

Camera Nazionale della Moda Italiana presents

MILAN FASHION WEEK

INSIDER'S GUIDE

Spring-Summer 2018



Camera Nazionale della Moda Italiana

MILANO
MODA
DONNA

LETTER FROM THE CHAIRMAN

Hi everyone and welcome back to Milan!

We are happy to have you here again for the Fashion Week, one packed with novelties: the debut of Paul Surridge with Roberto Cavalli, that of Lucie and Luke Meier at Jil Sander's and for the first time on our calendar Albino Teodoro, Brognano, the-sirius (presented by Mercedes-Benz) and Ssheena (presented by the CNMI and White).

Over the past year, we have strengthened our commitment around our key areas of action: Young Brands, Digitalisation and Sustainability. Indeed, it's the celebration of Sustainability that's featured in the first Green Carpet Fashion Awards Italia, organised by the Camera Nazionale della Moda Italiana in collaboration with Eco-Age and with the support of the Ministry for Economic Development, the ICE Agency and Milan City Council. An event that will put our city under the international spotlights, showcasing the ongoing avant-garde research that characterises Italian production.

New names are featured in the many shows and presentations as well as in the Fashion Hub Market: the CNMI project designed to support young brands from around the world, now at its fifth edition and hosting 14 designers.

The Camera Nazionale della Moda Italiana is using even more venues for the Fashion Week shows and presentations: thanks to the CNMI's agreement with Milan City Council, the Sala Cariatidi in the Royal Palace will once more be a catwalk location while, for the first time on the occasion of Milano Moda Donna, so will the Fabbrica del Vapore. What's more, a CNMI show room and two presentation rooms will be present in the Spazio Cavallerizze at the Museo Nazionale Scienza e Tecnologia.

With so many events scheduled and a host of initiatives open to the public, you can find out all the details on

www.milanomodadonna.it

Enjoy Fashion Week!

Carlo Capasa



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www.cameramoda.it

Instagram and Twitter @cameramoda



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HIGHLIGHTS



AT MILANO MODA DONNA FOR THE FIRST TIME

New names, here for the first time on the catwalks of Milano Moda Donna Spring/Summer 2018: the Italian designer Albino Teodoro (Saturday 23 September 2017, 8pm); Brognano, the brand by Nicola Brognano, past winner of Who Is On Next? 2016, who will stage a show with the support of CNMI (Friday 22 September, 4pm); the-sirius, the brand of the designer Yunchan Chung, presented by Mercedes-Benz (Thursday 21 September, 5pm); and Ssheena, presented by CNMI and WHITE (Monday 25 September, 12.30am). There are also new names in the presentation calendar: Attico, Manuel Facchini, The Gigi, Cancellato, Dèpio Haute, Rhea Costa, Samuele Failli, Antonio Croce, Racine Carrée, Il Bisonte, Aspesi, Gianni De Benedittis per Futuro Remoto Gioielli, August Getty, Visone, Michele Chiocciolini, Salar, Soebedar.

LUCIE AND LUKE MEIER AT JIL SANDER'S

Jil Sander has recently acquired two new creative directors: Lucie and Luke Meier. She, Swiss, studied fashion and marketing in Florence, going on to occupy key positions at Louis Vuitton, Balenciaga and Dior. He, Canadian, initially studied economics in the USA and the UK, before moving on to the FIT in NY where he met James



Jebbia, who led him to become Head Designer at Supreme, before co-founding the men's brand OAMC. With them, Jil Sander aims for a modern outlook, capable of intercepting emerging trends. The debut of their first men's and women's collection is foreseen during FW on Saturday 23 September at 6pm.

www.jilsander.com

CAVALLI: SURRIDGE'S DEBUT FOR WOMEN



Only a few months ago, Paul Surridge became the new creative director of Roberto Cavalli. Born in England and having graduated from the Saint Martins, he worked for Calvin Klein in the '90s, then for Burberry and for Jil Sander as menswear manager under the direction of Raf Simons; from 2011 to 2014 he was creative director of Z Zegna and then most recently a creative consultant for Acne Studios. Now with Cavalli, it's up to him to guide all the creative choices to be made by the group. The debut will be right here during Milano Moda Donna, on 22 September at 3pm.

www.robortocavalli.com

THE CREATIVITY OF ANGELA MISSONI CELEBRATES 20 YEARS

Also for Missoni this September 2017 Milano Fashion Week will be a sort of first. The company, founded in 1953 in Gallarate by Ottavio and Rosita, famous throughout the world for its unmistakeably colourful knitwear, has in fact decided to have their men's and women's collections on show together on Saturday 23 September at 5pm at No. 15 via Orobica. This will also be a chance for the Missoni company to celebrate the 20th anniversary of Angela Missoni as head of the creative department, with an invitation-only dinner and party following the show.

www.missoni.com



Highlights

ETRO AND TRUSSARDI SHOWCASE MEN AND WOMEN TOGETHER

One ever more popular trend is that of the single show. And so for SS18, during Milano Moda Donna, Etro has also decided to put its men's and women's collections on show together (Friday 22 September at 2pm, No. 14 Via Piranesi). For the first time, this evolution will lead the brand to bring together the paths of its two creative directors, Kean and Veronica Etro. Another historic name in Italian fashion, Trussardi, is also joining the co-ed trend: for the first time, Gaia Trussardi's men and women will tread the catwalk together at the Spazio Cavallerizze (Sunday 24 September at 11.15am, 6bis Via Olona).

www.etro.com

www.trussardi.com

ANTEPRIMA CELEBRATES 25 YEARS OF HISTORY

Anteprima, the prêt-à-porter Italian women's brand created in 1993 by the Japanese stylist Izumi Ogino, the essence of which sums up the poetic rigour of Japanese style coupled with the flawless quality of Italian production, in 2018 celebrates 25 years of history. In order to commemorate this major milestone, Izumi Ogino, artistic director of the maison, has chosen what has always been seen as the icon of Anteprima: the first Standard Wirebag which, for this occasion, takes on the name of the "Rinascere" Wirebag. The bag has in fact been renovated in all its essential elements, like the special PVC wire with its metallic effect and tricot knitting, done exclusively by hand, and which has been made even thinner and lighter.

