

CALENDAR

MILANO
FASHION
WEEK®



Camera Nazionale
della Moda Italiana

23/29 SEPTEMBER 2025
WOMEN'S COLLECTION
SPRING/SUMMER 2026

Final Calendar
12/09/2025

MILANOFASHIONWEEK.CAMERAMODA.IT

CAMERAMODA.IT

@MILANFASHIONWEEK

#MFW



WITH THE
SUPPORT OF



Ministero degli Affari Esteri
e della Cooperazione Internazionale



Comune di
Milano

OFFICIAL
PARTNERS



OFFICIAL TRAIN
PARTNER

FRECCIAROSSA

OFFICIAL MEDIA
PARTNER



OFFICIAL WATER
PARTNER



OFFICIAL WINE
PARTNER



STREAMING AND
VOD PARTNER



OOH STREAMING
PARTNER

URBAN VISION
GROUP

VIDEO CHANNEL
PARTNERS



The Asahi Shimbun

DIGITAL CONTENT
PARTNER





MILANOFASHIONWEEK.CAMERAMODA.IT

CAMERAMODA.IT

@MILANFASHIONWEEK

#MFW

TUESDAY

23 SEPTEMBER 2025

WEDNESDAY

24 SEPTEMBER 2025

THURSDAY

25 SEPTEMBER 2025

FRIDAY

26 SEPTEMBER 2025

SATURDAY

27 SEPTEMBER 2025

SUNDAY

28 SEPTEMBER 2025

MONDAY

29 SEPTEMBER 2025

	09:30 LUISA BECCARIA ✨ Corso Venezia, 51	09:30 MAX MARA ✨ Via Piranesi, 14	09:30 SPORTMAX ✨ Via Piranesi, 10	09:30 FERRARI ✨ Piazza Vetra, 7	10:00 FRANCESCA LIBERATORE ✨ Location See On Invitation	10:00 MAXIVIVE ✨ Digital
	10:30 JIL SANDER ✨ Location See On Invitation	10:30 GENNY ✨ Via Mecenate, 88/A	10:30 MARCO RAMBALDI ✨ P.zza Tomasi Di Lampedusa	10:30 ERMANNO SCERVINO ✨ Via Piranesi, 14	11:00 HUI ✨ Corso Como, 10	10:30 NADYA DZYAK ✨ Digital
	11:30 DANIELA GREGIS ✨ Via Villa Mirabello, 6	11:30 BOSS ✨ Via Cosenz, 11	11:30 BLUMARINE ✨ Via Vivaio, 3	11:30 FERRAGAMO ✨ Corso Venezia, 11	12:00 MILANO MODA GRADUATE ✨ Via Calabiana, 6	11:00 ZENAM ✨ Digital
CNMI FASHION HUB OPENING	12:30 ANTONIO MARRAS ✨ Viale Molise, 68	12:30 ANTEPRIMA ✨ Via San Luca, 3	12:30 INSTITUTION BY GALIB GASSANOFF ✨ Via Delle Ore, 3	12:30 LUISA SPAGNOLI ✨ Via Turati, 34	14:00 CALCATERRA ✨ Location Tbc	11:30 MEIN.CORP ✨ Digital
	14:00 FENDI ✨ Via Solari, 35	14:00 PRADA ✨ Via Lorenzini, 14	14:00 TOD'S ✨ Via Palestro, 14	13:30 STELLA JEAN ✨ Location Tbc	15:00 J.SALINAS ✨ Via Senato, 14	
15:00 DIESEL ✨ Via Stendhal, 36	15:00 VIVETTA ✨ Via Bergognone, 26	15:00 EMPORIO ARMANI ✨ Via Bergognone, 59	15:00 GIUSEPPE DI MORABITO ✨ Via Palermo, 10	14:30 DOLCE&GABBANA ✨ Viale Piave, 24	16:00 TOKYO JAMES ✨ Via Calabiana, 6	
16:00 DHRUV KAPOOR ✨ Via Tortona, 58	16:00 MISSONI ✨ Via Senato, 10	16:00 EMPORIO ARMANI ✨ Via Bergognone, 59	16:00 ELISABETTA FRANCHI ✨ C.so Di Porta Romana, 3	15:30 LAURA BIAGIOTTI ✨ Via Rovello, 2	17:00 PHAN DANG HOANG ✨ Via Calabiana, 6	
17:00 ALBERTA FERRETTI ✨ Location See On Invitation	17:00 ONITSUKA TIGER ✨ Via G. B. Sammartini, 48	17:00 MOSCHINO ✨ Via Olona, 4	17:00 SUNNEI ✨ Location Tbc	17:00 BOTTEGA VENETA ✨ Location See On Invitation	18:00 PIERRE-LOUIS MASCIA ✨ Via San Gregorio, 29	
18:00 ICEBERG ✨ Via Palermo, 10	18:00 N.21 ✨ Via Archimede, 26	18:00 MM6 MAISON MARGIELA ✨ Via Manzoni, 42	18:00 SA SU PHI ✨ Via Montebello, 30	18:00 MSGM ✨ Location Tbc	19:00 GIORGIO ARMANI ✨ Via Brera, 28	
	19:00 ETRO ✨ Via San Luca, 3	19:00 FRANCESCO MURANO ✨ Via Sirtori, 26	19:00 THE ATTICO ✨ Via Rubattino, 56	CNMI SUSTAINABLE FASHION AWARDS 2025		
	20:00 KNWLS ✨ Via Tortona, 58	20:00 ROBERTO CAVALLI ✨ Via Moncucco, 35				

