

#MFW



Camera Nazionale
della Moda Italiana

21-27 September 2021

Women's collection

Spring/Summer 2022



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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

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WEEK

MILANO FASHION WEEK WOMEN'S COLLECTION

21 - 27 SEPTEMBER 2021

Women's and Men's collections - Spring/Summer 2022

Milano, 07/09/2021 - Scheduled from **21 to 27 September 2021**, the **Milano Fashion Week Women's Collection** marks the return to physical events with a calendar of **65 shows** (of which 42 physical and 23 digital); **75 presentations and presentations by appointment**, (of which 56 physical and 19 digital) and **33 events** (of which 29 physical and 4 digital) for a total of **173 appointments in the calendar** (of which 125 physical and 46 digital). The main highlights include the return to the calendar of the **Roberto Cavalli** brand, under the creative direction of **Fausto Puglisi** and of the **Moncler** and **Boss** brands. On the other hand, **MM6 Maison Margiela**, **Luisa Spagnoli**, **Hui**, **Vitelli**, **Joy Meribe** and **Maison Alvine Demanou** will be making their debut with a fashion show for the first time.

The brands **Colville**, **Cormio**, **Quira**, **Andreadamo**, **Defaince by Nicola Bacchilega**, **Roberto Di Stefano**, **Aniye By**, **Iuri**, **Traffico**, **Radica Studio**, **Airin Tribal** and **ATXV** will be present in the calendar with presentations for the first time.

The show of **Vitelli** and the presentations of the **Andreadamo** and **Alessandro Vigilante** brands are supported by the **Camera Moda Fashion Trust**.

The fashion week will be celebrated on Wednesday 22 September by an **institutional event** of Camera Nazionale della Moda Italiana, whose details will be revealed in the next few days.

Many exhibitions and events enrich the calendar, including the exhibition for the 40th anniversary of the creation of the **Emporio Armani** brand, the event for the 20th anniversary of the **Nudo di Pomellato collection**, the celebration of 50 years of career for **Chiara Boni** and the 60th anniversary of the **Marcolin** brand.

As emphasized, this Milano Fashion Week, produced in collaboration with Confartigianato Imprese and with the support of the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency, marks the return to the organization of physical events which will take place **in the respect of all the anti-Covid-19 rules currently in force**.

Confirming the commitment of Camera Nazionale della Moda Italiana (CNMI) to sustainability in fashion, one of the foundations of the Association, CNMI will resume its usual institutional event which will take on the new name of **"CNMI Sustainable Fashion Awards"** in 2022, always based on the same concept, to continue to reward all those who have distinguished themselves in the application of principles of sustainability in the fashion industry.

To enrich the calendar of shows and events organized by the individual brands, CNMI has conceived of a series of projects which underline the multi-faceted commitment of the association with respect to different topics, aimed at making the system of Italian fashion evolve in an innovative and dynamic way.

As part of its roadmap of Diversity & Inclusion, CNMI presents **"Inclusive Backstage"**, a training project produced in collaboration with Wella Professionals, the official partner of the Milano Fashion Week, and Show Division, a global leader in backstage artistic support and experts in very high level training for professional hairstylists. On 19 and 20

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

September, the Show Division trainers will offer some selected Wella hairstylists specific training to learn how to look after all types of hair with a focus on Afro hair.

Now in its third year, the project **"Black Lives Matter in Italian Fashion"**, the result of the collaboration between **CNMI** and **BLACK LIVES MATTER IN ITALIAN FASHION-COLLECTIVE**, will offer 5 new BIPOC (Black Indigenous People of Color) talents the chance to present their collections in a digital fashion show which will open the Milano Fashion Week.

With the aim of supporting young talents, inclusion and diversity in fashion, last July the Italian Fashion Chamber announced the project **"Fashion Bridges - I Ponti Della Moda"** created together with the Italian Embassy in Pretoria, South Africa, and Polimoda, with the support of the Italian Trade Agency, with the involvement of the South African Fashion Week, the participation of the Centro di Firenze per la Moda Italiana and the Nelson Mandela Forum Florence. Four former students of Polimoda (Domenico Orefice, Ilaria Bellomo, Julian Cerro and Alessia Dovero) worked in a pair with four young designers of the South African Fashion Week (Jacques Bam, Fikile Zamagcino Sokhulu, Siphon Mbuto and Michael Peter Reid) and will present at the Fashion Hub their capsule collections as the result of the work done during the mentoring of these months studied for them by Polimoda, with the support of CNMI. Milan will be the first stage of a collaboration which will also continue in South Africa at the end of October during the South African Fashion Week in Johannesburg.

