

MILANO  
FASHION  
WEEK®



Camera Nazionale  
della Moda Italiana

# Calendar

25 February - 3 March 2025

Women's Collection - Fall/Winter 2025/2026

WITH THE  
SUPPORT OF

madeinitaly.gov.it



OFFICIAL  
PARTNERS



OFFICIAL TRAIN  
PARTNER

ENTERTAINMENT  
PARTNER

MEDIA  
PARTNER

WINE  
PARTNER

STREAMING AND  
VOD PARTNER

OOH STREAMING  
PARTNER

VIDEO CHANNEL  
PARTNERS

DIGITAL CONTENT  
PARTNER



URBAN VISION



The Asahi Shimbun



MILANOFASHIONWEEK.CAMERAMODA.IT

CAMERAMODA.IT #MFW @MILANFASHIONWEEK

FINAL CALENDAR 05/02/2025 - UPDATED ON 07/02/2025

# MILANO FASHION WEEK®



Camera Nazionale  
della Moda Italiana

Calendar / 25 February - 3 March 2025 / Women's Collection / Fall - Winter 2025-2026

FASHION SHOWS — FINAL CALENDAR 05/02/2025 - UPDATED ON 07/02/2025

Tuesday 25 Feb	Wednesday 26 Feb	Thursday 27 Feb	Friday 28 Feb	Saturday 1 Mar	Sunday 2 Mar	Monday 3 Mar
<p><b>CNMI FASHION HUB OPENING</b></p> <p>15:00 <b>GUCCI</b> ** LOCATION SEE ON INVITATION</p> <p>16:00 <b>ICEBERG</b> ** VIA PALERMO, 10</p> <p>17:00 <b>N.21</b> * VIA ARCHIMEDE, 26</p> <p>18:00 <b>ALBERTA FERRETTI</b> * LOCATION SEE ON INVITATION</p> <p>19:00 <b>K-WAY</b> ** VIA TURATI, 34</p> <p>20:00 <b>DSQUARED2</b> ** VIA RUBATTINO, 56</p>	<p>09:30 <b>LUISA BECCARIA</b> * VIA PALESTRO, 24</p> <p>10:30 <b>JIL SANDER</b> ** VIA PERIN DEL VAGA, 2</p> <p>11:30 <b>DANIELA GREGIS</b> * VIA VILLA MIRABELLO, 6</p> <p>12:30 <b>ANTONIO MARRAS</b> ** VIA OROBIA, 15</p> <p>14:00 <b>DIESEL</b> ** VIA M. CREMOSANO, 2</p> <p>15:00 <b>VIVETTA</b> * LOCATION TBC</p> <p>16:00 <b>MARCO RAMBALDI</b> * LOCATION TBC</p> <p>17:00 <b>MARNI</b> ** LOCATION SEE ON INVITATION</p> <p>18:30 <b>ONITSUKA TIGER</b> ** VIA OLONA, 6</p> <p>19:30 <b>FENDI</b> ** VIA SOLARI, 35</p>	<p>09:30 <b>MAX MARA</b> * VIA PIRANESI, 14</p> <p>10:30 <b>GENNY</b> * VIA G. B. PIRANESI, 10</p> <p>11:30 <b>BLUMARINE</b> * VIA MAIOCCHI, 7</p> <p>12:30 <b>ANTEPRIMA</b> * VIA SAN LUCA, 3</p> <p>14:00 <b>PRADA</b> * VIA LORENZINI, 14</p> <p>15:00 <b>EMPORIO ARMANI</b> * VIA BERGOGNONE, 59</p> <p>16:00 <b>EMPORIO ARMANI</b> * VIA BERGOGNONE, 59</p> <p>17:00 <b>FRANCESCO MURANO</b> * VIA E. TAZZOLI, 3</p> <p>18:00 <b>MM6 MAISON MARGIELA</b> ** VIA PALERMO, 10</p> <p>19:00 <b>ROBERTO CAVALLI</b> * VIA