



Camera Nazionale della Moda Italiana

MILANO MODA DONNA

19/25 settembre 2012

CLOSING OF THE WEEK

It ends today the seven days of Milano Moda Donna, started on September 19th.

The fashion week organized and promoted by Camera Nazionale della Moda Italiana, took place at best and in harmony.

The number of the collections, fashion shows and presentations indicated previously to the Fashion Week are being confirmed: 146 collections for 71 fashion shows of which 6 doubled and 53 presentations.

The absolute novelty of this season is the great hall Palazzo della Ragione, universally appreciated. The great hall, located in Piazza dei Mercanti completes the range of historical locations of CNMI that with 356 seats, has been added to Palazzo Clerici and Filologico and the large tent of Castello Sforzesco. Situated above the historic Loggia dei Mercanti the new and beautifully situated location just in front of the fashion hub of Palazzo Giurieconsulti, the heart of the Milan Fashion Week and the ideal starting point to reach the five locations of CNMI.

The city of Milan was once again in the spotlight, thanks to the many events organized by the Camera Nazionale della Moda Italiana in collaboration with the Municipality of Milan. Starting from the memorial dedicated to Anna Piaggi at the Royal Palace in conjunction with the exhibition of Picasso, to the fashion shows of young designers NUDE (New Upcoming Designers) thanks to Camera di Commercio di Milano, and the exceptional performance of Michelangelo Pistoletto, "The Third Paradise" Manifesto for Sustainability in the Italian Fashion involving the Lombard capital with the presence of thousands of people in Piazza Duomo.

In addition, the public has appreciated many events organized by the sponsors to entertain the citizens of Milan, tourists, passers-by and curious walking along via Mercanti, by the Fashion Hub.

Mario Boselli, president of CNMI, said: "I'm absolutely satisfied with the way this fashion week has gone, for the quality of its collections and in particular for the closure, which alongside the new creativity of young people, has seen the success of collections like Roberto Cavalli, Dsquared, Gianfranco Ferrè and many others.

The unjustified fear of a premature departure from Milan of journalists and buyers has been dispersed.

Boselli reiterated "thanks to the international calendar established by CNMI in 7 full days, it is important that there is an awareness on the part of all the Italian designers to use the whole week for the next edition of Milano Moda Donna, including Monday and Tuesday . "

Camera Nazionale della Moda Italiana thanks the Camera di Commercio of Milan and the sponsors Canon, Mercedes, DHL, Testanera, B by Limoni, Class Editori and Radio Monte Carlo for their indispensable support. Thanks also to Franciacorta which made the event more exciting and TIM for involving young fashion blogger.

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