The project **"Black Lives Matter in Italian Fashion"** and **"Fashion Bridges - I Ponti della Moda"** will be hosted in the **Fashion Hub** of CNMI, the headquarters of the association during the fashion week open to the public from 21 to 27 September, from 9.30 a.m. to 7.00 p.m. at the Museo della Permanente in Via Filippo Turati 34.

The Fashion Hub will also host two more projects. The first is the fourth **"Designers for the Planet"**, an initiative that is part of the CNMI programme aimed at developing sustainability in the fashion sector and which promotes the talent of three upcoming brands (Tiziano Guardini, Gilberto Calzolari and Re-generations) committed to the development of eco-conscious collections. Furthermore, in the picturesque location of Franciacorta, the official wine partner of CNMI, a video has been made on the designers which will be presented during the Fashion Week.

In line with the constant commitment to supporting young international designers, CNMI will also host in its Fashion Hub **"Budapest Select"**, the project in its sixth edition produced in collaboration with the Hungarian Fashion & Design Agency. Four Hungarian brands (ALMA, Kata Szegedi, NINI and ZIA budapest), as part of the mentoring programme of CNMI and the Hungarian Fashion & Design Agency, which involved experts of the sector, will display their creations at the Fashion Hub. On 24 September at 1.00 p.m., there will also be the Budapest Select SS22 Special Show, a collective show with the participation of ABODI, CUKOVY, Elysian and Kata Szegedi.

A corner dedicated to the special collaboration between **DHL**, partner of CMI and the Camera60studio brand will also be present at the Fashion Hub, with the aim of exalting Italian craftsmanship in a sustainable way. Camera60studio experiments the eco-flyer of DHL, sustainable packaging created with industrial waste materials, creating a travel bag with multiple accessories which will be on display in the Fashion Hub and which will feature in an exclusive competition on Instagram **"THE UPCYCLING BAG. Sustainability is not an accessory"** to make the project a collective experience.

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

During the opening event of the Fashion Hub which, reflecting the eco-conscious spirit of CNMI, has been conceived with sustainable and re-used materials - on 21 September at 7.00 p.m., DHL, partner of CMI, will award the **Young Designer DHL** Award to three brands, one on display at the CNMI Fashion Hub and the other two among the brands present in the calendar.

In addition, on the occasion of the opening evening of the Fashion Hub, in support of the retail sector, CNMI will support some initiatives together with The Best Shops such as the Camera Buyer award for young designers of the Fashion Hub. Ad hoc meetings will follow on the days of the fashion week with the buyers as a time of exchange of experiences on buying and retail. Digital banners on the e-commerces of the stores associated with **The Best Shops** will also link back to the Milano Fashion Week platform.

Great attention also continues to be paid to emerging talents in this edition of Milan Fashion Week Women's Collection.

An event now in its seventh time, **Milano Moda Graduate** is dedicated to the excellences of Italian fashion schools, and returns with a show scheduled on 26 September at 4.00 p.m.. The nine finalists of the initiative will present their collections to an international jury made up of entrepreneurs, journalists and buyers who will vote for the collections and decree the winner. The partnership with YKK Italia - Main Partner of Milano Moda Graduate is also renewed this time and it will award a further prize to one of the 11 designers of the Italian schools who present a look focused on fastening accessories. Thanks also go to Wella Professionals for the hairstyling. (More information on the project can be found in the attached press release.)

During the Milano Fashion Week Women's Collection, the partnership between CNMI and La Rinascente is also renewed with the launch of the **"Milano Fashionable Project"** focused on the promotion of emerging Italian talents. From 22 September until 26 September, the brands AMOTEA, DES PHEMMES, FEDERICO CINA, FROY and TRAFFICO will each have the events space on the fourth floor of La Rinascente at their disposal for a preview presentation with customized set-ups of their Spring/Summer 2022 collections, which can be seen not only by the professionals but also by the final consumers, who will also have the chance to pre-order the pieces on display.