TORTONA, 58</p> <p>20:00 <b>ETRO</b> ** PIAZZA LINA BO BARDI, 1</p>	<p>10:30 <b>INSTITUTION BY GALIB GASSANOFF</b> ** LOCATION TBC</p> <p>11:30 <b>SPORTMAX</b> * VIA E. BESANA, 12</p> <p>12:30 <b>CALCATERRA</b> * VIA RUTILIA, 10</p> <p>14:00 <b>TOD'S</b> * VIA PALESTRO, 14</p> <p>15:00 <b>GIUSEPPE DI MORABITO</b> * LOCATION TBC</p> <p>16:00 <b>MOSCHINO</b> * VIA VENTURA, 14</p> <p>17:00 <b>SUNNEI</b> ** LOCATION SEE ON INVITATION</p> <p>18:00 <b>MISSONI</b> * VIA COSENZ, 11</p> <p>19:00 <b>ELISABETTA FRANCHI</b> * C.SO DI PORTA ROMANA, 3</p> <p>20:00 <b>VERSACE</b> ** LOCATION SEE ON INVITATION</p>	<p>09:30 <b>FERRARI</b> ** PIAZZA VETRA, 7</p> <p>10:30 <b>ERMANNO SCERVINO</b> * PIAZZA LINA BO BARDI, 1</p> <p>11:30 <b>FERRAGAMO</b> ** VIA PERIN DEL VAGA, 2</p> <p>12:30 <b>LUISA SPAGNOLI</b> * PIAZZA DEGLI AFFARI, 6</p> <p>13:30 <b>BALLY</b> ** PIAZZA VELASCA, 3/5</p> <p>14:30 <b>DOLCE&amp;GABBANA</b> * VIALE PIAVE, 24</p> <p>15:30 <b>LAURA BIAGIOTTI</b> * VIA ROVELLO, 2</p> <p>16:30 <b>MSGM</b> * LOCATION SEE ON INVITATION</p> <p>17:30 <b>FIORUCCI</b> * VIA MECENATE, 88/A</p> <p>18:30 <b>ANIYE RECORDS</b> * VIA SAN LUCA, 3</p> <p>20:30 <b>PHILIPP PLEIN</b> * VIA MANIN, 21</p>	<p>09:30 <b>SUSAN FANG SUPPORTED BY DOLCE&amp;GABBANA</b> * VIA BROGGI, 23</p> <p>10:30 <b>HUI</b> * VIA CLERICI, 5</p> <p>11:30 <b>GIORGIO ARMANI</b> * VIA BERGOGNONE, 59</p> <p>12:30 <b>GIORGIO ARMANI</b> * VIA BERGOGNONE, 59</p> <p>13:30 <b>AVAVAV</b> ** LOCATION TBC</p> <p>14:30 <b>J.SALINAS</b> * CORSO VENEZIA, 16</p> <p>15:30 <b>FRANCESCA LIBERATORE</b> * LOCATION SEE ON INVITATION</p>	<p>10:00 <b>TOKYO JAMES</b> ** DIGITAL</p> <p>10:30 <b>MAISON NENCIONI</b> * DIGITAL</p> <p>11:00 <b>MAXIVIVE</b> * DIGITAL</p> <p>11:30 <b>JACOB COHEN</b> ** DIGITAL</p> <p>12:00 <b>SAMAN LOIRA</b> * DIGITAL</p> <p>12:30 <b>VIAPIAVE33</b> ** 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 ** WOMEN'S/MEN'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 25th at 14:00, and from the 26th to the 2nd, at 9:00 from Piazza Duomo, corner with Piazza dei Mercanti

**MILANOFASHIONWEEK.CAMERAMODA.IT CAMERAMODA.IT #MFW @MILANFASHIONWEEK**

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](http://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.