✨ Women's Collection ✨ Women's/Men's Collection

Shuttle buses link one fashion show to the other and depart daily on the 23rd at 14:00, and from the 24th to the 28th, at 9:00 from Piazza Duomo, corner with Piazza dei Mercanti

Camera Nazionale della Moda Italiana si riserva di apportare qualsiasi modifica alla struttura del calendario, in relazione alla funzionalità ed alla logistica dello stesso (vedi Regolamento Generale CNMI, scaricabile dal sito internet www.cameramoda.it nella sezione Eventi/Calendari). © Camera Nazionale della Moda Italiana. Proprietà artistica e letteraria riservata. Riproduzione in qualsiasi forma, memorizzazione o trascrizione con qualunque mezzo, sono vietate.



MILANOFASHIONWEEK.CAMERAMODA.IT

CAMERAMODA.IT

@MILANFASHIONWEEK

#MFW

TUESDAY 23 SEPTEMBER 2025	WEDNESDAY 24 SEPTEMBER 2025	THURSDAY 25 SEPTEMBER 2025	THURSDAY 25 SEPTEMBER 2025	FRIDAY 26 SEPTEMBER 2025	FRIDAY 26 SEPTEMBER 2025	SATURDAY 27 SEPTEMBER 2025	SUNDAY 28 SEPTEMBER 2025
09:30 SIMONETTA RAVIZZA ✨ Via Morimondo, 19	09:30 GIANLUCA CAPANNOLLO ✨ Via San Maurilio, 7	09:30 MANTÙ ✨ Corso Monforte, 39	16:00 REDEMPTION ✨ Piazza Del Duomo, 21	09:00 MAISON JEJIA ✨ Via Luigi Cagnola, 12	12:00 LE SILLA ✨ Via San Damiano, 2	10:00 VESPA ✨ Via Broletto, 13	16:00 DAIZY SHELLEY ✨ Via Marcello Malpighi, 1
10:00 IACARÉ ✨ Via Matteo Bandello, 14	10:00 BENEDETTA BRUZZICHES ✨ Via Manzoni, 41	09:30 GIO GIOVANNI GEROSA ✨ Via Tortona, 14	17:00 PREMIATA ✨ Via Comelico, 24	09:30 ELEVENTY ✨ Via U. Visconti Di Modrone, 11	12:30 STUART WEITZMAN ✨ Piazza A. Diaz & Via Rastrelli	10:00 ASPESI ✨ Via San Pietro All'Orto, 24	
10:00 MAX&CO WITH SAMI MIRO ✨ Via Dell'Orso, 16	10:00 MARINA RINALDI ✨ P.zza Del Liberty, 2	10:00 SARAWONG ✨ C.so Venezia, 16	18:00 SLOWEAR ✨ Via Solferino, 18	10:00 SANTONI ✨ Via G. Negri, 6	13:00 JARELZHANG ✨ Via Meravigli, 9/B	10:00 NISSA ✨ Via Morimondo, 21	
13:00 BORBONESE ✨ Via Borgospesso, 12	10:00 VALEXTRA ✨ Via A. Manzoni, 3	10:00 BORSALINO ✨ Via Della Spiga, 30	18:00 MOJA ROWA ✨ Via Fatebenefratelli, 5	10:00 GIUSEPPE ZANOTTI ✨ Via Montenapoleone, 18	14:30 BRUCEGLEN ✨ THANKS TO STARBUCKS RESERVE ROASTERY MILANO Piazza Cordusio, 3	11:00 JW ANDERSON ✨ Via Sant'Andrea, 16	
