

MILANO
FASHION
WEEK®



Camera Nazionale
della Moda Italiana

Calendar

17 - 23 September 2024

Women's Collection - Spring/Summer 2025

WITH THE
SUPPORT OF

madeinitaly.gov.it



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FINAL CALENDAR 03/09/2024 - UPDATED ON 18/09/2024

MILANO FASHION WEEK®



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Calendar / 17-23 September 2024 / Women's Collection / Spring-Summer 2025

FASHION SHOWS — FINAL CALENDAR 03/09/2024 - UPDATED ON 18/09/2024

Tuesday 17 Sept	Wednesday 18 Sept	Thursday 19 Sept	Friday 20 Sept	Saturday 21 Sept	Sunday 22 Sept	Monday 23 Sept
<p>CNMI FASHION HUB OPENING</p> <p>15:00 FENDI * VIA MONCUCCO, 35</p> <p>16:30 MARNI ** VIALE UMBRIA, 42</p> <p>18:00 ALBERTA FERRETTI * VIA SAN VITTORE, 21</p> <p>19:00 ICEBERG ** VIA PALERMO, 10</p> <p>20:00 MILANO MODA GRADUATE</p>	<p>09:30 ANTONIO MARRAS ** VIA MECENATE, 84</p> <p>10:30 LUISA BECCARIA * LOCATION SEE ON INVITATION</p> <p>11:30 BOSS ** VIA SENATO, 10</p> <p>12:30 MARCO RAMBALDI * PIAZZA TOMASI DI LAMPEDUSA</p> <p>14:00 JIL SANDER ** VIA PERIN DEL VAGA, 2</p> <p>15:00 DANIELA GREGIS * VIA VILLA MIRABELLO, 6</p> <p>16:00 DEL CORE * VIA GAETANO NEGRI, 6</p> <p>17:00 ONITSUKA TIGER ** VIA BESANA, 12</p> <p>18:00 N°21 * VIA ARCHIMEDE, 26</p> <p>19:00 ROBERTO CAVALLI * PIAZZA DEGLI AFFARI, 6</p> <p>20:00 ETRO * PIAZZA LINA BO BARDI, 1</p>	<p>09:30 MAX MARA * VIA PIRANESI, 14</p> <p>10:30 GENNY * VIA FANTOLI, 16/3</p> <p>11:30 PHILOSOPHY DI LORENZO SERAFINI * VIA CENA, 2</p> <p>12:30 ANTEPRIMA * VIA SAN LUCA, 3</p> <p>14:00 PRADA * VIA G. LORENZINI, 14</p> <p>15:00 FEDERICO CINA ** VIA PIETRASANTA, 14</p> <p>16:00 TOKYO JAMES ** VIA RUTILIA, 10/9</p> <p>17:00 MM6 MAISON MARGIELA ** VIA PALERMO, 10</p> <p>18:00 MOSCHINO * VIA VENTURA, 14</p> <p>19:00 GCDS ** PIAZZA DEGLI AFFARI, 6</p> <p>20:00 EMPORIO ARMANI * VIA BERGOGNONE, 59</p> <p>21:00 EMPORIO ARMANI * VIA BERGOGNONE, 59</p>	<p>09:30 TOD'S * VIA ENRICO COSENZ, 11</p> <p>10:30 PHAN DANG HOANG * PIAZZA DEL DUOMO, 12</p> <p>11:30 SPORTMAX * VIA BRERA, 28</p> <p>12:30 CALCATERRA * VIA MASSIMO D'AZEGLIO, 3</p> <p>14:00 VIVETTA * VIA SAN VITTORE, 21</p> <p>15:00 GUCCI * VIALE ALEMAGNA, 6</p> <p>16:00 MISSONI * VIA VIGEVANO, 18</p> <p>17:00 SUNNEI ** LOCATION SEE ON INVITATION</p> <p>18:00 ELISABETTA FRANCHI * VIA ARCHIMEDE, 26</p> <p>20:00 VERSACE ** LOCATION SEE ON INVITATION</p>	<p>09:30 FERRARI ** PIAZZA VETRA, 7</p> <p>10:30 ERMANNO SCERVINO * PIAZZA LINA BO BARDI, 1</p> <p>11:30 FERRAGAMO ** VIA B. COLLEONI GATE 11</p> <p>12:30 LUISA SPAGNOLI * VIA TURATI, 34</p> <p>13:30 BALLY ** VIA DEI CHIOSTRI, 2</p> <p>14:30 DOLCE&GABBANA * VIALE PIAVE, 24</p> <p>16:00 DIESEL ** VIA RUBATTINO, 56</p> <p>17:00 THE ATTICO * VIALE MOLISE, 62</p> <p>18:00 LAURA BIAGIOTTI * VIA RIVOLI, 6</p> <p>19:00 ANIYE RECORDS * VIA CALABIANA, 6</p> <p>20:00 BOTTEGA VENETA ** LOCATION SEE ON INVITATION</p> <p>21:00 PHILIPP PLEIN ** VIA MANIN, 21</p>	<p>11:00 ANDREADAMO * PIAZZA DEL DUOMO, 12</p> <p>12:00 HUI * VIA SAN VITTORE, 21</p> <p>14:00 AVAVAV * VIA GALLURA, 8</p> <p>15:00 FRANCESCA LIBERATORE * LOCATION SEE ON INVITATION</p> <p>16:00 RAVE REVIEW * VIA LOVANIO, 6</p> <p>17:00 CHICCOMAO * PIAZZA DEL DUOMO, 12</p> <p>CNMI SUSTAINABLE FASHION AWARDS 2024</p>	<p>09:30 MAXIVIVE * DIGITAL</p> <p>10:00 HUSKY ** DIGITAL</p> <p>10:30 DEFAÏENCE BY NICOLA BACCHILEGA * DIGITAL</p> <p>11:00 CHIARA BONI LA PETITE ROBE * DIGITAL</p> <p>11:30 VIAPIAVE33 ** DIGITAL</p> <p>12:00 RÈ SHUÍ ** DIGITAL</p> <p>12:30 FRANCESCO MURANO * DIGITAL</p> <p>13:00 JACOB COHEN ** DIGITAL</p>
<p>* WOMEN'S COLLECTION ** WOMEN'S/MEN'S COLLECTION</p>	<p>* WOMEN'S COLLECTION ** WOMEN'S/MEN'S COLLECTION</p>	<p>* WOMEN'S COLLECTION ** WOMEN'S/MEN'S COLLECTION</p>	<p>* WOMEN'S COLLECTION ** WOMEN'S/MEN'S COLLECTION</p>	<p>* WOMEN'S COLLECTION ** WOMEN'S/MEN'S COLLECTION</p>	<p>* WOMEN'S COLLECTION</p>	<p>* WOMEN'S COLLECTION ** WOMEN'S/MEN'S COLLECTION</p>