# MILANO FASHION WEEK®



Camera Nazionale  
della Moda Italiana

Calendar / 25 February - 3 March 2025 / Women's Collection / Fall - Winter 2025-2026

**PRESENTATIONS** — FINAL CALENDAR 05/02/2025 - UPDATED ON 07/02/2025

Tuesday 25 Feb	Wednesday 26 Feb	Thursday 27 Feb	Friday 28 Feb	Saturday 1 Mar	Sunday 2 Mar
10:00/15:00 <b>SIMONETTA RAVIZZA *</b> VIA MORIMONDO, 19	10:00/14:00 <b>BENEDETTA BRUZZICHES *</b> VIA A. MANZONI, 41	09:00/18:00 <b>ENTERPRISE JAPAN **</b> CORSO VENEZIA, 16	09:00/18:00 <b>POLLINI **</b> VIA G. DONIZETTI, 48	10:00/17:00 <b>PECORANERA **</b> VIA GRESSONEY, 9	11:00/19:30 <b>LORENZO SEGHEZZI *</b> VIA E. TAZZOLI, 3
10:00/18:00 <b>MAX&amp;CO WITH PIETRO TERZINI *</b> CORSO VENEZIA, 2	10:00/14:00 <b>GIANLUCA CAPANNOLO *</b> VIA SAN MAURILIO, 7	09:30/13:30 <b>MANTÙ *</b> C.SO MONFORTE, 39	09:30/12:30 <b>ELEVENTY *</b> VIA U. VISCONTI DI MODRONE, 11	11:00/17:00 <b>ART259DESIGN *</b> VIA MONTENAPOLEONE, 5	14:30/17:30 <b>CAVIA **</b> LOCATION TBC
10:00/19:00 <b>EMPORIO SIRENUSE *</b> VIA DELLA SPIGA, 32	10:00/16:00 <b>BLAZÉ MILANO *</b> VIA BIGLI, 21	10:00/14:00 <b>BORSALINO **</b> VIA BORGONUOVO, 20	10:00/14:00 <b>SANTONI **</b> VIA G. NEGRI, 6	11:00/17:00 <b>CASA PRETI **</b> LOCATION TBC	
11:00/18:00 <b>RODO *</b> VIA SIGIERI, 1	10:00/18:00 <b>KHRISJOY *</b> VIA MERA VIGLI, 2	10:00/17:00 <b>LA DOUBLEJ *</b> VIA CINO DEL DUCA, 8	10:00/15:00 <b>GIUSEPPE ZANOTTI *</b> VIA MONTENAPOLEONE, 18	12:30/17:00 <b>STUART WEITZMAN *</b> LOCATION TBC	
13:00/17:00 <b>LESSICO FAMILIARE **</b> VIA E. TAZZOLI, 3	10:00/18:00 <b>MARINA RINALDI *</b> PIAZZA DEL LIBERTY, 4	10:00/18:00 <b>FRATELLI ROSSETTI *</b> PIAZZA SAN CARLO, 2	10:00/18:00 <b>GIADA *</b> VIA BRERA, 28	14:00/18:00 <b>JARELZHANG **</b> PIAZZA SEMPIONE, 1	
15:00/18:30 <b>KITON *</b> VIA PONTACCIO, 21	10:00/18:00 <b>WEEKEND MAX MARA BY GIULIVA HERITAGE *</b> PIAZZA DEL LIBERTY, 4	10:00/18:00 <b>VALEXTRA *</b> VIA A. MANZONI, 3	10:00/18:00 <b>JIMMY CHOO *</b> VIA TOMMASO DA CAZZANIGA, 89/A	14:30/19:00 <b>PORTS 1961 *</b> VIA OLONA, 4	