13:00 ZONA20 MILANO ✨ Via San Barnaba, 48	10:00 MCM ✨ Via Tommaso Da Cazzaniga, 89/A	10:00 FRATELLI ROSSETTI ✨ Piazza San Carlo, 2	18:30 FLOWER MOUNTAIN ✨ Via Durini, 4	10:00 JIMMY CHOO ✨ Corso Venezia, 36	14:30 TESTONI ✨ Via Manzoni, 25	11:00 CASA PRETI ✨ Location Tbc	
15:00 CAVIA ✨ Via Fatebenefratelli, 5	10:00 GIADA ✨ Via A. Manzoni, 12	11:00 CASADEI ✨ Via Bigli, 4		10:00 MARIO VALENTINO ✨ C.so Di P.ta Nuova, 1	14:30 PORTS 1961 ✨ Via San Gregorio, 29/A	11:00 RODO ✨ Via Dei Giardini, 21	BY APPOINTMENTS
17:00 PACIOTTI ✨ Via Delle Ore, 3	10:00 WEEKEND MAX MARA WITH ARTISTS ✨ Piazza Santo Stefano, 10	11:00 RENE CAOVIALLA ✨ C.so Matteotti, 10		10:00 VALENTINO SHOES ✨ C.so Di P.ta Nuova, 1		13:30 DURAZZI MILANO ✨ Via Rosolino Pilo, 14	from 24/09 to 25/09 BRIONI Via Senato, 28 press.office@brioni.com
18:00 KITON ✨ Via Pontaccio, 21	10:00 LORO PIANA ✨ Via Brera, 12	11:00 HERNO ✨ Via Vespri Siciliani, 9		11:00 THEMOIRÈ ✨ Via Manzoni, 41		14:00 FEDERICO CINA ✨ Via Bovisasca, 87	from 23/09 to 29/09 CIVIDINI Via F. Burlamacchi, 1 info@cividini.com
	11:00 FLORANIA ✨ Via Fatebenefratelli, 5	11:30 VICTOR HART ✨ Via Montenapoleone, 5		11:00 GIANVITO ROSSI ✨ Via Santo Spirito, 3		15:00 SIMON CRACKER ✨ Via Luigi Sacco, 2	from 23/09 to 29/09 DES_PHEMMES Via Marcona, 3 v.isaia@cupstudio.it
	12:00 ALESSANDRO ENRIQUEZ WITH ROSSELLA JARDINI ✨ Via Clerici, 10	12:30 FABIANA FILIPPI ✨ Via Ampola, 18		11:00 ART259DESIGN ✨ Via Atto Vannucci, 10		15:00 KASAI ✨ Via Luigi Sacco, 2	from 24/09 to 26/09 DSQUARED2 Via Ceresio, 9 +39 02 97 69 51 press@dsquared2.com
	14:00 SIRIVANNAVARI ✨ Corso Venezia, 47	13:00 BLAZÉ MILANO ✨ Via Marina, 10		11:00 AGL ✨ Via Della Spiga, 33		15:00 PÉ DE CHUMBO ✨ Via Luigi Sacco, 2	from 23/09 to 28/09 SEAFARER Via San Damiano, 2 press@seafarer.com
	15:00 PUCCI ✨ Via Clerici, 5	14:00 LA DOUBLEJ ✨ Via Vigeveno, 18		11:00 GIUSEPPE BUCCINNA ✨ Via Bovisasca, 87		15:00 HENRI PARIS ✨ Via Luigi Sacco 2	
	15:00 AGNONA ✨ Via Archimede, 53	14:00 FORTE_FORTE ✨ Via Tortona, 31		11:00 SAMAN LOIRA ✨ Via Fatebenefratelli, 5		15:00 DAVII ✨ Via Luigi Sacco, 2	
	16:00 CHRISTOPHER ✨ Via Gesù, 5	15:00 HOGAN ✨ Via Savona, 56		11:00 SERAPIAN ✨ Via Mozart, 9			
	16:00 BRUNELLO CUCINELLI ✨ Via Montello, 16	15:00 DOMENICO OREFICE ✨ Via Paolo Sarpi, 42		12:00 SERGIO ROSSI ✨ Via Pontaccio, 13			