www.anteprima.com



MERCEDES-BENZ PRESENTS THE-SIRIUS

Mercedes-Benz is pleased to present for the first time at Milano Moda Donna, the young designer Yunchan Chung and his brand the-sirius. In February, he won the *IFS Designer Award at the sixth edition of the International Fashion Showcase (IFS)* presented by Mercedes-Benz, organised by the British Council and the British Fashion Council in association with London Fashion Week. As part of the *Mercedes-Benz International Designer Exchange Program*, he will show his new collection on Thursday, September 21 at 5pm at Via Olona 6 bis.

www.Mercedes-Benz.com/Fashion



WHO IS ON NEXT? AND VOGUE TALENTS

Once again at Palazzo Morando, No. 6 via Sant'Andrea, "Who Is On Next?" by Vogue Talents: a showcase for scouting projects on an international scale. From 21 to 23 September, doors are open from 10am to 7pm for buyers, journalists and fashion fans in general who want to track down the best brands of the next fashion scene.

www.vogue.it/vogue-talents



FASHION FILM FESTIVAL

The Fashion Film Festival Milano, founded and directed by Constanza Cavalli Etro, has now reached its fourth edition, having become an unmissable event during Milano Fashion Week, continues to give a voice to fashion through the most contemporary of languages: that of fashion films. With the support of Camera Nazionale della Moda Italiana and Milan City Council, the event is set offer three days full of inspiration and creativity. On 23, 24 and 25 September, at the completely renovated Anteo Cinema, the greatest fashion films from the international panorama will be on view. With three days of screenings and thematic activities, the absolute protagonists will be the more than 160 fashion films of the official selection, from more than 50 countries, chosen from among more than 800 proposals. As always, the criteria behind the official selection of the artistic committee of the Festival, of the curator Gloria Maria Cappelletti and the jury – made up of Carlo Capasa, Ilaria Bonacossa, Maria Luisa Frisa, Federico Pepe, Sølve Sundsbø and Jim Nelson – lies in the support of up-and-coming talent. The complete calendar of all the screenings is available from the event website.

From 23 to 25 September, Cinema Anteo
Via Milazzo 2. Tel. +39 02.45391470
www.fashionfilmfestivalmilano.com



GREEN CARPET FASHION AWARDS ITALIA



A new prize is set to appear on the horizon of the Milanese Fashion Week: *The Green Carpet Fashion Awards Italia*. Conceived by the CNMI in collaboration with Eco-Age, a leading consulting agency in the field of sustainability, with support from the Ministry for Economic Development (MISE) and the ICE Agency, and with the patronage of Milan City Council. The aim is to valorise the concept of 'Made in Italy' apparel by stressing the ethical dimension, that of quality and respect for the planet. An event to celebrate the greatest Italian stylists (Fendi, Giorgio Armani, Gucci, Prada and Valentino, to name but a few) and the luxury brands, along with emerging stylists. Each brand will work with Eco-Age to create a look, respecting the strict GCC criteria, with a view to also valorising Made in Italy brands. During the last edition of Haute Couture in Paris, Carlo Capasa (President of the CNMI) and Livia Firth (Founder



The prize realized by Chopard

of Eco-Age), together with a jury of figures from the world of fashion, chose five finalists to compete for “*The Franca Sozzani GCC Emerging Designer of the Year*” prize: MATEA Benedetti, Tiziano Guardini, COTE, Calcaterra and Leo Studio Design. On 24 September 2017 during Milano Moda Donna, a ceremony will be held at Teatro alla Scala providing the occasion to proclaim the winner among the five emerging designers. The chosen company will have the chance to present their collection during the February 2018 edition of the Milano Fashion Week. The five finalists will each participate in an inspiring and highly immersive 12 month mentoring program with Value Retail. Working with handpicked mentors from across Europe and China, the finalists will benefit from global expertise in fashion, retail, supply chain management, consumer insight, brand building, tourism, marketing and distribution to help them reach their true creative and commercial potential. The exclusive prize underscores Value Retail’s longstanding commitment to nurturing and spotlighting the future generation of fashion, art and design talent. The designers will also have their collections featured in The Creative Spot, a pop-up boutique dedicated to showcasing new talent at Fidenza Village, just outside of Milan from October 2017. Furthermore, throughout 2018, the winner’s creations will take centre stage in curated boutiques across Value Retail’s Collection of 11 Villages, a unique platform to reach international audiences on a grand scale.

24 September, Teatro alla Scala

www.cameramoda.it/it/green-carpet-fashion-awards-italia

FASHION HUB MARKET

20 – 25 September 2017

With the fifth edition of the Fashion Hub Market, inside the Unicredit Pavilion in Piazza Gae Aulenti, CNMI offers a selection of 14 Italian and international brands, scouting amid all the most interesting emerging companies, from prêt-à-porter to the world of accessories.

DHL, world leader in logistics, is offering a prize in collaboration with the CNMI to support these young designers. The prize will consist in 10,000 Euros as an incentive towards their internationalisation. The prize-giving is foreseen for Thursday 21 September, on the occasion of the opening of the Fashion Hub Market, at 6pm in the Unicredit Pavilion in Piazza Gae Aulenti.

Furthermore, for this season the Camera Nazionale della Moda Italiana has undertaken a collaboration with ORDRE, a global online platform for the ready-to-wear and high-end prêt-à-porter industry. The 14 designers of the Fashion Hub Market will be featured in the online showroom for a whole season, as well as one or two designers selected by ORDRE and CNMI who will have the chance to remain in the showroom for a full year.

www.milanomodadonna.it/en/fashion-hub-market

Every day from 9am to 7pm



Nora Aldamer
(Kalyah)

Nora Aldamer was born and raised in Saudi Arabia; her passion for fashion led her to graduate from the Parsons School in New York. In 2013 she launched her first brand collection, drawing inspiration from the customs of her homeland, transforming them into contemporary elegance.



Martina Cella
(Martinacella)

Martina Cella is very young, class of 1992, and studied at Istituto Marangoni. In 2014, she was the winner of *Next Generation*. Her product is minimal, and may be recognised thanks to her tough and daring couplings of prints, colours and fabrics which outline her style as an independent and alternative kind of fashion.



Maison Apnoea
(Apnoea)

The inspiration for Apnoea's new SS18 collection originates from the poem *The Fish* by Elizabeth Bishop. Apnoea is a young Italian brand of which the symbol, or perhaps we should say mascot, is a slightly metaphysical goldfish, and their preferred fabric is PVC.