16:00/19:30 <b>CRIDA MILANO *</b> VIA DELLA SPIGA, 4/16	10:00/20:00 <b>DENISA RAD *</b> VIA BIGLI, 21	10:00/22:00 <b>REDEMPTION *</b> VIA SILVIO PELLICO, 6	10:00/18:00 <b>LORO PIANA **</b> VIA DELLA MOSCOVA, 33		
	10:30/12:30 <b>ALABAMA MUSE *</b> VIA S. PIETRO ALL'ORTO, 26	10:30/13:30 <b>DURAZZI MILANO *</b> VIA ROSOLINO PILO, 14	10:00/18:00 <b>MARIO VALENTINO *</b> CORSO DI PORTA NUOVA, 1		
	11:00/19:00 <b>ALESSANDRO ENRIQUEZ **</b> VIA GESÙ, 5	11:00/17:00 <b>RENE CAO VILLA *</b> C.SO MATTEOTTI, 10	10:00/18:00 <b>VALENTINO SHOES *</b> CORSO DI PORTA NUOVA, 1		
	11:00/19:00 <b>HERNO *</b> VIA VESPRI SICILIANI, 9	11:00/18:00 <b>CASADEI *</b> VIA BIGLI, 4	10:30/15:00 <b>MACH &amp; MACH *</b> FORO BUONAPARTE, 54		
	12:00/18:00 <b>BORBONESE *</b> PIAZZA VELASCA, 3/5	11:00/18:00 <b>EDIS PALA **</b> VIA BIGLI, 21	11:00/18:00 <b>GIANVITO ROSSI *</b> VIA SANTO SPIRITO, 3		
	14:00/19:00 <b>SIRIVANNAVARI *</b> VIA C. M. MARTINI, 1	11:00/18:00 <b>DOMENICO OREFICE **</b> VIA BALILLA, 6	11:00/20:00 <b>AGL *</b> VIA DELLA SPIGA, 33		
	15:00/22:00 <b>BRUNELLO CUCINELLI *</b> VIA MONTELLA, 16	12:00/18:00 <b>LE SILLA *</b> VIA SAN DAMIANO, 2	12:00/15:00 <b>SARAWONG *</b> VIA SAN GREGORIO, 29		
	17:00/22:00 <b>TAGLIATORE **</b> VIA VALTELLINA, 5	14:00/20:00 <b>SERAPIAN *</b> VIA MOZART, 9	12:00/21:00 <b>TESTONI *</b> PIAZZA S. SEPOLCRO		
		14:00/18:00 <b>ZONA20 MILANO **</b> VIA TORTONA, 31	14:00/20:00 <b>GENTRYPORTOFINO *</b> VIA MARCONA, 3		
		15:00/17:00 <b>HOGAN *</b> VIA SAVONA, 56	16:00/19:00 <b>BERGIE BY GIORGIANDREAZZA *</b> VIA P. FRISI, 3		
		16:00/19:00 <b>SLOWEAR *</b> VIA SOLFERINO, 18	16:00/21:00 <b>FLORANIA *</b> VIA BOVISASCA, 87		
		17:00/21:00 <b>PREMIATA **</b> VIA COMELICO, 24	17:30/20:30 <b>FLOWER MOUNTAIN **</b> VIA CLERICI, 10		
			18:00/21:00 <b>LORENA ANTONIAZZI *</b> VIA MORIMONDO, 22		