CULTURAL EVENTS

COME RAGGIO DI SOLI! THE CONCERT DRESSES OF TERESA BERGANZA
From 18/09/2025 to 30/10/2025
ISTITUTO CERVANTES MILAN - VIA ACHILLE MAURI, 2/A - www.milan.cervantes.es

ITALIA DI MODA DI ANDREA VARANI CON LUDMILLA VORONKINA
From 22/09/2025 to 10/10/2025
VERNISSAGE ON 22/09
GALLERIA DELOITTE - VIA SANTA SOFIA, 28 - www.italiadimoda.it

LE MANI DELLA MODA | EPISODIO 2 BY GRUPPO FLORENCE WITH POLIMODA
From 23/09/2025 to 28/09/2025
FILM SCREENING
ANTEO PALAZZO DEL CINEMA - PIAZZA XXV APRILE, 8 - spaziocinema.info

FURLA SERIES | SARA ENRICO. UNDER THE SUN, BEYOND THE SKIN
From 16/09/2025 to 14/12/2025
VERNISSAGE AND PRIVATE TOUR ON 26/09/2025 FROM 12:30 TO 15:30
GAM - GALLERIA D'ARTE MODERNA MILANO - VIA PALESTRO, 16 - www.fondazionefurla.org

CINEMODA CLUB | VOGUE ITALIA & KERING
From 25/09/2025 to 27/09/2025
CINETECA MILANO ARLECCHINO, CINEMA MEXICO, CINEMA PALESTRINA - www.vogue.it

ETERNAL ELEGANCE | GIAN PAOLO BARBIERI
From 25/09/2025 to 15/01/2026
VERNISSAGE ON 25/09/2025 FROM 10:00
ZURICH - VIA SANTA MARGHERITA, 11 - www.zurich.com

LEONORA CARRINGTON
From 20/09/2025 to 11/01/2026
PALAZZO REALE - PIAZZA DEL DUOMO, 12 - www.palazzorealemilano.it

MAN RAY. FORME DI LUCE
From 24/09/2025 to 11/01/2026
PALAZZO REALE - PIAZZA DEL DUOMO, 12 - www.palazzorealemilano.it

GLEN LUCHFORD. ATLAS
From 25/09/2025 to 23/11/2025
PRESS PREVIEW ON 24/09/2025 FROM 9:00 TO 13:00. OPENING COCKTAIL ON 24/09/2025 FROM 18:00 TO 21:00.
10 CORSO COMO - CORSO COMO, 10 - www.10corsocomo.com

SUPERLIQUIDATOR | SARA LEGHISSA, VITA FERRARA, CORMIO
From 25/09/2025 to 28/09/2025
VERNISSAGE ON 24/09/2025
VIA ANNIBALE CARETTA, 1 - www.superliquidator.live