Shuttle buses link one fashion show to the other and depart daily on the 17th at 14:00, and from the 18th to the 22nd, at 9:00 from Piazza Duomo, corner with Piazza dei Mercanti

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PRESENTATIONS — FINAL CALENDAR 03/09/2024 - UPDATED ON 18/09/2024

Tuesday 17 Sept	Wednesday 18 Sept	Thursday 19 Sept	Friday 20 Sept	Saturday 21 Sept	Sunday 22 Sept
09:30/14:30 SIMONETTA RAVIZZA * VIA SANT'ANDREA, 8/A	09:00/18:00 DI STAVNITSER * VIA PIRANESI, 10	10:00/12:00 LA PERLA * PIAZZA DEI MERCANTI, 2	09:30/14:30 MANTÙ * CORSO MONFORTE, 39	10:00/18:00 ENTERPRISE JAPAN ** CORSO VENEZIA, 16	11:00/14:00 CAVIA * VIA P. SOTTOCORNO, 36
10:00/18:00 MAX&CO WITH LORENZO POSOCCO * CORSO VENEZIA, 2	09:30/13:00 ELEVENTY * VIA U. VISCONTI DI MODRONE, 11	10:00/14:00 MACCAPANI * VIA PRIVATA CALTANISSETTA, 3	10:00/14:00 SANTONI * VIA GAETANO NEGRI, 6	10:00/18:00 L SAHA * P.ZZA DELLA REPUBBLICA, 20	11:30/14:00 EILEEN * VIA RUTILIA, 10/9
10:30/12:30 FLORANIA * CORSO MAGENTA, 66	10:00/17:00 BLAZÉ MILANO * VIA SANTO SPIRITO, 7	10:00/15:00 LA DOUBLEJ * VIA CLERICI, 10	10:00/15:00 GIUSEPPE ZANOTTI ** VIA MONTENAPOLEONE, 18	10:00/18:00 RODO * VIA SIGERI, 1	
20:00/22:00 KITON * VIA PONTACCIO, 21	10:00/18:00 GIADA * VIA MONTENAPOLEONE, 15	10:00/16:00 PREMIATA ** VIA COMELICO, 24	10:00/17:00 JIMMY CHOO * VIA PALERMO, 11	10:30/18:00 CURIEL * VIA MONTENAPOLEONE, 13	
	10:00/18:00 GIO GIOVANNI GEROSA * VIA BORGONUOVO, 26	10:00/17:00 TALLER MARMO * VIA MONTENAPOLEONE, 18	10:00/18:00 GENTRYPORTOFINO * VIA MARCONA, 3	11:00/17:00 CASA PRETI ** PIAZZA DELLA REPUBBLICA, 20	
	10:00/18:00 MARINA RINALDI BY ZUHAIR MURAD * PIAZZA DEL LIBERTY, 4	10:00/18:00 BORSALINO ** VIA DELLA SPIGA, 30	10:00/18:00 GIANLUCA CAPANNOLO * VIA VERRI, 8	14:00/18:00 CASADEI * VIA BIGLI, 4	By Appointment
	10:00/18:00 WEEKEND MAX MARA BY ASHLEY PARK * PIAZZA DEL LIBERTY, 4	10:00/18:00 FRATELLI ROSSETTI * PIAZZA SAN CARLO, 2	10:00/18:00 MARIO VALENTINO * CORSO DI PORTA NUOVA, 1	15:00/19:00 CRIDA MILANO * VIALE PIAVE, 42	from 18/09 to 20/09 BRIONI * VIA SENATO, 28 PRESS.OFFICE@BRIONI.COM