By Appointment

from 26/02 to 27/02 **BRIONI \***  
VIA SENATO, 28  
press.office@brioni.com

from 25/02 to 3/03 **CIVIDINI \***  
VIA CARLO DE ANGELI, 3  
+39 02 83 24 18 61  
info@cividini.com

from 24/02 to 1/03 **DES\_PHEMMES \***  
VIA MARCONA, 3  
+39 02 49 52 66 76  
events@cupstudio.it

from 27/02 to 28/02 **DSQUARED2 \*\***  
VIA CERESIO, 9  
press@dsquared2.com

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

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

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

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

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

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

MILANOFASHIONWEEK.CAMERAMODA.IT CAMERAMODA.IT #MFW @MILANFASHIONWEEK

# MILANO FASHION WEEK®



Camera Nazionale  
della Moda Italiana

Calendar / 25 February - 3 March 2025 / Women's Collection / Fall - Winter 2025-2026

## CULTURAL EVENTS

CULTURAL EVENTS

### K-WAY | IN Y/OUR LIFE. THE HIDDEN SIDE OF EVERY DAY

FROM 25/02/2025 TO 02/03/2025  
MUSEO DELLA PERMANENTE - VIA TURATI, 34  
www.k-way.com

### BALENCIAGA | SHOES FROM SPAIN TRIBUTE

FROM 21/02/2025 TO 02/03/2025  
PALAZZO MORANDO - VIA SANT'ANDREA, 6  
www.balenciagatribute.com

### ARA LUMIERE'S REWOVEN RESILIENCE: A TRIBUTE TO SURVIVORS' STRENGTH AND INDIAN HERITAGE

ON 26/02/2025  
PALAZZO GIURECONSULTI - PIAZZA DEI MERCANTI, 2 -  
www.aralumiere.com

### INTORNO AL 1925. IL TRIONFO DELL'ART DÉCO

FROM 25/02/2025 TO 29/06/2025  
PALAZZO REALE - PIAZZA DEL DUOMO, 12 -  
www.palazzorealemilano.it

### CASORATI

FROM 15/02/2025 TO 29/06/2025  
PALAZZO REALE - PIAZZA DEL DUOMO, 12 -  
www.palazzorealemilano.it

### IO SONO LEONOR FINI

FROM 26/02/2025 TO 22/06/2025  
PALAZZO REALE - PIAZZA DEL DUOMO, 12 -  
www.palazzorealemilano.it

### GEORGE HOYNINGEN-HUENE | GLAMOUR AND AVANT-GARDE

FROM 21/01/2025 TO 18/03/2025  
PALAZZO REALE - PIAZZA DEL DUOMO, 12 -  
www.palazzorealemilano.it

### GALTRUCCO.TESSUTI MODA ARCHITETTURA

FROM 13/12/2025 TO 15/06/2025  
PALAZZO MORANDO - VIA SANT'ANDREA, 6 -  
www.costumemodaimmagine.mi.it

### ANNA PIAGGI, PAROLE E TAFETTÀ | CAPITULO 2 ANIMALIA

FROM 25/02/2025 TO 27/02/2025  
LINEAPELLE - RHO FIERA MILANO, HALL 24 -  
www.minervahub.it

EVENTS

## Thursday 27 Feb

- 13:00/14:00 **PREMIO MAESTRI D'ECCELLENZA** launch event. LVMH, Thélios, Confartigianato Imprese along with Camera Nazionale della Moda Italiana launch the 3rd edition of the prize for the most talented craftsmen in Italy. Pasticceria Cova, via Monte Napoleone, 8. By invitation only.
- 18:00/21:00 **ACCADEMIA IUAD** is pleased to present the BABYLON collection, an exclusive selection of pieces created by the students of the Academy. Cocktail will follow with the launch of the Babylon catalog, a collection of photographs that celebrate the fusion of fashion and visual art. Museo Bagatti Valsecchi, via Gesù, 5. By invitation only.

## Friday 28 Feb

- 9:00/10:30 **AFRO FASHION ASSOCIATION** presents 'Communities at Work': breakfast and conversation to explore the challenges and opportunities of the BIPOC representation in Italy's creative industry. The Wilde Club Milano, via dei Giardini, 16. By invitation only.
- 17:00/21:00 **AGGLOMERATI** presents 'No Season Collection N.4/2025' with an exhibition of handmade masks and a video projection exploring a journey into the human mind and its emotions. Dj set by Washington 80. By invitation only. WAO Isola, via Porro Lambertenghi, 7. Open to the public from March 1st to 2nd.
- from 17:30 **JW ANDERSON** presents the latest edition of the Loafer bag. Private cocktail at Casa Cipriani, via Palestro, 24. By invitation only.
- 19:00/22:00 **10 CORSO COMO** hosts MAISON MARGIELA X GENTLE MONSTER latest collaboration. Cocktail event. Corso Como, 10. By invitation only.
- 21:00 **FIUGGI**'s private dinner to unveil its new bottle, in collaboration with Vogue Italia. Location see on invitation.