S|STYLE - DENIM LAB SUPPORTED BY KERING
From 26/09/2025 to 28/09/2025
VERNISSAGE ON 26/09/2025 18:00 21:00
FONDAZIONE SOZZANI - VIA TAZZOLI, 3 - www.fondazionesozzani.org

EVENTS

TUESDAY
23 SEPTEMBER 2025

23/09-26/09

CAMERA MODA FASHION TRUST hosts The Apartment by CNMI Fashion Trust thanks to Franciacorta, featuring a special selection of evening dresses, accessories, exclusive garments, and the Trame Condivise exhibition in collaboration with Palazzo Monti. New generation of designers will present daily. Via Fatebenefratelli 5. Open to the public.

10:30

CHI E' CHI AWARDS - on its 25th anniversary presents 'I Legami', a special edition celebrating bonds and connections. Palazzo Marino, Piazza della Scala, 2, Sala Alessi. By invitation only.

12:00/13:00

PREMIO MAESTRI D'ECCELLENZA - LVMH, Thélíos, Confartigianato Imprese, and Camera Nazionale della Moda Italiana present the 3rd edition of the award ceremony to the most talented craftsmans in Italy. Belvedere di Palazzo Lombardia, Piazza Città di Lombardia. By invitation only.

13:00/15:00

CAMERA NAZIONALE DELLA MODA ITALIANA unveils the opening of the Fashion Hub at Palazzo Giureconsulti, Piazza dei Mercanti, 2. By invitation only.

17:00/23:59

B|CONIC hosts an exclusive event: immersive experience, live performances and a DJ set will frame the fashion collections selection. The event will proceed on September 24th. Private guest area by invitation. Magazzini Generali, via Pietrasanta 16. Open to the public.

from 17:30

PESERICO presents "Diventare Natura" - The quiet rhythm of natural elegance, its Spring/Summer 2026 women's and men's collection. Chiostrì del Museo Diocesano, Corso di Porta Ticinese, 95. By invitation only.

from 19:00

GUCCI - Private event. Location on invitation.

WEDNESDAY
24 SEPTEMBER 2025

11:00/18:00

FURLA presents the Iride Bag with a Hop-On Beauty Lounge experience across the streets of Milan. Largo Cairoli. By Invitation Only.

15:00/20:00

WAVES - a visionary space where Art N°1, Cavia, Federico Cina, Florania, Lorenzo Seghezzi, Marco Rambaldi, Niccolò Pasqualetti, and Pecoranera will present a selection of pieces on sale. Private opening cocktail. Open to the public from September 25th to 29th from 11:00 to 20:00. Fondazione Sozzani, via Bovisasca, 87.

17:00/20:00

PUCCI presents PUCCIVERSE: an immersive experience to discover the FW25 collection. Palazzo Clerici, via Clerici, 5. Open to the public.

17:00/19:00

ALESSANDRO ENRIQUEZ WITH ROSSELLA JARDINI follow their presentation with a private cocktail surrounded by the vision of Pierpaolo Ferrari. Circolo Filologico Milanese, via Clerici, 10. By invitation only.

from 17:15

KEQIAO unveils "Floating Wefts Orchid Pavillon", the collections of selected emerging brands from China. Galleria Meravigli, via Meravigli, 5. By invitation only.

from 20:15

BLACK CARPET AWARDS - Third edition of the ceremony that celebrates inclusion, creativity and culture across the global community. Ceremony will start at 21:00. Teatro Manzoni, via Alessandro Manzoni, 42. By invitation only.

from 23:30

BLACK CARPET AWARDS unveils Iconic Fashion Affar x Black Carpet Official After Party. Location see on invitation.

THURSDAY
25 SEPTEMBER 2025

25/09-26/09

AFRO FASHION ASSOCIATION presents 'Afroditis: Creative Salon Series', celebrating the Afrodescendant and multiethnic creative spirit— as both guardian of heritage and architect of the future. Fashion collections preview of three BIPOC designers surrounded by a multisensory staging and an art exhibition. On September 25th press preview followed by a private dinner. On September 26th presentation by appointment. Visionnaire, Piazza Cavour, 3.