	10:30/13:00 DURAZZI MILANO * VIA ROSOLINO PILO, 14	10:00/18:00 IL BISONTE * VIA SANTO SPIRITO, 14	10:00/18:00 VALENTINO SHOES * CORSO DI PORTA NUOVA, 1	15:00/19:00 PORTS 1961 * CORSO VENEZIA, 16	from 16/09 to 23/09 CIVIDINI * VIA CARLO DE ANGELI, 3 +39 02 83 24 18 61 INFO@CIVIDINI.COM
	10:30/13:30 GHERARDINI * CORSO VENEZIA, 25	10:00/18:00 TOM FORD * VIA BORGONUOVO, 24	10:00/18:00 VALEXTRA * VIA A. MANZONI, 3	17:00/21:00 DOMENICO OREFICE ** VIA E. TAZZOLI, 3	from 18/09 to 20/09 DSQUARED2 ** 02 976951 PRESS@DSQUARED2.COM
	10:30/14:30 RAISA VANESSA * CORSO MAGENTA, 66	10:00/18:00 ZONA20 MILANO ** FORO BUONAPARTE, 52	10:00/19:00 LORO PIANA ** PIAZZA BELGIOIOSO, 2		19/09 to 12:00/17:00 FABIANA FILIPPI * VIA AMPOLA, 18 FABIANAFILIPPI@KARLAOTTO.COM
	11:00/17:00 RETORI ** PIAZZA BELGIOIOSO, 2	11:00/20:00 BOGLIOLI ** VIA D. MANIN, 13	10:00/20:00 TESTONI * CORSO VENEZIA, 36		17/09 to 18:00/21:00 MSGM * VIALE PICENO, 17 +39 02 29 53 16 18 PRESS@BESIDECOM.COM
	11:00/18:00 SA SU PHI * VIA MONTEBELLO, 30	12:00/18:00 LE SILLA * VIA SAN DAMIANO, 2	10:30/15:00 MACH & MACH * FORO BUONAPARTE, 54		from 18/09 to 21/09 PIANEGONDA * VIA GESÙ, 3 +39 331 733 3808 PRESS@PIANEGONDA.COM
	11:00/22:00 HERNO * VIA VESPRI SICILIANI, 9	12:00/19:30 ALESSANDRO ENRIQUEZ ** VIA LECCO, 4	11:00/14:00 SARAWONG * VIA SENATO, 14		
	12:00/18:00 BORBONESE * PIAZZA VELASCA, 3/5	15:00/21:00 SERAPIAN * VIA MOZART, 9	11:00/18:00 POLLINI ** VIA G. DONIZETTI, 48		
	13:00/16:00 BRUCEGLEN * THANKS TO STARBUCKS RESERVE ROASTERY MILANO PIAZZA CORDUSIO, 3	17:00/19:00 SLOWEAR * VIA SOLFERINO, 18	11:00/18:00 RENE CAOVILO * CORSO G. MATTEOTTI, 10		
	16:00/22:00 BRUNELLO CUCINELLI * VIA MONTELLO, 16	17:00/20:00 RE-HASH * VIA MORIMONDO, 36	11:00/19:00 AGL * VIA DELLA SPIGA, 33		
	16:30/20:30 SIRIVANNAVARI * VIA C. M. MARTINI, 1	18:00/20:00 HOGAN * VIA SAVONA, 56	11:30/21:00 CUANTICO * VIA PLINIO, 39		
	18:00/21:00 1989 STUDIO ** VIA PIRANESI, 4	19:00/22:00 SESTINI ** VIA C. RAVIZZA, 7	12:00/18:00 GIANVITO ROSSI * VIA SANTO SPIRITO, 7		
	18:00/21:00 FLOWER MOUNTAIN ** VIA BORGONUOVO, 23		13:00/18:00 MCM * PIAZZA DEL DUOMO, 21		
			13:00/18:30 SARA ROKA * VIA SANTO SPIRITO, 10		
			13:30/19:30 THEMOIRÈ * VIA SOLFERINO, 31		