Flavia Grazioli
(Fase Factory)

A street-casual fashion line featuring Italian-made apparel. Designed and produced by Flavia Grazioli, an emerging designer in the sportswear field, in collaboration with La Rocca: an Italian company specialising in luxury sportswear. 45 items of men's, women's and unisex apparel make up the SS18 collection.



Zeynep Guntas
(Guntas)

After having worked for five years as a fabric designer, Zeynep Guntas moved to Milan to frequent a Master in Fashion Design at the Domus Academy. After graduating, she put her own name to her brand, drawing inspiration from the experiences of the younger generations.



Layuhl Jang
(Atmstudio)

Layuhl Jang is a Korean designer who gave life to the ATMSTUDIO project between Milan and Seoul. After a multidisciplinary training at the IED, Marangoni and Saint Martins, she put together a brand focusing on the fusion between fashion, art and visual culture, between innovation and tradition.



Hiroki Kataoka

After having worked as a 3D designer, at the age of 25 he decided to focus on handmade shoes. His creations are based on the fusion of Japanese geek culture: cartoons, manga and street fashions, giving rise to a genuine explosion of colour and creativity. Swatch chose him as the winner of ITS Artwork 2015.



Manfredi Conti Manara
(Manfredi Manara)

Born in Munich in '90, he graduated from the London College of Fashion and launched his first shoe collection in 2016. The new collection is a homage to femininity, inspired by the icing used in elegant patisseries and the latticework on the *Hawa Mahal* in Jaipur.



Dilyara Minrakhmanova and Maxim Bashkaev
(Outlaw Moscow)

Dilyara Minrakhmanova deals with the women's collections and Maxim Bashkaev with the men's. Their aim is to fight the aggressiveness, isolation and hatred that still exist in a number of sectors of modern Russia. They draw inspiration from the Russian artistic heritage, into which both Asian and European cultures overlap and are taken to their extremes.



Emeline Morellet and Stephen Smith
(Les Incompétents)

In 2015 in Montreal, the French duo Emeline Morellet and Stephen Smith founded the independent fashion studio Les Incompétents, offering an original view of fashion, full of vitality. For this SS18, they have been inspired by the *Sakawa Boys* subculture.



Petr Polyakov and Yury Polyakov
(Paul & Yakov Moscow)

The brand is based on the Russian brothers Petr and Yury Polyakov, as an evolution of the family brand *Vtoroy Mekhovoy*, specialising in luxury outerwear. Today their speciality is an avant-garde prêt-à-porter range full of citations, largely produced by Italian firms.



Eliana Riccio
(Rosemari)

Eliana Riccio is the Neapolitan designer who this year founded Rosemari. She graduated from the ISD of Naples, with a project on Elsa Schiaparelli. This work has influenced the designer's style, one in search of contrast between the artistic scene and the fashion panorama.



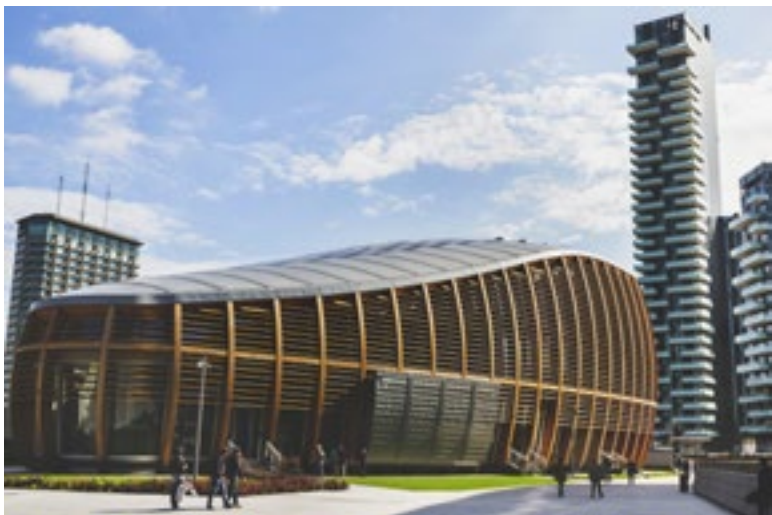
Bav Tailor

Born in London of Indian origins, she specialised in Fashion Design at the IED in Milan. In 2015 she founded her eco-sustainable luxury brand, following in the footsteps of her grandparents' tailoring tradition. She uses materials and techniques that bring together the excellences of innovation and craftsmanship.



Ginevra Vitale (Bams)

Ginevra Vitale was born in Naples, and after a degree in media studies, she went to work in the family company. Today she is the creative driving force behind a Neapolitan brand of shoes and bags: BAMS. In 2015 her first collection immediately led to her being shortlisted for the "Who Is On Next?" prize.



FASHION WEEK EVENTS



MORE CELEBRATIONS FOR ELLE'S 30TH ANNIVERSARY

The celebrations continue for Elle's 30th coming of age during Milano Moda Donna, with the support of the CNMI. It has been a year full of special events, starting with the February Fashion Week. Now, for that in September, another street exhibition is foreseen with red umbrellas, suspended in via Fiori Chiari to ornate the sky with all the iconic looks chosen by the magazine's editing staff, featuring models and famous faces photographed by the major international names. The celebration is on 23 September, with a party in via Fiori Chiari.

From 19 to 26 September, Via Fiori Chiari
www.elle.it

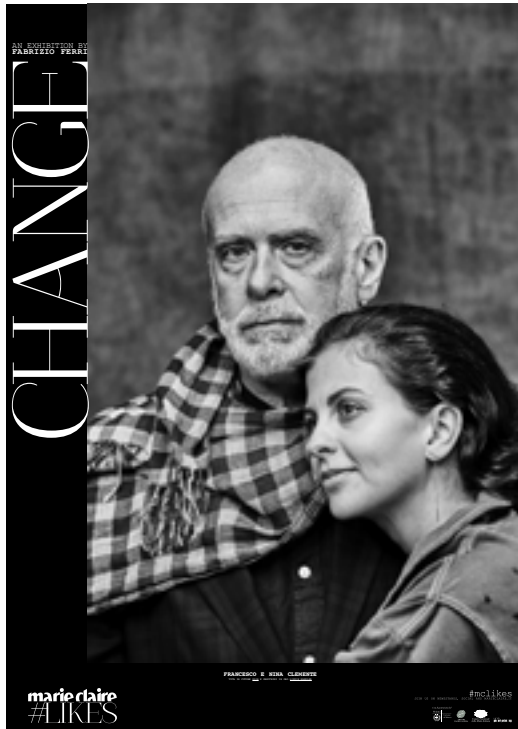


I-D + VICE <3

In order to encourage creativity, one's audience must be surprised and inspired. And so, once again here is the party of i-D and VICE alongside the Moda Donna Fashion Week SS18. Also this year, the Camera Nazionale della Moda Italiana will be the institutional partner of the event, while the musical line-up and the visual concept will be handled by some of the best emerging talent to be found from right across Europe.