10:00

MARAGNO presents 'Double Skin' its Spring/Summer 2026 genderless collection. Piazza G. Tomasi di Lampedusa. By invitation only.

14:30

LORENZO SEGHEZZI presents its Spring/Summer 2026 genderless collection. Piazza G. Tomasi di Lampedusa. By invitation only.

18:00/21:00

LANCEL hosts a cocktail to present 'Jungle Fever', its Spring/Summer 2026 collection at Piazza San Babila, 5. By invitation only.

18:00/21:00

THE BRIDGE presents 'Storia Mediterranea', its Spring/Summer 2026 collection. Private Party. Piazza San Babila, 5. By invitation only.

18:00/20:00

LA DOUBLEJ celebrates its 10th anniversary with an immersive preview of its Spring 2026 Collection. Private cocktail at sunset. La DoubleJ Starquaters, via Vigevano, 18 Milano. By invitation only.

20:30

ARA LUMIERE hosts 'The Phoenix Circle - In collaboration with The Leela', a cocktail dinatoire to raise awareness on violence against women. The Portrait Milano, Corso Venezia, 11. By invitation only.

FRIDAY
26 SEPTEMBER 2025

14:00

BRUCEGLEN presents its women's collection with a performance thanks to Starbucks Reserve Roastery Milano. Press presentation to follow. Piazza Cordusio, 3. Open to public prior registration.

19:00/21:00

CAMERA SHOWROOM MILANO, CONFARTIGIANATO MODA & ICE present CSM MEETS SUSTAINABILITY. Private cocktail where selected collections will be presented to foreign and Italian buyers and press. The View Milano, Piazza Duomo, 21. By invitation only.

20:00

VERSACE presents its Spring/Summer 2026 with an intimate event, revealing Dario Vitale's debut collection for the House. A unique unveiling, embodying Versace's foundations and reflecting Vitale's new language. By invitation only.

SATURDAY
27 SEPTEMBER 2025

12:15

ISTITUTO EUROPEO DI DESIGN presents 'Unstage' - a curatorial and performative gesture that invites us to deconstruct the runway in order to rewrite the language of fashion through a collective act. Live performance by artist Scarlett Rouge. Galleria Lia Rumma, via Stilicone, 19. By invitation only.

16:00

48 BREAK TO BE - Fashion and Inclusion. Fondazione Centro Anch'lo Onlus in collaboration with MP Moda International Fashion School present a Women's and Men's collection by young designers. Palazzo Moriggia, via Borgonuovo, 23. Open to the public until full capacity is reached.

17:00/19:30

JW ANDERSON to follow the unveiling of the Resort 26 collection, the brand hosts a private cocktail at Casa Cipriani, via Palestro, 24. By invitation only.

from 19:30

CNMI SUSTAINABLE FASHION AWARDS 2025 is presented by Camera Nazionale della Moda Italiana in collaboration with the UN Alliance for Sustainable Fashion, and with the support of Milano's City Council at Teatro alla Scala, Piazza della Scala, via Filodrammatici, 2. By invitation only.

SUNDAY
28 SEPTEMBER 2025

10:30/12:30

TRUSSARDI unveils a new chapter. The Gentle Society, a short film starring Eva Herzigova and Fernando Lindez that celebrates the elegance, identity, and collective vision that underpin the Maison's contemporary codes. Anteo Palazzo del Cinema, Piazza XXV Aprile, 8. By invitation only.

12:00/13:00

MILANO MODA GRADUATE - the best of Italian Fashion Schools - Main Partner YKK Italia - via Calabiana, 6. By invitation only.

FASHION HUB

Events Program

From 23.09.25
to 28.09.25

23 15.00-19.00
24/28 10.00-19.00

NEW GEN, NEW ETHOS

A series of presentations spotlighting a new wave of creative who are redefining values in design, fashion, and culture. Rooted in responsibility, inclusivity, and innovation, this new generation leads with purpose and creates with impact.