(More information on the project can be found in the attached press release)

As is now tradition, CNMI also resumes collaborating with the **Senato Hotel Milano** which will offer spaces in its exclusive location in the heart of Milan for the presentation of a selection of emerging designers (Karim Daoudi - Joy Meribe - Frida-Kiza; Rich Mnisi; Gentile Catone; Salvatore Vignola; Gonçalo Peixoto).

Underlining the key role of CNMI as a promoter and driver of sustainable change in the fashion system, on 21 September at 3.00 p.m., the Italian association and the Ethical Fashion Initiative of the International Trade Center, together with the United Nations Alliance for Sustainable Fashion, will give life to a digital talk. Entitled **"Milan Climate & Fashion Talks- A message from the Milan Fashion Week to the Milan climate pre-COP26"** the virtual event, moderated by Claire Press, will see Carlo Capasa (Chairman - CNMI), Simone Cipriani (Head - Ethical Fashion Initiative and Chairman of the UN Alliance for Sustainable Fashion) and some representatives of the agencies of the United Nations dialoguing on the topics of sustainability in view of the COP26 summit, to be held in October. CNMI will announce the creation of an ESG Due Diligence Framework, an

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

instrument of evaluation of sustainability free of charge for all fashion companies and devised by Ethical Fashion Initiative of the International Trade Center together with CNMI.

"This Milano Fashion Week Women's Collection marks a moment of rebirth which we are delighted to be celebrating with the city of Milan which at last can once again be in a physical and in presence version. Through the full programme of initiatives we have conceived in collaboration with many partners and with our members, Camera Nazionale della Moda Italiana continues on its path aimed at reaching ambitious objectives: contributing to accelerating sustainable change in the fashion sector, accelerating the multicultural evolution of our country from a point of view of diversity and inclusion, and promoting the talent of the best emerging designers on the national and international scenes," **commented Carlo Capasa, Chairman of CNMI.** "Once again, we are facing these challenges with enthusiasm and courage, delighted to have become landmarks on the global scene. We are honoured that the British Fashion Council has asked us to host during the Milano Fashion Week the digital talk on sustainability, 'Creating Collective Change: A Circular Fashion Ecosystem' scheduled for 22 September."

"Resuming events in presence, which already started in the middle of June thanks to the progress of the vaccination campaign, comes in a context of economic restarting and shows the courage of the organizers, the tenacity of the companies and the support of Italian industry," **said Carlo Ferro, President of the Italian Trade Agency.** "Milano Fashion Week Women's Collection is a major international event that the Italian Trade Agency supports with an increasingly important commitment. The fashion sector has been greatly affected by the markets of the future, digitalization, innovation and sustainability, with great flexibility and resilience to build up tomorrow's Italian fashion. I wish everyone all the very best of luck!"

All the events in the calendar can be followed on milanofashionweek.cameramoda.it, the platform launched during the digital fashion weeks which has become a landmark not only for the professionals but also for all fans of fashion.

The appointments of the Milano Fashion Week will also be shown all over the world, with all the time-zones being covered simultaneously, thanks to the international partners: **Kommersant Publishing house** for Russia; **Tencent Video**, for mainland China (excluding Hong Kong, Macao and Taiwan) and **The Asahi Shimbun**, for Japan. While the Italian OOH streaming partner, **Urban Vision**, will show them in Milan, on a maxiscreen in Piazza San Babila, a strategic point of the city. It will also be possible to see the contents of the Fashion Week in playback on YouTube, thanks to our partner **Fashion Channel**. The platform will also host a section dedicated to the virtual showrooms: multibrand or single-brand.

Again with a view to support for young talents, CNMI has started out on a path in this direction for the selection of photographers for the communication campaign. For this Milano Fashion Week Women's Collection, CNMI, in collaboration with **Milan City Council** and **Yes Milano**, has produced a campaign which from 13 to 27 September will be delivered all over the city on billboards and screens. The picture, which features six models in outfits by the brands of **Marco Rambaldi, Alessandro Vigilante, Dorme** and **Annakiki**, was created by the photographer **Carolina Amoretti**, at Palazzo Mondadori. Thanks go to the Mondadori Group for the exclusive location and thanks also go to **L'Oréal Paris** for the make-up and **Wella Professionals** for the hairstyling. The latter also curated the hair looks of one of the models featured in the campaign shot, using the Silver Glow treatment.