* WOMEN'S COLLECTION

* WOMEN'S COLLECTION
** WOMEN'S/MEN'S COLLECTION

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CULTURAL EVENTS

CULTURAL EVENTS

FURLA SERIES | KELLY AKASHI. CONVERGING FIGURES

FROM 13/09/2024 TO 08/12/2024
GAM - GALLERIA D'ARTE MODERNA MILANO - VIA
PALESTRO, 16 - www.fondazionefurla.org

EDVARD MUNCH

FROM 14/09/2024 TO 29/01/2025
ARTIST EDITION LAUNCH CONSTANCE TENKIV X MUNCH
ON 20/09/2024

PALAZZO REALE - PIAZZA DEL DUOMO, 12 -
www.munchmuseet.no

PINO PASCALI

FROM 28/03/2024 TO 23/09/2024
FONDAZIONE PADA - LARGO ISARCO, 2 -
www.fondazioneprada.org

STEEL LIVES. DAVID BEGBIE SOLO SHOW

FROM 18/09/2024 TO 13/12/2024
OPENING COCKTAIL ON 17/09
LDR22 - VIA D. MANIN, 13 - www.ldr22.mc

BRUCE WEBER

FROM 21/09/2024 TO 22/09/2024
FILM SCREENING: PAOLO DI PAOLO: UN TESORO DI
GIOVENTÙ ON 21/09

FILM SCREENING: LET'S GET LOST ON 22/09
TRIENNALE MILANO - VIALE ALEMAGNA, 6 -
www.triennale.org

ROBERT CAPA. L'OPERA 1932-1954

FROM 14/05/2024 TO 13/10/2024
MUSEO DIOCESANO - PIAZZA SANTEUSTORGIO, 3 -
www.chiosfrisanstestorgio.it

LE MANI DELLA MODA. GRUPPO FLORENCE & CENTRAL

SAINT MARTINS SCHOOL OF LONDON
FROM 16/09/2024 TO 22/09/2024
FILM SCREENING
ANTEO PALAZZO DEL CINEMA - PIAZZA XXV APRILE, 8 -
spaziocinema.info

NAOMI CAMPBELL | NAOMI IN FASHION

ON 19/09/2024
LIBRERIA RIZZOLI GALLERIA - GALL. VITTORIO EMANUELE
II, 11/12 - www.mondadoristore.it

EVENTS

EVENTS

Tuesday 17 Sept

- 17/09-18/09 **NICCOLO PASQUALETTI** presents a retrospective exhibition of the works and a small preview of the SS'25. Private cocktail on Sept. 17th from 18:00 onwards. Fondazione Sozzani, via Tazzoli, 3. By invitation only.
- from 9:00 **10 CORSO COMO** unveils its brand-new store project, along with the exhibition dedicated to US artist Talia Chetrit. From 9:00 to 13:00, Talia Chetrit's exhibition press preview. Store and exhibition Opening Cocktail from 18:30 to 21:30. Corso Como 10. By invitation only.
- from 10:30 **CHI E' CHI AWARDS** presents its 24th edition with 'Rewriting the Rules of Fashion'. Palazzo Marino, Piazza della Scala, 2, Sala Alessi. By invitation only.
- 12:00/15:00 **CAMERA NAZIONALE DELLA MODA ITALIANA** unveils the opening of the Fashion Hub at Palazzo Giureconsulti, Piazza dei Mercanti, 2. By invitation only.
- from 14:00 **TWINSET MILANO** presents its Spring/Summer 2025 women's collection with a runway show at via San Luca, 3. By invitation only.
- from 17:00 **PESERICO** presents its SS' 2025 collection with a co-ed runway. "MOVIMENTO DELLE IDEE" a path in the universe of infinite possibilities. Chiostri del Museo Diocesano, Corso di Porta Ticinese, 95. By invitation only.
- from 18:30 **MARYLING** showcases its Spring/Summer 2025 womenswear collection with a runway at Corso Monforte, 35. By invitation only.
- from 19:30 **REDEMPTION** celebrates its 10th year anniversary show, presenting REDEMPTION's latest collection followed by a private event - Performer to be announced. Studio 90, via Mecenate, 88/a. By invitation only.
- 20:00/21:00 **MILANO MODA GRADUATE** - the best of Italian Fashion Schools - Main Partner YKK Italia - Palazzo Reale, Piazza del Duomo, 12. By invitation only
- 20:30 **HARPER'S BAZAAR GLOBAL EDITIONS** - Celebration Cocktail with the participation of Debi Chirichella, President of Hearst Magazines and all international Editors-in-Chief. GAM, via Palestro, 16. By invitation only.
- 20:30/24:00 **ICEBERG** celebrates its 50th Anniversary. The Brand follows its Spring/Summer'25 runway collection with a private after-party. Pelota, via Palermo, 10. By invitation only.
- 21:00/22:00 **PREMIO MAESTRI D'ECCELLENZA** - LVMH, LORO PIANA, Confartigianato Imprese, and Camera Nazionale della Moda Italiana present the 2nd edition of the award ceremony to the most talented craftsmans in Italy. Belvedere Palazzo Lombardia, viale Francesco Restelli 6, Milano. By invitation only.