20 September 10.30pm

Fabbrica del Vapore, Via Procaccini 4



MARIE CLAIRE, OPEN AIR

A now consolidated appointment for every Milanese Fashion Week is that with the exhibition organised by *Marie Claire* magazine in collaboration with the Association Via della Spiga. More than 35 photos by a great photographer of international renown, printed large, alternate with videos projected onto eight screens along the road, thus giving the event its name: *Open Air*. An invitation-only party is also foreseen for 20 September, in the courtyard of No. 30 via Spiga and in the Garzanti room.

From 19 to 26 September
Via della Spiga
www.marieclaire.it

CULTURAL EVENTS

THE TRILOGY OF PERFUME: OLAFACTORY EMOTIONS FROM THE 20TH CENTURY ←

Exemplars from the collection of Coty, Lalique, Lanvin, Nina Ricci, Emilio Pucci, Rochas, Chanel, Schiapparelli and Y.S.L to name but a few. Perfumes are in the spotlight here, in one of the most elegant museum houses in Milan. An exhibition in three acts and a series of encounters curated by Elisabetta Invernici, tells the story of the last century through the masterpieces of artistic perfumery, in collaboration with the Museo del Profumo of Milan and the Casa Museo Boschi Di Stefano. The itinerary starts out from *Fragrances of Nature*, in which the period stretching from 1900 to 1920 is explored, in which the paths of French and Italian perfumery start to separate. Synthetic fragrances take us through the 1930s, at a time when perfumes had to start costing less, and lastly the *Fragrances of Fashion*: when French perfumery began to surpass Italian production.

Until 28 January

Casa Museo Boschi di Stefano. Via Giorgio Jan 15

Tel. +39 02.88463736

www.fondazioneboschidistefano.it





TWO MAJOR EXHIBITIONS AT THE FONDAZIONE PRADA

TV70 is the gaze of the artist Francesco Vezzoli on Italian public TV, once seen as a driving force towards social and political change, in a country suspended between the radicalness of the 1970s and the hedonism of the 1980s, as well as a powerhouse of cultural production and awareness. Not to be missed: the last 'marathon' of TV 70, Friday 22 and Saturday 23 September: Fenomenologia with Raffaella Carrà, with which the artist analyses the evolution of one of the most popular icons of Italian television over the course of the 1970s. The evening features complete episodes of the variety shows *Milleluci* (1974) with Antonello Falqui and *Ma che sera!* (1978) with Gino Landi.



Carne y Arena is a virtual reality installation conceived by Alejandro G. Iñárritu, featured in the official selection of the 70th Festival de Cannes. Based on the story of real-life events, the project blurs and strengthens the thin lines between the subject and the spectator, allowing visitors to walk through a vast open space and intensely experience a fragment of the journey of a group of refugees. An individual experience that lasts six and a half minutes, yet which leaves its mark on participants. Places must be booked on the Foundation website.

Various dates, Fondazione Prada. Largo Isarco 2
Tel. +39 02.56662611
www.fondazioneprada.org



MILANO XL

On the occasion of Fashion Week, seven iconic locations in Milan will be the protagonists of the new *Milano XL project* – the celebration of *Italian creativity*. In each point, an installation will represent Italian excellence and savoir-faire. This is an transversal operation: thanks to an agreement between the Ministry of Economic Development and Milan City Council, Confindustria and Fondazione Altgamma, and with the precious collaboration and support of the ICE Agency, the event features the beauty and excellence of Italian craftsmanship: from fashion to jewellery, cosmetics to accessories, eyewear to textiles and beyond, in a story of culture, skill, creativity and technical skill only to be found in Italy. The artistic directorship is now in the hands of Davide Rampello.

From 16 to 26 September
www.milanoxl.com

ALTRE STORIE, ALTRE VOCI

In the Forma Meravigli space, the exhibition entitled *Altre storie, altre voci*, showcases alternative photographers, ones with distant stories to be told, yet with great attention to the human dimension. Valerio Bispuri dedicated fourteen years of research to the *Paco* project. *Paco* is the name of an extremely dangerous drug (obtained from the waste products of cocaine) which is destroying many young lives in South America. For the first time, Appleby presents the public with the extraordinary work of Mattia Zoppellaro, which lasted four years, dedicated to Irish nomadic culture.

From 13 September, Spazio Forma Meravigli
Via Meravigli 5. Tel. +39 02.58118067
www.formafoto.it





AT THE PALAZZO REALE THREE UNMISSABLE SHOWS

Palazzo Reale once again shows itself to be one of the fundamental venues for culture-lovers in Milan. Until 24 September, there are three exhibitions on display that mustn't be missed.

A retrospective show – Agnetti. A cent'anni da adesso – is dedicated to the Italian conceptual artist who turned the word into iconic images and images into poetry. Over 100 works of his are on show, produced between 1967 and 1981, which together provide a clear outline of the artist's career. With the role of linguistic investigator and a subverter of power mechanisms, especially those linked to the written and spoken word (transformed into clear and evocative imagery), for Agnetti everything could be turned into language.

LR100. Rinascente. Stories of Innovation is an extraordinarily varied exhibition, with a great number of works of art, graphics, design objects, historical images and unpublished contributions recounting one hundred years of the oldest department store in Italy, one that owes its name to Gabriele D'Annunzio. Giancarlo Vitali Time Out, is the first major exhibition telling the story of a great master of the Italian Novecento. Over 200 works outline a path split into ten thematic areas covering the entire career of Giancarlo Vitali. A critical rereading of a journey that spans more than seventy years of the history of contemporary art.