## Saturday 01 Mar

- 17:00/21:00 **LORENZO SEGHEZZI** presents its Autumn/Winter '25/26 collection. The Brands craftsmanship and its tied relationship with corsetry pieces and the queer milanese scene. Opening cocktail. Fondazione Sozzani, via Tazzoli, 3. By invitation only.
- 18:00/20:00 **CAMERA SHOWROOM MILANO, CONFARTIGIANATO MODA & ICE** present CSM MEETS SUSTAINABILITY. Selected collections will be presented for foreign and Italian buyers and press. Chiostri di San Barnaba, via San Barnaba, 48. By invitation only.
- 20:00 **BOTTEGA VENETA** presents a performance at the House's new headquarters, Palazzo San Fedele, in partnership with Casa Mollino. Formerly a theatre, San Fedele will serve as a stage for a cultural encounter that honours the pioneering design of Carlo Mollino and Bottega Veneta's enduring commitment to cultural advocacy. Palazzo San Fedele, Piazza San Fedele. By invitation only.

## Sunday 02 Mar

- from 10:00 **TWINSET MILANO** presents its Fall/Winter 25 women's collection with a runway show at Palazzo Litta, Corso Magenta, 24. By invitation only.
- 10:30/20:30 **10 CORSO COMO** presents 'The Waves'. Featuring All-In, Duran Lantink, Hodakova, Vaquera, Zomer installation. By invitation only. 10 Corso Como Gallery, Corso Como, 10. Open to the public from March 3rd to 30th.
- from 18:30 **TRIENNALE MILANO** | Triennale Fashion Department presents the 2nd edition of 'Fashion Issues', curated and moderated by Vanessa Friedman, from The New York Times. Triennale Milano, viale Emilio Alemagna, 6. Open to the public prior registration at www.triennale.org

## EVENTS

EVENTS

## Tuesday 25 Feb

- 25/02-28/02 **BALENCIAGA | SHOES FROM SPAIN TRIBUTE** - the exhibition hosts a series of conversations with relevant experts of the industry. Palazzo Morando, via Sant'Andrea, 6. Open to the public prior registration at [www.balenciagatribute.com](http://www.balenciagatribute.com)
- 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 16:30 **PESERICO** presents its FW25 collection with a co-ed runway, "RICORDO FUTURO": photos of the past inspire our present and future. Galleria Meravigli, via Gaetano Negri, 6. By invitation only.
- from 18:00 **GIGLIO TIGRATO** presents 'Players FW25-26', its women's and men's collection. After party to follow. The Island Milano, via Canonica, 6. By invitation only.
- 19:00/21:00 **VITALE BARBERIS CANONICO** on its Heritage & New Talents project presents "Embroidering Classics", a capsule collection with TALEUR. Private cocktail. Via Solferino, 23. By invitation only.
- 19:00 **ELLE** for its 80th anniversary, gathers together the Editors-in-Chief of all the 50 Elle editions around the world. Palazzo Clerici, via Clerici, 5. By invitation only.
- from 19:30 **IO SONO LEONOR FINI** exhibition opening with an exclusive vernissage followed by "La Fête Secrète". Palazzo Reale, Piazza del Duomo, 12. By invitation only.

