di morte da malattia psichiatrica (fonte ABA)
- circa il 3% della popolazione presenta una problematica di anoressia-bulimia conclamata (fonte ABA)
- il 95% sono donne (fonte ABA)
- i modelli estetici della moda che esaltano le “icone della magrezza” concorrono, se pur indirettamente e secondariamente, in quanto fattori socio-culturali, all'instaurarsi dei disordini alimentari (ABA, AED<sup>2</sup>, AIDAP<sup>3</sup>)
- l'influenza negativa dei modelli estetici “anoressici” interessa anche la pre-adolescenza: il 60,4% delle ragazzine italiane tra i 12 e i 14 anni coltiva il desiderio della magrezza, il 24% si è già sottoposto a dieta, il 34% ha inventato la sua dieta senza consultare un medico (fonte Società Italiana di Pediatria)
- secondo l'Organizzazione Mondiale della Sanità esistono una serie di indicatori per stabilire lo stato di salute di un individuo, tra cui l'Indice di Massa Corporea (IMC); sempre secondo l'OMS, un IMC inferiore al valore di 18,5 è un segnale di allarme che indica chiaramente uno stato di “sottopeso” e che va incrociato con una serie di strumenti attraverso cui stabilire lo stato di salute di un individuo  
*[vedi allegato]*

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*Tutto ciò premesso*

Sulla base di queste evidenze scientifiche, pienamente consapevoli del ruolo di responsabilità che abbiamo, il Governo Italiano, ed in particolar modo del Ministro per le Politiche giovanili, Camera Nazionale della Moda Italiana, Alta Roma intendono trasmettere creativamente e costruttivamente modelli estetici positivi come strumento concreto di prevenzione ai disturbi alimentari.

Per questo:

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<sup>1</sup> Associazione Italiana Bulimia Anoressia

<sup>2</sup> Academy For Eating Disorders

<sup>3</sup> Associazione Disturbi dell'Alimentazione e del Peso

- 1) Noi ci impegniamo a rivalutare un modello di bellezza sano, solare, generoso, mediterraneo, che l'Italia ha contribuito storicamente a diffondere a livello internazionale, perché crediamo che possa essere ancora oggi una proposta estetica positiva per le donne del nostro Paese e di tutto il mondo.
- 2) Noi ci impegniamo a tutelare la salute delle modelle che posano e che sfilano sulle nostre passerelle alle quali chiederemo un certificato medico basato su una valutazione che evidenzi e tenga conto dei criteri scientifici e diagnostici in materia di disordini alimentari (tra cui l'IMC). Di conseguenza ci impegniamo a non far sfilare o posare modelle dal cui certificato medico risultasse l'evidenza di un disturbo alimentare conclamato.
- 3) Noi ci impegniamo a non far sfilare modelle di età inferiore ai 16 anni, perché crediamo che siano giovani non ancora pronte al mondo del professionismo della moda, che rischiano di trasmettere messaggi sbagliati alle loro coetanee della delicata fascia pre-adolescenziale.
- 4) Noi ci impegniamo a promuovere presso i nostri Associati e le Aziende che sfilano l'inserimento generalizzato nella produzione delle collezioni per il consumatore finale delle taglie 46 e 48, perché crediamo che il tentativo di elaborare un modello estetico più florido non solo sia importante da un punto di vista culturale e morale, ma sia anche produttivo da un punto di vista commerciale.
- 5) Noi ci impegniamo ad affiancare le istituzioni e le associazioni mediche specializzate nel promuovere campagne di comunicazione che modifichino positivamente i modelli estetici ispiratori della formazione dell'identità e dei comportamenti sociali.
- 6) Noi ci impegniamo a prevedere nei nostri regolamenti interni misure idonee a garantire il rispetto dei principi espressi in questo manifesto.

Auspichiamo un'adesione a questi impegni da parte di tutti gli operatori della Moda, a partire da stilisti, agenzie di modelle, fotografi, *make up artist*.