Until 24 September

Palazzo Reale, Piazza Duomo 12. Tel. +39 02.88445181

www.palazzorealemilano.it



IT'S ALWAYS THE RIGHT TIME TO GO TO LA SCALA

After the triumph of *Die Zauberflöte* last year, the project continues of involving young artists in a new production with a major director and a leading conductor. This year, at the end of a long preparation period with the director Sven-Eric Bechtolf and the conductor Marc Albrecht, the students of the Academy present a new production of Hänsel und Gretel, the fabled masterpiece by Engelbert Humperdinck, taken from the classic Brothers Grimm fairy tale. Written in 1893, the famous opera was developed as a family affair, being based on a libretto written by Humperdinck's sister. The work lays claim to a history at La Scala of great respect, having been performed here for the first time in 1902 under the baton of Arturo Toscanini. Another great performance returns after five years: Onegin by John Cranko, a perfect example of modern 'dance drama' drawing on the novel in verse by Alexander Pushkin. A great yet tragic love story narrated through the steps of Roberto Bolle and Marianela Nuñez. An extraordinarily powerful ballet work following a score by Čajkovskij.

Various dates

Via Filodrammatici 2. Tel. +39 02.88791

www.teatroallascala.org

#MFW

Live streaming fashion shows
Shows and presentations photos
Videos

MILANOMODADONNA.IT
CAMERAMODA.IT

@cameramoda



@cameramoda



@Camera Nazionale
della Moda Italiana



EATING AND DRINKING IN MILAN

DUOMO / CASTELLO

Giacomo Arengario	24
Langosteria	25
Pasticceria Marchesi	26
Riso e Latte	25
T'a	27
Terrazza Triennale	27
Trussardi alla Scala	26
Yokohama	27

BRERA

Dry	28
Mandarin Oriental	29
Pacifico	24

SAN BABILA / MONFORTE

Armani/Bamboo Bar	29
Da Giacomo	28

PORTA VENEZIA

Bar Basso	30
Mantra Raw Vegan	30

PORTA ROMANA

Bar Luce	31
Dabass	31
Potafiori	33

NAVIGLI / DARSENA

Enrico Bartolini al Mudec	32
Elita Bar	32
The Botanical Club	33

PORTA VOLTA / GARIBALDI

Ceresio 7	32
Radetzky	29

OTHERS

Michetta's	33
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GIACOMO ARENGARIO ←

On top of the Museo del Novecento, next to the Palazzo Reale and on Piazza Duomo. The restaurant with the most iconic view of Milan has Art Deco-inspired interiors, with red lacquering, inlaid walls and gold panelling. Great even just for a coffee or a drink in the lounge or on the breath-taking terrace, between a catwalk and a vernissage. The ideal place to dream, where the promise made is to let you “taste the atmospheres of a long-lost epoch.”

Via Guglielmo Marconi 1
Tel. +39 02.72093814
www.giacomoarengario.com



PACIFICO

Self-proclaimedly “a little embassy of Peruvian culture and flavours with Asiatic influences.” Pacifico is a new joint split into various different areas: the dining hall, the Pisco Bar and an open-air space; on request, you may also book exclusive use of the Submarine Room. The cocktails to accompany the various kinds of ceviche must be tried, along with the highly original dim sum.

Via San Marco/ Via Moscova
Tel. +39 02.87244737
www.wearepacifico.it



LANGOSTERIA

Here's where you can find the sea in Milan. A high-quality menu offering absolute freshness, where crustaceans, carpaccios and tartares all spoil fish and pasta lovers for choice. But at Langosteria, every choice is divinely right. The service is so perfectly Milanese and such a thoroughly cosmopolitan atmosphere will stay with you for a long time. Up until that day when you come back. As well as its brother Bistrot, we suggest the Langosteria café. A new format – light and contemporary – the DNA of which is very much that of the original. Morning, lunch, afternoon, aperitifs or dinner.

Langosteria Café Galleria del Corso 4 Tel. +39 02.76018167
Langosteria Savona Via Savona 10 Tel. +39 02.58111649
Langosteria Bistrot Via Privata Bobbio 2 Tel. +39 02.58107802
www.langosteria.com



RISO E LATTE

This little restaurant, a short way away from the Castello Sforzesco and the Duomo takes its name from the ancient humble rice and milk dish. All in 1950s Formica, washing hanging out, crockery that might have belonged to your grandmother, bowls of apples in the centre of the tables and coffee laced with a range of spirits. An escape from the contemporary world, from minimalism and formality.

Via Manfredo Camperio 6
Tel. +39 02.39831040
www.risoelatte.com



TRUSSARDI ALLA SCALA

The Trussardi family hit upon the coupling of fashion and haute cuisine long before it became standard fare. Next to the Teatro alla Scala, the Palazzo hosts the starred restaurant in a room which is bright during the day and yet cosy in the evening. Meanwhile, on the ground floor the Café offers quick yet carefully concocted dishes. The Lounge, designed as an American bar, provides an excellent selection of cocktails and cigars.

Piazza della Scala 5
Tel. +39 02.80688295
www.trussardiallascala.com



PASTICCERIA MARCHESI

In 2024, we shall celebrate the 200th anniversary of the pastry shop that symbolises Milanese excellence, recently acquired by the Prada Group. The chocolate and pralines are top class, but after all it's all so absolutely perfect that it's well worth falling in love remorselessly. In the new spaces in via Monte Napoleone and in Galleria Vittorio Emanuele II, an even broader selection has been added of their well-known products, cased in delightful packaging.

Via Santa Maria alla Porta 11/A
Tel. +39 02.862770
Via Monte Napoleone 9
Tel. +39 02.76008238
Galleria Vittorio Emanuele II
Tel. +39 02.94181710
www.pasticceriamarchesi.it



YOKOHAMA

Rosy Chin and her husband Paolo are the living testimony to a cuisine altering to reflect changes in the anthropological fabric. They are a perfect fusion just like the dishes they propose. The traditional Japanese dishes are excellent, but the best thing is to take their advice: the roll compositions are heavenly, as are the seared tuna and salmon coupled with a range of Mediterranean-Japanese sauces.

Via Maurizio Gonzaga 4
Tel. +39 02.874291
www.sushiyokohama.it



OSTERIA CON VISTA - TERRAZZA TRIENNALE

A glass pavilion, an outdoor terrace and a light steel structure on the roof of Palazzo dell'Arte, designed in 1933 by Aldo Muzio, hosts a new contemporary and international location. A breath-taking view over Milan, fine Italian food and the format of a modern osteria, with strictly selected raw materials ensuring a journey through the flavours and aromas of regional gastronomic traditions.