## Wednesday 26 Feb

- 11:30 **THE WOM** presents 'The Wonderful'. Fashion show and talk on fashion and inclusion by Benedetta de Luca. Cocktail party to follow. Luiss Hub, via Massimo D'Azeglio, 3. By invitation only.
- 18:00/21:00 **GIORGIO ARMANI X 10 CORSO COMO** - unveiling of the new shoe collection. Corso Como, 10. By invitation only.
- 18:00/21:00 **LANCEL** hosts "Jungle Stripes" to present their Fall/Winter Collection at Piazza San Babila, 5. By invitation only.
- 18:00/21:00 **THE BRIDGE** hosts "Grandma's Afternoon Treat" to present their Fall/Winter Collection at Piazza San Babila, 5. By invitation only.

MILANOFASHIONWEEK.CAMERAMODA.IT CAMERAMODA.IT #MFW @MILANFASHIONWEEK



# FASHION Program HUB

25 Feb  
02 Mar  
2025

25 Feb  
15:00-19:00

26 Feb / 02 Mar  
9:30-19:00

Palazzo  
Milano  
Giureconsulti

MILANO  
FASHION  
WEEK®  
Camera Nazionale  
della Moda Italiana

WITH THE  
SUPPORT OF

madeinitaly.gov.it



ITA  
ITALIAN TRADE AGENCY



## MFW Forward

**FEBRUARY 25<sup>TH</sup>**  
12:00 – 19:00  
**ZAZI VINTAGE**  
THE VOICE OF CRAFT BEYOND BORDERS

**FEBRUARY 26<sup>TH</sup>**  
11:00 – 13:00  
**MASTEWAL ALEMU**  
FASHION WITH PURPOSE

17:00 – 19:00  
**ARA LUMIERE**  
VICTORY OVER VIOLENCE

**FEBRUARY 27<sup>TH</sup>**  
11:00 – 13:00  
**PHAN DANG HOANG**  
THE SOUL OF NATION

17:00 – 19:00  
**FELIPE FIALLO**  
FROM FEAR TO COURAGE

**FEBRUARY 28<sup>TH</sup>**  
11:00 – 18:30  
**CITTADELLARTE - FONDAZIONE PISTOLETTO ONLUS**  
"ECHOES OF CREATION" PRESENTED BY FASHION FOR PLANET ACT V

**MARCH 1<sup>ST</sup>**  
11:00 – 13:00  
**DENNJ**  
\_DENNJ\_ ATELIER

17:00 – 19:00  
**0331 – UPDATED**  
SEMPRE COLPA LORO

**MARCH 2<sup>ND</sup>**  
17:00 – 19:00  
**SAKE**  
PERUVIAN ANCESTRAL BIOTECHNOLOGY

## Ensemble: Voices of Seoul

**EENK**  
UNCONVENTIONAL  
ELEGANCE AND MODERNITY

**BONBOM**  
COUTURE OF TODAY

**MMAM**  
MAISON IS MODERN ART MUSEUM

**JULYCOLUMN**  
HIDDEN HERITAGE

## GoMongolia

**TOP DONJ LLC**  
CRAFTED WITH CREATIVITY AND  
DESIGNED WITH CARE

**KHANBOGD LLC**  
SUSTAINABLE MONGOLIAN  
CASHMERE

**SNOW FIELDS LLC**  
CRAFTING MONGOLIA'S FINEST  
CASHMERE SINCE 2004

**GOYOL CASHMERE LLC**  
BEAUTIFULLY CRAFTED  
MONGOLIAN CASHMERE

**NEGUN CASHMERE LLC**  
MONGOLIAN NATIONAL  
MANUFACTURER SPECIALIZING  
IN KNITWEAR PRODUCTION

## Cross-Cultural Business Conversation

*Orietta Pelizzari in conversation with international market experts. Discover the latest opinions and insights. Meet and Greet with the Fashion Hub designers.*

**FEBRUARY 25<sup>TH</sup>**  
12:00 – 13:00  
**ITALY**  
**DIVE INTO THE NAPLES FASHION CONSUMER: A VIBRANT TASTE OF BY RAFFAELE GALLIANO, OWNER OF GALLIANO BOUTIQUE NAPLES**