EVENTS

Wednesday 18 Sept

- 10:30/11:30 **BRUCEGLEN** - Coffee & Conversation, moderated by Teneshia Carr. Owner and Editor In Chief of Blanc Magazine - thanks to Starbucks Reserve Roastery Milano, Piazza Cordusio, 3. Open to the public.
- 15:15 **KEQIAO** unveils the collections of selected emerging brands from China with a runway show. Senato Garden, via Senato, 14. By invitation only.
- 18:00/22:00 **VOGUE ITALIA** on the occasion of its 60th anniversary presents 'Sixty years of Vogue Italia - Sessant'anni di futuro' exhibition. Private opening cocktail evening. Followed by an open to the public exhibition, Sept 19th to 21rd. Palazzo Citterio, via Brera, 12.
- from 20:00 **ARA LUMIERE** presents 'Voices of the Unheard' in collaboration with The Leela Palaces. 'Victory Over Violence' cocktail and private dinner to follow. Portrait, Corso Venezia, 11. By invitation only.

Thursday 19 Sept

- 18:00/21:00 **LANCEL** hosts a cocktail to present 'Le Plaisir du Pique-Nique', its Spring/Summer 2025 collection at Piazza San Babila, 5. By invitation only.
- 18:00/21:00 **THE BRIDGE** presents 'Vacanze toscane', its Spring/Summer 2025 collection. Private Party. Piazza San Babila, 5. By invitation only.
- from 19:00 **BUDAPEST SELECT** Presentation. The SS25 collection by a selection of Hungarian designers. Casa Degli Artisti, Corso Garibaldi 89/A. By invitation only.
- from 19:00 **FABIANA FILIPPI** preview of the Spring/Summer 2025 collection followed by a special dinner. Mariencò, via Ampola, 18. By invitation only.
- 19:30 **LATIN AMERICAN FASHION AWARDS** celebrates the Future of Latin American Creatives with ELLE and Nina Garcia. Cocktail Party Da Giacomo Arengario, via Guglielmo Marconi, 1. By invitation only.
- from 21:30 **EMPORIO ARMANI** after party. Teatro Armani, via Bergognone, 59. By invitation only.

Friday 20 Sept

- 14:00 **MCM** - "Dancing Duomo" Live K-Pop performance in collaboration with the SungJoo Foundation. Piazza del Duomo. Open to the public.
- 17:30/19:30 **THEMOIRÈ** presents TOGETHER by THEMOIRÈ - Chapter 4 Uganda. The exhibition enhances the traditional craftsmanship in support of the local community in Gulu involved in the crafting of the SS25 capsule collection, in collaboration with TO GET THERE and Good Samaritan. Via Solferino, 31. By invitation only.
- 21:00/23:00 **THE BLACK CARPET AWARDS** - Diversity and Inclusion are celebrated within the global community. Teatro Manzoni, via Alessandro Manzoni, 40. By invitation only.

Saturday 21 Sept

- 12:00/14:00 **RODO** unveils "Arte dell'intreccio", a selection of archival pieces from the maison photographed by Aldo Fallai. Via Sigeri, 1. By invitation only.
- from 15:00 **J.SALINAS** presents its Spring Summer 2025 women's and men's collection. Runway show at Palazzo Reale, Sala delle Cariatidi, Piazza del Duomo 12. By invitation only.
- 18:30/20:30 **WEEKEND MAX MARA BY ASHLEY PARK** Cocktail. Giacomo Arengario, Piazza del Duomo, 8. By invitation only.
- from 19:00 **PALM ANGELS** presents 'DECODING PALM CULTURE'. A comprehensive exploration of the cultural, historical, and artistic significance of palm trees through the lens of Francesco Ragazzi's photography. Exhibition opening and party. Location see on invitation.
- 19:00/21:00 **CAMERA SHOWROOM MILANO, CONFARTIGIANATO MODA & ICE** present CSM MEETS SUSTAINABILITY. Selected collections will be presented for foreign and italian buyers and press. Palazzo Isimbardi, Corso Monforte, 35. By invitation only.
- 20:00 **THE BICESTER COLLECTION** Celebrates Emerging Talent: The Creative Spot from Fidenza Village to Shanghai Village. Location see on invitation.
- 22:00/1:00 **PHILIPP PLEIN** follows its Men's and Women's runway collection with an afterparty. Special performance. Via Daniele Manin, 21. By invitation only.