Viale Emilio Alemagna 6
Tel. +39 02.36644340
www.osteriaconvista.it



T'A

Drawing on the age-old family tradition of fine pastry making, Tancredi and Alberto Alemagna have developed an innovative concept that brings together in a single space – refined and exquisitely Milanese – the chocolate shop, the aperitif bar and contemporary dining. A stone's throw from Palazzo Clerici, a historic venue for many Fashion Week events.

Via Clerici 1. Tel. +39 02.87386130
www.tamilano.com





DRY ←

Dry is a leader in the preparation of pizzas and cocktails. The sublime mixology ranges from the “Vintage & Forgotten Cocktails” such as the Corpse Reviver #2 made famous by the London Savoy, and the Martinez, known as the predecessor of Martini, to other evolved classics. The pizza is classically Neapolitan, small, and with just the right balance between crunchy and soft. Beautiful interiors, with a wonderful programme of video art which brings the walls to life.

Via Solferino 33. Tel. +39 02.63793414
 Viale Vittorio Veneto 28. Tel. +39 02.63471564
www.drymilano.it



DA GIACOMO

Two options. Two different but parallel stories. One is a restaurant and one is a bistro. An international environment and celebrity guests. An atmosphere from another era, and truly fantastic dishes, such as the spaghetti with sea urchins or truffles, porcini or just about anything else that makes people fall in love with Italy.

Via Pasquale Sottocorno 6
 Da Giacomo Tel. +39 02.76023313
www.giacomoristorante.com
 Da Giacomo Bistrot Tel. +39 02.76022653
www.giacomobistrot.com

MANDARIN ORIENTAL



Global 21st-century luxury finds its home at the Mandarin Oriental Milano. Satisfy your need for a little spa time, Oriental grace and a glamorous aperitif. For a private reception or a sophisticated dinner, with the choice between two eateries: Seta, a gourmet restaurant boasting a Michelin star, and the Mandarin Bar & Bistrot, a more informal location, which in next to no time has become the meeting place of choice for the Fashion Week crowd.

Via Andegari 9. Tel. +39 02.87318888
www.mandarinoriental.com

ARMANI / BAMBOO BAR

Feel on top of the world surrounded by minimalist design, with a view across the Milanese skyline and sunset over the Lombard Alps. For lunch, dinner or later, for a signature cocktail or delicious club sandwich even late into the evening. The Armani/Bamboo bar is on the seventh floor of the Armani Hotel: the perfect position if you are on the lookout for a breather between fashion shows and shopping.

Via Manzoni 31. Tel. +39 02.88838888
www.armanihotels.com



RADETZKY

Milano is still happy hour land as ever. Radetzky, open since the 1980s, offers a bevy of good-looking lads and lasses who frequent the now historical bar a stone's throw from the Moscova metro stop from the aperitif onwards, but it also draws the crowds for its fine food and the shop offering a selection of Italian caviar and foie gras.

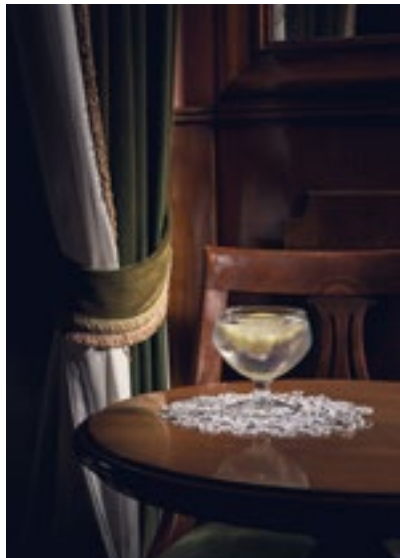
Corso Garibaldi 105. Tel. +39 02.6572645
www.radetzky.it



MANTRA RAW VEGAN

The raw diet is not just a passing fad, but a both holistic and scientific approach which is fostering a new level of awareness on a global level. Here in Milan, the temple of this creed is Mantra Raw Vegan, which offers 100% organic food and an approach which may be summed up in their payoff: “The restaurant that doesn’t cook anything!” It goes without saying that the aesthetics of the space are somewhat essential.

Via Panfilo Castaldi 21. Tel. +39 02.89058575
www.mantrarawvegan.com



BAR BASSO

Here we are in the all-time hall of fame. The bar which best describes the very essence of Milan of today and yesteryear. Among the 500 possible cocktails, you haven’t done Milan if you haven’t tried Mirko Stocchetti’s historic Rossini, or the Negroni Sbagliato®. Forever and ever Milano.

Via Plinio 39
 Tel. +39 02.29400580
www.barbasso.com



BAR LUCE

Wes Anderson created a real movie set for the café of the Fondazione Prada. Drawing on the Italian popular tradition of the ‘50s and ‘60s, the director wanted to recreate the style of ‘Miracle in Milan’, in which Neo-Realism and Pop culture go hand in hand. The sweets are produced by the Pasticceria Marchesi.

Largo Isarco 2
 Tel. +39 02.56662611
www.fondazioneprada.org/barluce

DABASS

Dabass, which in Milanese means “underneath”, is a place of memory, in a certain sense one where the sub-conscience comes up to the surface. This is the idea of Maddalena Monti, who chose a classic Liberty-style palazzo to host a bistro full of memories – in the tableware, the furnishings and the cooking. The kitchen features the chef Andrea Marroni, who offers a constantly changing menu, combining modern techniques and tastes from childhood. There is also a vintage touch to the cocktails by Roberto Tardelli. If you then look “dabass”, you will find a little glass window opening onto a secret room featuring site-specific installations by young artists.

Via Piacenza 13
 Tel. +39 02.45371120



ENRICO BARTOLINI AL MUDEC

One of the most soberly welcoming spaces in town, inside the Museo delle Culture, which has enhanced Milan only since last year. The choice made by the chef in the gourmet restaurant and in the neighbouring bistro is an ambitious one: Enrico Bartolini (two Michelin stars) and his team have developed a *light lunch formula* with a tasting itinerary which always unfolds around the choice of one key seasonal element.