Tuesday, 23 September 2025
from 13:00 to 19:00

WEINSANTO

Wednesday, 24 September 2025
from 11:00 to 18:00

WEINSANTO

Thursday, 25 September 2025
from 11:00 to 18:00

CHELSEA JEAN LAMM

Friday, 26 September 2025
from 11:00 to 18:00

CASCINELLI

Saturday, 27 September 2025

AFRO FASHION ASSOCIATION

from 10:00 to 12:00 **CUTE-SAINT**

from 13:30 to 15:30 **KATHIANA SAINCY COUTURE**

from 17:00 to 19:00 **ZINEB HAZIM**

Sunday, 28 September 2025
from 11:00 to 18:00

LIWEN LIANG

curated by Sara Sozzani Maino

FUTURE THREADS: ITALY'S NEW WAVE

This installation explores the trailblazing Italian creatives redefining the essence of "Made in Italy." Blending heritage with innovation and responsibility, these designers and makers are weaving a bold future. From fashion to design to craft, witness Italy's creative evolution through the eyes of those shaping what comes next.

DURAZZI MILANO

FEDERICO CINA

FRANCESCO MURANO

MAGLIANO

NICCOLÒ PASQUALETTI

INSTITUTION

curated by Sara Sozzani Maino

MILANO
FASHION
WEEK®



Camera Nazionale
della Moda Italiana



Ministero degli Affari Esteri
e della Cooperazione Internazionale



Palazzo Giureconsulti
Milan

PARTNER'S PROJECTS

SUITE 1 - CERTILOGO - BEYOND THE VISIBLE

A curated selection made by Certilogo with the involvement of Made For A Woman and VIAPIAVE33 to showcase a new generation of connected outfits. Each outfit is equipped with a Digital Product Passport (DPP) demo that transforms the garments into digital gateways where visitors can check authenticity and explore stories of origin, sustainability, and craftsmanship. The aim of the project is to create a tangible fashion experience, highlighting the shared values of environmental responsibility, social impact, and visionary creativity.

SUITE 2 - WWD CHINA - HERITAGE NEXT: GLOWING MILANO

A cross-cultural fashion exhibition presented by WWD China which explores the dialogue between tradition and contemporary design, showcasing 11 designer looks from: ANGEL CHEN, AO YES, LEAF XIA, RAXXY, RUOHAN, SUSAN FANG, YA YI, and CHICJOC with the emerging talents Freya Dalsjø and Bonnetje, as well as an iconic piece by ROSALIE HUANG. The exhibition highlights the fusion of tradition and modernity, East and West, and art and technology through innovative applications of heritage crafts.

Talks on 23 September at Sala Parlamentino:

from 15:00 to 15:45 - Sustainable Fashion and Innovative Practices

from 16:00 to 16:45 - Decoding the Chinese Market: The Global Stage for a New Generation of Designers

SUITE 3 - DHL EXPRESS - FASHION BEYOND: TRENDS GO GLOBAL

An exclusive selection of five outfits conceived by students from the Milano Fashion Institute, CNMI Business School, which draw inspiration from the most promising emerging markets for Made in Italy according to DHL Express: Greater China (China, Hong Kong, Macao), the United Arab Emirates, Turkey, Mexico, and South Africa, to highlight how export and internationalization are now essential strategic levers for the fashion industry.

OFFICIAL PARTNERS

CERTILOGO



OFFICIAL TRAIN PARTNER

FRECCIAROSSA

OFFICIAL MEDIA PARTNER

Classeditori

OFFICIAL WATER PARTNER

FUGGI

OFFICIAL WINE PARTNER

FRANCIACORTA

STREAMING AND VOD PARTNER

腾讯视频

OOH STREAMING PARTNER

URBAN VISION GROUP

VIDEO CHANNEL PARTNERS

FASHION

The Asahi Shimbun

DIGITAL CONTENT PARTNER

LAUNCH METRICS

TECHNICAL PARTNERS

BONAVERI

DESIGN PARTNER

Kartell

Updated on 11 September 2025