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

The Fashion Week Insider's Guide, in digital form, is also reconfirmed for this edition, in which the news of the fashion week and the appointments not to be missed in Milan can be discovered. The forthcoming activities of the Camera Nazionale della Moda Italiana can also be read about in detail. The cover is by illustrator **Giordano Poloni**.

The Italian Fashion Chamber also announces the opening of its **TikTok profile, @cameramoda**, which is already active with teaser contents. For the Milano Fashion Week, CNMI will collaborate with Italian and international creators, who through the new language of the TikTok platform will relate the event, and in particular the projects of the Association. The contents of CNMI will be included in **#DietroLeQuinte**, the hashtag with which TikTok shines the lights on everything that goes on **"behind the scenes"** and invites its community to talk about it with the creativity and authenticity typical of the platform. From the world of entertainment to that of information, via hospitality, fashion and dining, an original story of what goes on behind the scenes and the professional figures that contribute to creating the magic.

CNMI will collaborate for **Instagram** with influencers selected by Pulse Advertising, from the UK, the USA and France, with the aim of stimulating the reflection on topics of current affairs, such as gender diversity, integration and equal opportunities. The influencers, at the end of the Fashion Week, will feature in an Instagram Live on **@cameramoda**. The discussion will be on various topics of the Fashion Week with an eye on diversity and gender fluidity. The followers will be asked to take part in the previous days through the question box in which the influencers will collect the questions and subjects to be discussed at the round table together with Carlo Capasa.

The topic of sustainability will also have wide space, thanks to the collaboration with an influencer expert in sustainable fashion who through IG Stories will comment on the events of the Fashion Week linked to these topics and lastly, they will publish a Reel telling their vision and interpretation of the fashion of the future, through the concept **"The Fashion of the Future"**. The name of the influencer involved will be revealed just before the event.

For the second year running, CNMI will also be collaborating with **Chinastone** in organizing the event "When Ningbo · Fenghua Meets Milano Fashion Week—CNMI * IFIU 2021 International Fashion Summit" due to be held at the end of November in Ningbo and which will have the participation of 9 brands, representing Italian makes. The opening show will be by Laura Biagiotti, one of the brands that has written the history of Italian fashion and a special guest who will show a selection of significant creations selected especially for the event. Laura Biagiotti was the first Italian brand to hold a fashion show in China in 1988. Antonio Marras will close the event with a show on the last day, dedicated to Italian craftsmanship and tradition. During the event, there will be two other shows: that of Drome, a brand dedicated to leather, which represents a strategic industry and a fundamental component of the Italian manufacturing sector, and that of Marco Rambaldi, a new talent of the Milano Fashion Week. In addition, five emerging brands, Laura Strambi, Michele Chiocciolini, Gilberto Calzolari, Daniele Amato and Gentile Catone, will present their collections in a static exhibition.

Acknowledgements

From this edition, CNMI has formed a new collaboration with Sunday Riley, a very high-level professional for quality and refinement in the skincare sector, as official skincare partner of the Milano Fashion Week Women's Collection events. The brand is named

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

after the American entrepreneur Sunday Riley, who is responsible for the formulation of products and a testimonial of the key values of the brand, including the defence of social rights and sustainability.

CNMI is also delighted to announce the new partnership with Scalapay, a 100% Italian company which offers an innovative system of payment spread over time. Scalapay gives the chance of making a pleasurable and quality purchase, offering a more sustainable shopping experience and making the purchase of a luxury commodity accessible by its longer lasting nature, even for many young people.

Thanks go to Bonaveri, a company of excellence in the creation of customized mannequins, which has been able to combine requirements of fit with aesthetic ones, for being the technical sponsor of the Fashion Hub.

Thanks also go to DHL, the institutional partner of CNMI for its support in the shipment of the mannequins used in the Fashion Hub.

In particular, thanks go to the partner Franciacorta, an example of the excellence of Italian products, for its support in holding the CNMI events during the Milano Fashion Week and which has supported the association's initiatives for several years.

Special thanks go to all the official partners of the Italian Fashion Chamber: DHL, L'Oréal Paris, Mastercard, Scalapay, Sunday Riley, Wella Professionals, YKK Italia, the media partner Class Editori, the wine partner Franciacorta and the institutional partner, Milan City Council.