Via Tortona 56
Ristorante Tel. +39 02.84293701
Bistrot Tel. +39 02.84293706
www.enricobartolini.net

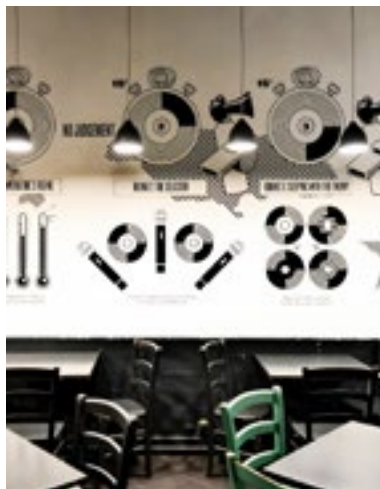


CERESIO 7

An outright oasis of cosmopolitan elegance. With a swimming pool on the terrace of the ex-Enel building and view over the new Milan.

This might sound enough to want to go there, but the interiors are designed with modernist grace and the aperitif is a genuine treat. The lunch foresees a range of light, fresh dishes. If it's dinner, you will need to try and book in advance.

Via Ceresio 7. Tel. +39 02.31039221
www.ceresio7.com



ELITA BAR

These are the guys that get the city dancing with the Elita Festival. The cocktails are really something, and the kitchen prepares quick, simple and very tasty dishes. A youthful, positive and creative environment. Unmissable if you want to get off the beaten track and have a wander around the Navigli.

Via Corsico 5. Tel. +39 02.36798710



THE BOTANICAL CLUB

After the success of the speakeasy in Via Pastrengo, the guys from the Botanical opened a big, sleek and very metropolitan bar in Via Tortona, popular among young hipsters, managers and design freaks. Now Alessandro Longhin and Davide Martelli have opened yet another meeting point which looks very promising, and with a more radical look to it. The name is the Champagne Socialist, and it is at No. 1 Via Lecco, offering a selection of natural and rare wines and champagnes.

Via Tortona 33. Tel. +39 02.4232890
Via Pastrengo 11. Tel. +39 02.36523846
Champagne Socialist. Via Lecco 1.
www.thebotanicalclub.com



POTAFIORI

At breakfast you can enjoy the preparation of fresh flowers just in, while in the evening, in front of a glass of wine and a dish created by the cook Giorgio Bresciani, if she's in the mood, you might happen to hear Rosalba sing. For in her third flower and plant shop, the now renowned singing florist decided to include a kitchen.

Via Salasco 17
Tel. +39 02.87065930
www.potafiori.com

MICHETTA'S

"It isn't Michetta if it doesn't crumble..." The most historical *panino* in Milan at the height of its splendour in a welcoming venue, opened recently, where the cocktails are also very tempting. The sweet *michettas* for breakfast are there for the tasting.

Via Ambrogio Campiglio 13
Tel. +39 02.45478564



BEAUTY & WELLNESS



ARMANI/SPA

With one of the most spectacular views over the city, the spa inside the Hotel Armani offers guests a choice of three philosophies of treatment, carefully designed on the basis of natural products. Mu, to satisfy the desire for rest and relaxation; Libertà, to promote movement and the release of physical tension, and Fluidità, to improve vitality, re-balancing inner harmony.

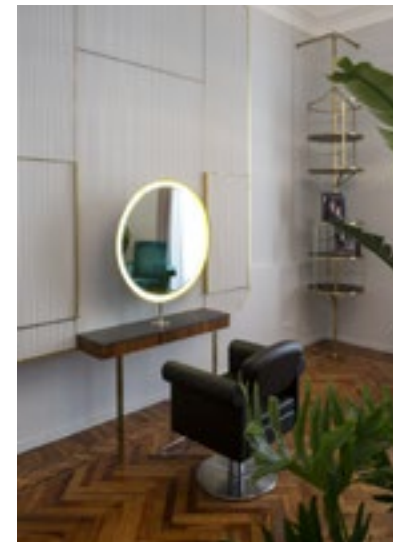
Via Manzoni 31
Tel. +39 02.88838860
www.milan.armanihotels.com/spa-it



ISTITUTO CLINICO BRERA

Located in front of the splendid Brera Picture Gallery in the quadrilatero della moda fashion district, this private clinic is specialised in beauty treatments and also features a highly qualified multi-specialist medical centre. Thanks to the experience of leading physicians, the clinic also produces an exclusive cosmetic line for the health of skin and body (Almarò). Their mission is to take care of their clients to the highest professional level, with innovative methodologies, products of excellent quality and the greatest degree of discretion.

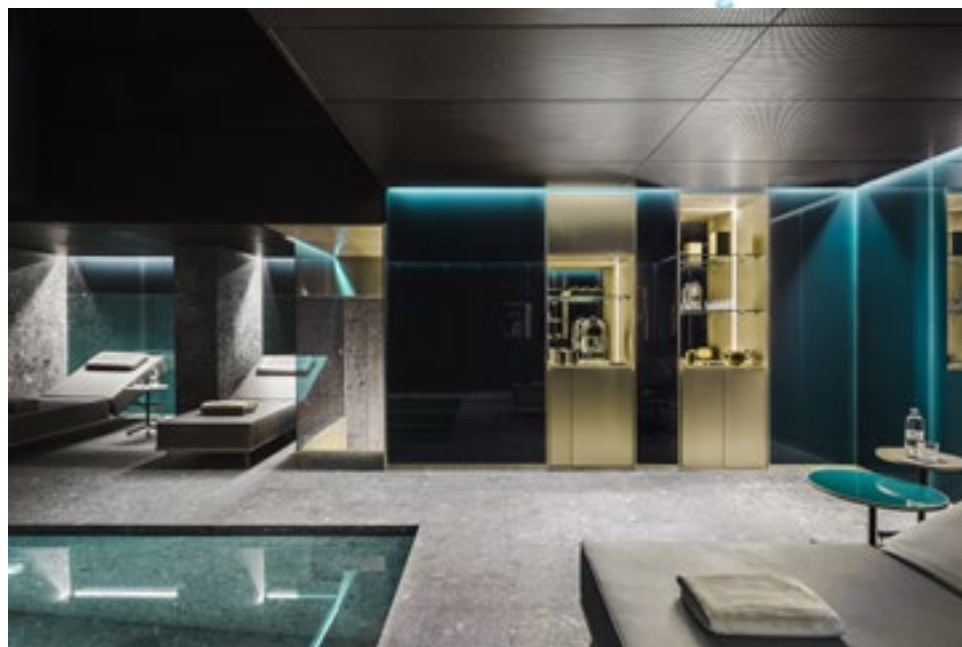
Piazzetta di Brera 17. Tel. +39 02.35954212
www.istitutoclinicobrera.it



DD THE STUDIO BY DAVIDE DIODOVICH

A new look and a new lease of life for the atelier of the famous hair stylist Davide Diodovich. A new location of 300m2 in a splendid late 19th-century palazzo with private garden, in the Santa Maria delle Grazie neighbourhood, with Art Deco interventions in the entrance and in the courtyard by Piero Portaluppi. The interiors designed by the studio Storage Associati confer a domestic dimension in a shift away from the classic salon.