Sunday 22 Sept

- 17:00/18:00 **HG / LF** presents its 'A Call to Dreamers of Fallen Systems' collection. Live theatre performance. Location see on invitation.
- 18:30 **CNMI SUSTAINABLE FASHION AWARDS 2024** is presented by Camera Nazionale della Moda Italiana in collaboration with the Ethical Fashion Initiative (UN), and with the support of Milano's City Council at Teatro alla Scala, Piazza della Scala, via Filodrammatici, 2. By invitation only.

Designers for The Planet

- CHEZ NOUS.**
A PIECE OF HOME
- HIKARI NO YAMI**
SUSTAINABLE CREATIONS WITHOUT LIMITATIONS ... PHILOSOPHY PERSONIFIED
- MARAGNO**
LIBERA LA TUA ESSENZA IN UN ABBRACCIO SENZA TEMPO
- MERIISI**
WHERE THE LIGHT IS BRIGHTEST, THE SHADOWS ARE DEEPEST
- OH CARLA**
STITCHED ON SKIN
- PECORANERA**
CONTEMPORARY FANTASY KNITWEAR
- PLÅS COLLECTIVE**
BY CREATIVES FOR THE COLLECTIVE
- RE-CLOTHING BANK**
I DO CARE! REFUSE, RECYCLE, REBIRTH
- SUSAN WAGNER**
THREADS OF CHANGE

Resonance: Voices of Seoul

- BONBOM**
BOLD FANTASY
- EENK**
ARCHIVES & AESTHETICS
- JULYCOLUMN**
INVISIBLE CONNECTIONS
- MMAM**
DRAWING COLLECTION
- YOUSER**
MULTIPLE DIMENSIONS

Educational Talks

- SEPTEMBER 17TH**
14:00 – 15:00
REGIONE PUGLIA – FROM THE BIG BRAND FASHION SHOWS TO THE MANUFACTURING AND ARTISANAL OPPORTUNITIES
- SEPTEMBER 18TH**
16:00 – 17:00
RESONANCE: VOICES OF SEOUL – REDEFINES THE “KOREAN WAVE” AS MORE THAN JUST A TREND REACHING SHORES OVERSEAS. MEET THE DESIGNERS. PRESENTATION BY CATHY LEE, GLOBAL CREATIVE DIRECTOR, SEOUL FASHION WEEK
- 17:00 – 18:00
RETAIL INNOVATION – HOW AI AND BLOCKCHAIN TECHNOLOGY ARE TRANSFORMING THE FASHION INDUSTRY, DRIVING INNOVATION IN DESIGN, SUPPLY CHAINS, AND CUSTOMER EXPERIENCES. BY PIETRO NOVELLI FOUNDER OF VAULTIK, MARCO RUFFA INNOVATION RETAIL, VALERIA BREDA LUXURY TECHNOLOGY INNOVATION LEADER, STEFANO GALASSI CEO OF LIMITLESS LUXURY INNOVATION, MARIANA AMARO MICROSOFT INDUSTRY ADVISOR.
- SEPTEMBER 19TH**
11:00 – 13:30
CITTADELLARTE – FONDAZIONE PISTOLETTO ONLUS FASHION FOR PLANET ACT IV
- SEPTEMBER 20TH**
14:00 – 16:00
MILANO FASHION INSTITUTE ITALIAN FASHION EXCELLENCE: INNOVATIVE BUSINESS MODELS DRIVING GLOBAL SUCCESS
- SEPTEMBER 22ND**
10:00 – 10:45
JUSHANGMEI WOMAN PERSONAL IMAGE INSTITUTE CONTEMPORARY WOMEN IN FASHION STYLING A NEW AESTHETIC OF FEMALE STYLE
- 12:00 – 13:00
MICHELE CIAVARELLA TALKS ABOUT HIS BOOK GAME CHANGERS: FASHION BETWEEN TWO CENTURIES, POLITI SEGANFREDDO EDITIONS