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

FASHION BRIDGES - I PONTI DELLA MODA

Milano, 07/09/2021 - It is with great excitement that the Embassy of Italy in Pretoria, South Africa, in close partnership with the internationally renowned Italian fashion school Polimoda in Florence and the National Chamber of Italian Fashion (Camera Nazionale della Moda Italiana - CNMI) with the direct involvement of South African Fashion Week (SAFW), the support of Italian Trade Agency (ITA), Centro di Firenze per la Moda Italiana and Nelson Mandela Forum Firenze, presents 'Fashion Bridges - I Ponti della Moda'.

This innovative and ambitious project aims at laying the foundations of a sustainable, inclusive, strategic, long-term cooperation between the Italian and South African fashion industries. Polimoda, with the support of Camera Nazionale della Moda Italiana, is driving a unique, innovative and inclusive mentoring programme: together with South African Fashion Week, it paired four couples of talented Italian and South African designers to produce joint capsule collections, which will be officially presented to the public at the Fashion Hub in Milan, during Milan Fashion Week (21-27th September 2021) and on October 30th 2021 at the South African Fashion Week in Johannesburg. The South African designers are Jacques Bam, Fikile Zamagcingo Sokhulu, Siphon Mbutu and Michael Peter Reid. Their Italian counterparts are Ilaria Bellomo, Alessia Dovero, Julian Cerro and Domenico Orefice. The four collections are as follows:

Syrrogism (Jacques Bam e Julian Cerro) is a conceptual collection designed as an ode to motherhood and childhood. The changing body, giving birth, cravings, toys and deeply personal memories from both designers' childhoods tell a deeply personal story - one of fantasy, exploration, and visual communication. Collaborating with many artisans across borders, the collection investigates the natural process of pregnancy alongside the synthetic advances we use in modern society.

Mutual Threads (Fikile Sokhulu e Ilaria Bellomo): An exploration of different textile and yarn manipulations and the creation of timeless artisanal garments, with a strong connection with our Planet, through the re-use of fabric leftovers. An idea of deep connections between human beings, in an undefined time somewhere between reality and an oniric world, characterized by an irrational and romantic feeling and a balance between a more controlled and a more raw approach to the textile.

Within Social Sculpture (Sphokwakhe 'Siphon' Mbutu e Alessia Dovero) discusses the feeling of memory under two different perspectives: an ancestral memory, that no word can aptly describe; and a tactical memory, the surface of things changing and shaping something new. The collection unites two different cultures, from Siphon's Zulu heritage to Alessia's research into shaping surfaces and volumes, exploring the strength of traditional craftsmanship, artisanal and sustainable way of producing clothes.

The Present Human in an Absent World (Michael Peter Reid e Domenico Orefice) tackles the idea of migration, in the past and present. The collection imagines travelers wearing their culture and their home on their back as they move. Through forced migration, they are robbed of their individualism, and their absence becomes their presence. The print illustrates a traditional African motif, explored in a modern context. Loose, oversized silhouettes hint at the perfect collaboration between South Africa and Italy.

The project also aims at generating business opportunities for South African and Italian companies of the fashion industry. At the end of October, the Embassy of Italy and the

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MILANO FASHION WEEK

21 - 27 SEPTEMBER 2021

Women's Collection - Spring/Summer 2022

MILANO
FASHION
WEEK

Italian Trade Agency will organize a match-making event in Johannesburg, for Italian and South African producers and buyers of raw materials, fabrics, leather and textile machinery. The sponsors of the projects, such as Mantero, Dinamo, Cotonificio Albini, Lamintess, Lineapelle, Fratelli Piacenza, Clerici Tessuto, Cafissi, Filpucci and Il Borgo Cashmere, on the Italian side, and Cotton SA, Wool and Mohair SA for South Africa, will be invited to participate with many other companies to meet Italian counterparts and explore the possibility of trade and joint ventures. The goal will be to facilitate the exchange of skills and strengthen relevant supply chains in both countries, with specific focus on quality, sustainability, craftsmanship and technology, all defining elements of Italian excellence in Fashion.

For further information on the project:

pretoria.eventi@esteri.it



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