Via Aurelio Saffi 25
Tel. +39 02.89283420
www.davidediodovich.it



CERESIO GYM & SPA

A unique and stimulating space in which to devote time exclusively to looking after yourself. A vast range of positive, energetic, comfortable and relaxing stimuli on various levels: from training to nutrition, from aesthetics to psycho-physical balance. The Ceresio 7 Gym & Spa approach starts from the training of the body and the use of all the most innovative methodologies: functional, cardio, isotonic, CrossFit, spinning, yoga and Pilates.

Via Ceresio 7
Tel. +39 02.97162045
www.ceresio7gym-spa.com

BOSCOLO BENESSERE E SPA



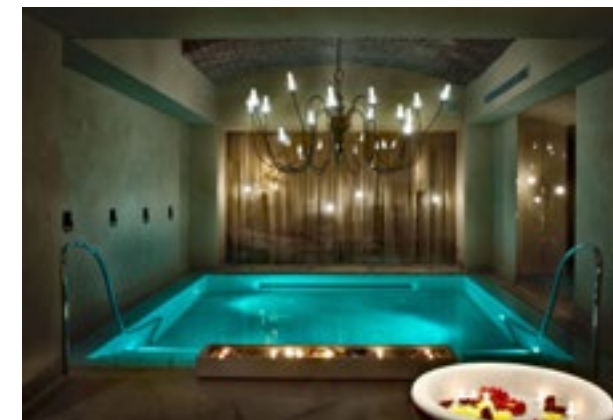
A temple of wellness just behind the Duomo, the spa of the Boscolo Hotel was created by the architect Simone Micheli. Designed to foster a sense of harmony between guests and their surroundings, a 15-metre screen with images and sounds encourages relaxation; the spheres embedded in the walls reflect the light blue of the swimming pool, favouring the correct optical aperture. Ergonomics and aesthetics come together here, drawing in all the senses.

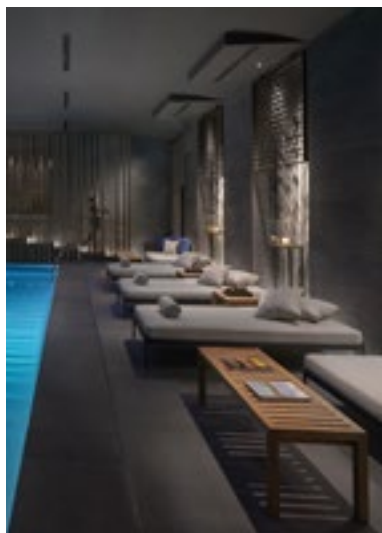
Corso Matteotti 4/6
Tel. +39 02.77679650
www.milano.boscolohotels.com/it/benessere-spa-milano

AMORE E PSICHE

Inside Chateau Monfort, the luxurious fairy-tale castle/hotel a stone's throw from San Babila, the new 'Amore e Psiche' spa centre may be found. A pool with salt water, a sauna, Turkish bath, caldarium, aromatic sensory showers, an ice fountain and relax area may also be booked exclusively. An absolute must is the imperial ritual with black soap, a savonage originating from the Moroccan *hammams* designed to purify body and soul.

Corso Concordia 1
Tel. +39 02.776761
www.hotelchateaumonfort.com/spa-amore-psiche





MANDARIN ORIENTAL SPA

With its 900 square metres, situated in midst of the fashion district, entirely given over to the wellbeing of body and mind, with an approach of a holistic nature, in a scenario that encourages meditation and tranquillity.

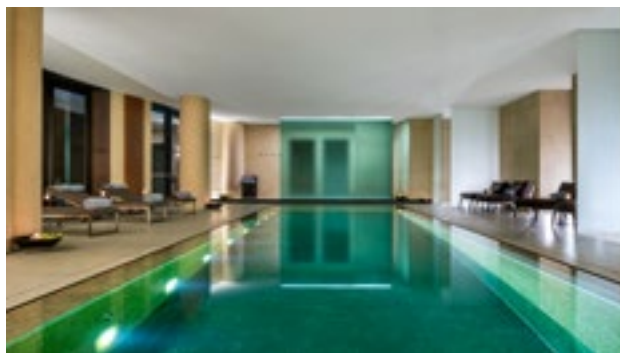
A complete menu of relaxing and anti-ageing treatments is available as well as spa therapies, customised by specialists in traditional Chinese medicine and aromatherapists.

Via Andegari 9. Tel. +39 02.87318888
www.mandarinoriental.com/milan/luxury-spa

THE BULGARI SPA

An oasis in the heart of the city, where ancient philosophies come face to face with the beauty of a modern architecture. The daylight filtered through the glass walls illuminates the mint-gold tiles of the pool. The sauna and outdoor Jacuzzi allow guests to enjoy customised treatments in a unique space. As well as four private rooms, there is also an exclusive suite for couples.

Via Privata Fratelli Gabba 7b
 Tel. +39 02.805805200
www.bulgarihotels.com/en_US/milan/spa-and-fitness/the-bulgari-spa



SHISEIDO SPA

The exclusive Shiseido Qi technique, created in 1986, focuses on the flow of the meridians and on the stimulation of the tsubo pressure points to restore vital energy and induce a profound state of relaxation. Combined with Shiseido face and body products and with the typical hot Japanese towels known as 'oshibori', the experience at the Shiseido Spa at the Hotel Excelsior Gallia easily becomes a mystical one to say the least.

Piazza Duca D'Aosta 9
 Tel. +39 02.67853320
www.shiseidospamilan.com/it