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Il presente Manifesto è vincolante per chi lo sottoscrive.

Sottoscritto il 22 dicembre 2006

# ALLEGATO

## BMI classification OMS

Body Mass Index (BMI) is a simple index of weight-for-height that is commonly used to classify underweight, overweight and obesity in adults. It is defined as the weight in kilograms divided by the square of the height in metres (kg/m<sup>2</sup>). For example, an adult who weighs 70kg and whose height is 1.75m will have a BMI of 22.9.

$$\text{BMI} = 70 \text{ (kg)} / 1.75^2 \text{ (m}^2\text{)} = 22.9$$

**Table 1: The International Classification of adult underweight, overweight and obesity according to BMI**

Classification	BMI(kg/m <sup>2</sup> )	
	Principal cut-off points	Additional cut-off points
<b>Underweight</b>	<b>&lt;18.50</b>	<b>&lt;18.50</b>
Severe thinness	<16.00	<16.00
Moderate thinness	16.00 - 16.99	16.00 - 16.99
Mild thinness	17.00 - 18.49	17.00 - 18.49
<b>Normal range</b>	<b>18.50 - 24.99</b>	<b>18.50 - 22.99</b>
		<b>23.00 - 24.99</b>
<b>Overweight</b>	<b>≥25.00</b>	<b>≥25.00</b>
Pre-obese	25.00 - 29.99	25.00 - 27.49
		27.50 - 29.99
<b>Obese</b>	<b>≥30.00</b>	<b>≥30.00</b>
Obese class I	30.00 - 34.99	30.00 - 32.49
		32.50 - 34.99
Obese class II	35.00 - 39.99	35.00 - 37.49
		37.50 - 39.99
Obese class III	≥40.00	≥40.00

*Source: Adapted from WHO, 1995, WHO, 2000 and WHO 2004.*

BMI values are age-independent and the same for both sexes. However, BMI may not correspond to the same degree of fatness in different populations due, in part, to different body proportions. The health risks associated with increasing BMI are continuous and the interpretation of BMI gradings in relation to risk may differ for different populations.

In recent years, there was a growing debate on whether there are possible needs for developing different BMI cut-off points for different ethnic groups due to the increasing evidence that the associations between BMI, percentage of body fat, and body fat distribution differ across populations and therefore, the health risks increase below the cut-off point of 25 kg/m<sup>2</sup> that defines overweight in the current WHO classification.

There had been two previous attempts to interpret the BMI cut-offs in Asian and Pacific populations<sup>3,4</sup>, which contributed to the growing debates. Therefore, to shed the light on this debates, WHO convened the Expert Consultation on BMI in Asian populations (Singapore, 8-11 July, 2002)<sup>5</sup>.

The WHO Expert Consultation<sup>5</sup> concluded that the proportion of Asian people with a high risk of type 2 diabetes and cardiovascular disease is substantial at BMI's lower than the existing WHO cut-off point for overweight (= 25 kg/m<sup>2</sup>). However, the cut-off point for observed risk varies from 22 kg/m<sup>2</sup> to 25 kg/m<sup>2</sup> in different Asian populations and for high risk, it varies from 26 kg/m<sup>2</sup> to 31 kg/m<sup>2</sup>. The Consultation, therefore, recommended that the current WHO BMI cut-off points (Table 1) should be retained as the international classification.

But the cut-off points of 23, 27.5, 32.5 and 37.5 kg/m<sup>2</sup> are to be added as points for public health action. It was, therefore, recommended that countries should use all categories (i.e. 18.5, 23, 25, 27.5, 30, 32.5 kg/m<sup>2</sup>, and in many populations, 35, 37.5, and 40 kg/m<sup>2</sup>) for reporting purposes, with a view to facilitating international comparisons.

### **Discussion updates**

A WHO working group was formed by the WHO Expert Consultation<sup>5</sup> and is currently undertaking a further review and assessment of available data on the relation between waist circumference and morbidity and the interaction between BMI, waist circumference, and health risk.