MFW Forward

- SEPTEMBER 17TH**
12:00 – 19:00
REGIONE PUGLIA
PUGLIA, LAND OF FASHION – OPENING EVENT
- SEPTEMBER 18TH**
11:00 – 19:00
FELIPE FIALLO
REDEFINING THE SNEAKERS NARRATIVE
THANKS TO FRANCIACORTA
- SEPTEMBER 19TH**
10:00 – 13:00
ESCUDO
DEVOTED TO SUSTAINABLE DESIGN, COMMITTED TO HERITAGE
THANKS TO FRANCIACORTA
- 17:00 – 19:00
EDIS PALA
TRADITION & SUSTAINABILITY INTERTWINED
- SEPTEMBER 20TH**
10:30 – 13:00
PATRICK MCDOWELL
LUXURY SUSTAINABLE FASHION
- 17:00 – 19:00
SAKE
PERUVIAN ANCESTRAL BIOTECHNOLOGY
- SEPTEMBER 21ST**
11:00 – 19:00
MADE FOR A WOMAN
ARTFULLY WOVEN TO EMPOWER
THANKS TO FRANCIACORTA
- SEPTEMBER 22ND**
11:00 – 13:00
MASTEWAL ALEMU
FASHION WITH A PURPOSE

MFW New Wave

- SEPTEMBER 17TH**
12:00 – 19:00
FASHION ZOO
CHINA DARLINGS
- SEPTEMBER 18TH**
10:00 – 19:00
FASHION ZOO
CHINA DARLINGS
- SEPTEMBER 19TH**
16:30 – 18:30
SAN ANDRES MILANO
MY OUTFIT, MY IDENTITY
THANKS TO FRANCIACORTA
- SEPTEMBER 20TH**
10:30 – 18:30
ROSE SOCIETY ATELIER
FINE SILK ROBES TO COCOON YOU IN GODDESS ENERGY
- SEPTEMBER 22ND**
10:30 – 13:00
TRASHY CLOTHING
ANTY-LUXURY LUXURY FASHION LABEL FROM PALESTINE

SEPTEMBER 18TH

- 10:00 – 11:00
ITALY
HOW TO BECOME A REFERENCE POINT FOR A SELECT AND KNOWLEDGEABLE YOUNG CLIENTELE.
BY NATHAN MARIA RADOVIC, STORE MANAGER ANTONIOLI, MILAN
- 11:00 – 12:00
REGIONE PUGLIA, ITALY
THE FASHION SUPPLY CHAIN IN PUGLIA AND ITALIAN-MADE LUXURY BY ALESSANDRO DELLI NOCI, ASSESSORE ALLO SVILUPPO ECONOMICO; GIANNA ELISA BERLINGERIO, DIRETTORE DEL DIPARTIMENTO SVILUPPO ECONOMICO DI REGIONE PUGLIA
- 12:00 – 13:00
DENMARK
DANISH STYLE REIMAGINED: HOW DIVERSITY IS SHAPING DENMARK'S CONSUMER LANDSCAPE BY ARAM OSTADIAN-BINAI, CEO AND FOUNDER OF THE SOULFULS, DENMARK
- 13:00 – 14:00
CHINA
DIVE INTO FASHION AND SOCIAL MEDIA DYNAMICS IN CHINA. BY ZOE CHEN, CNMI CHINA CHIEF REPRESENTATIVE
- 15:00 – 16:00
CHINA
DISCOVERS FASHION / ETHNIC MUSIC MODERNIZATION. A NEW CULTURAL SHIFT TO UNDERSTAND THE CONTEMPORARY ASIAN CONSUMER SENTIMENT. BY DONG LEON LIN, CEO OF BMG MUSIC ENTERTAINMENT GREATER CHINA, BEIJING

SEPTEMBER 19TH

- 11:00 – 12:00
SOUTH AFRICA
SOUTH AFRICAN CONSUMER CROSS POLLINATION CULTURE BY CYRIL NAICKER, ACCELERATOR I INCUBATOR I SUSTAINABILITY CONSULTANT, CAPE TOWN
- 13:00 – 14:00
USA
NEW USER ACQUISITION MODELS IN EMERGING TECH, FASHION, ENTERTAINMENT AND DIGITAL COMMUNITIES BY AMY MADISON LUO, INVESTOR AND FORMER GENERAL COUNSEL OF USDC AND DYLAN GLENDINNING, DIRECTOR AT EVERBLUE MANAGEMENT AND CO-PRESIDENT IN BLUEBERRY
- 15:00 – 17:00
CHINA
MEET & GREET WITH HU BING AND THE UPCOMING GENERATION OF DESIGNERS. BY HU BING FASHION STYLE LEADER, SHANGHAI
- 18:00 – 19:00
ITALY
REDEFINING CONTEMPORARY STYLE OF A COMPELLING GLOBAL CONSUMER. BY RICCARDO GRASSI, RICCARDO GRASSI SHOW ROOM MILAN

SEPTEMBER 20TH

- 10:00 – 11:00
BRASIL
BRASILIAN FASHION FEATURES OF CONSUMER EXPERIENCE: LOOK. FEEL. CARE. BY STEFANY PARK, NK STORE, BRASIL
- 11:00 – 12:00
USA
CHANGING CONNECTION BETWEEN FASHION MEDIA AND EMERGING DESIGNERS. HOW TO ENGAGE, CONNECT AND COLLABORATE WITH TODAY'S FASHION MAGAZINES AND CREATIVES. BY TENESHA CARR, FOUNDER & EDITOR IN CHIEF OF BLANC MEDIA
- 12:00 – 13:00
USA
NEW STYLES GO FROM DAY TO NIGHT SEASON TO SEASON, NEW AMERICANS. BY RODOLPHE NANTAS, MEN'S FASHION DIRECTOR AT THE WEBSTER STORE, USA.

SEPTEMBER 20TH

- 15:00 – 16:00
ITALY
A CREATIVE AND UNIQUE WARDROBE, WITH THE MILANESE ELEGANCE, FOR AN UPSCALE CONSUMER. BY CARLA CEREDA, BIFFI BOUTIQUES, MILAN
- 17:00 – 18:00
KAZHAKHSTAN
CSI: INDEPENDENT COMMUNITY OF COUNTRIES: LOOKING TO A NEW CONSUMER WAY TO STYLE. BY SUSANNA GRIGORIAN, EVEREST AGENCY AND SEVILLE CEO AND FOUNDER OF SEVEN LIFESTORE, ALMATY
- SEPTEMBER 21ST**
10:00 – 11:00
CANADA
QUALITY AND INNOVATION IN LUXURY RETAIL AND NICHE BUYING FOR THE MULTI-CULTURAL CONSUMER IN NORTH AMERICA. BY TINA JACKSON - OWNER, CREATIVE DIRECTOR AND HEAD BUYER, T. BOUTIQUE, TORONTO
- 11:00 – 12:00
ITALY
SCOUTING NEW BRANDS, A CREATIVE PROCESS WITH A HINT OF REBELLION. BY BEPPE ANGIOLINI FOUNDER OF SUGAR, AREZZO

SEPTEMBER 21ST

- 13:00 – 14:00
ITALY
MARKET DYNAMICS IN THE EUROPEAN FASHION SCENARIO. BY ALESSANDRA GUFFANTI, BUSINESS DEVELOPER OF GUFFANTI CONCEPT SHOWROOM
- 14:00 – 15:00
ITALY
ENGAGING DYNAMICS OF A MULTILAYERED SHOW ROOM BY EMANUELA PASSINI, CEO AND FOUNDER OF PAPAVERI SHOW ROOM, MILAN
- 15:00 – 16:00
CHINA
A COMMUNITY OF FASHION LABELS AND TALENTS WHO SHARE SIMILAR VALUES TO INTRODUCE INFLUENTIAL CREATIONS. BY MR. DERUI MA, RETAIL OPERATION DIRECTOR AT LABELHOOD SHANGHAI
- 16:00 – 17:00
CHINA
EXPLORE THE HIGH-END SHOPPING OF YOUNG CLIENTELE OF SKP. BY MS. GRACE ZHAO, HUALIAN FASHION BRAND MANAGEMENT COMPANY OF SKP
- 17:00 – 18:00
MIDDLE EAST
"LUXURY REDEFINED IN THE ARABIAN PENINSULA: THE INTERSECTION OF HIGH FASHION, ROYALTY, AND SUSTAINABILITY" BY MARCO FERRA, CELEBRITIES STYLIST WITH MAHIRA ABDEL AZIZ - DUBAI AND CHRIS BONICH, VICE PRESIDENT - BUYING & MERCHANDISING FOR AL TAYER GROUP

SEPTEMBER 22ND

- 11:00 – 12:00
CHINA
ASIAN ALL TIME LIFESTYLE. A PERFORMANCE TO DEFINE THE WELLNESS ROUTINE OF A CONTEMPORARY WOMAN BY WENJUNLAU LIFESTYLE KOL AND JENNIFER CHANG CEO OF ETOILE, SHANGHAI
- 12:00 – 13:00
SOUTH KOREA
K ROUTINE: CRAFTING A BRAND DESIGNED FOR THE WORLDLY MODERN CONSUMER. BY LAUREN JIN CEO AND FOUNDER OF CLE, SEOUL - LOS ANGELES
- 13:00 – 14:00
ITALY
Q&A SESSION: WHAT WOULD YOU ASK TO SARA SOZZANI MAINO? CREATIVE DIRECTOR, FONDAZIONE SOZZANI; INTERNATIONAL NEW TALENT AND BRANDS AMBASSADOR, CNMI

Special Project

- PUGLIA, LAND OF FASHION** PRESENTS THE MANUFACTURING EXCELLENCE OF THE APULIAN TEXTILE SECTOR
- LATIN AMERICAN FASHION AWARDS** PRESENTS THE WINNERS' COLLECTIVE EXHIBIT. A CURATED VISUAL EXPERIENCE SHOWCASING THE BEST LATIN AMERICAN CREATIVES ALL OVER THE WORLD