14:00 – 16:00  
**CHINA**  
**A WALK THROUGH WITH HU BING TO MEET NEW BRANDS OF FASHION HUB BY HU BING, ADVOCATE LIFESTYLE ADVISOR, SOUTH ASIA**

**FEBRUARY 26<sup>TH</sup>**  
17:00 – 18:00

**DUBAI**  
**THE POWER OF FASHION ON SELF-EXPRESSION AND SOCIAL CHANGE IN MIDDLE EAST BY ELISA BRUNO CHIEF EXECUTIVE OFFICER OF GLOBAL LUXURY RETAIL DESTINATION IN MIDDLE EAST LEVELSHOES**

**FEBRUARY 27<sup>TH</sup>**  
14:00 – 15:00

**UZBEKISTAN**  
**CULTURE AND STYLE. DISCOVER CONSUMER THAT LIVE ON A BRIDGE BETWEEN EUROPE AND ASIA BY ABBASSOVA OLGA 2505 DI TASHKENT**

17:00 – 18:00  
**MONGOLIA**

**CASHMERE AS A GROWING MARKET AMONG YOUNGER CONSUMER: AUTHENTIC, COLOURFUL AND LONGLASTING BY MR BAT-ERDENE.J. MEMBER OF PARLIAMENT AND PRESIDENT OF MONGOLIAN WOOL AND CASHMERE ASSOCIATION; MRS ALTANTSETSEG.D., EXECUTIVE DIRECTOR OF MONGOLIAN WOOL AND CASHMERE ASSOCIATION; MRS NOMIN.B, FOREIGN RELATIONS OFFICER OF MONGOLIAN WOOL AND CASHMERE ASSOCIATION**

**FEBRUARY 28<sup>TH</sup>**  
12:00 – 13:00

**SOUTH KOREA**  
**SCOUTING EMERGING BRANDS THAT PURSUES THEIR OWN EXPERIMENTAL WORKS BEYOND THE ESTABLISHED FRAMEWORK BY AARON SEONG, BUYING DIRECTOR MUSINSA STORE, SEOUL**

**MARCH 1<sup>ST</sup>**  
12:00 – 13:00

**USA**  
**TAILORED STRATEGIES TO EFFECTIVELY ATTRACT AND ENGAGE HIGH-NET-WORTH DEMOGRAPHIC OF LUXURY LATINO AMERICAN CONSUMER BY DIEGO STECCHI, FOUNDER AND MANAGER OF LUXURY RETAIL PARTNERS. MIAMI**

13:00 – 14:00  
**CANADA/USA**  
**FASHION MATCHMAKING IN NORTH AMERICAN PREMIUM MARKET BY CAROLINE PETERS GLOBAL BRANDS DEVELOPMENT FASHIONNET ANTON DELL**

17:00 – 18:00  
**MIDDLE EAST**  
**A GROWING MARKET OF YOUTH AFFLUENT OF MIDDLE EAST: STYLISH AND DESIGN BY POLINA DOLGOVA OWNER OF POLINI'S BOUTIQUE AND NAHAR AL MARZOOGY OWNER DI PATTERN CONCEPT E CHAPTER 4. CEDRIC HADDAD, CELEBRITY STYLIST & OWNER OF STYLEBYCED**

**MARCH 2<sup>ND</sup>**  
12:00 – 13:00

**ITALY**  
**EVALUATE AN EMERGING BRAND BASED ON THE STRATEGIC ELEMENTS THAT CSN SATISFY IT'S TARGET CONSUMER BY GIANNA TREVISAN BUSINESS EXPERT FOR START UP FASHION BRANDS**

## Designers for The Planet

**CASCINELLI**  
INSPIRED BY NATURE, DESIGNED FOR YOUR FUTURE

**GROSSI**  
AS WE ARE

**LIZZIO**  
EVERY DETAIL TELLS A STORY.

**LUCIA CHAIN.**  
WEAR THE LANDSCAPE.

**MAREA**  
WE ARE NEVER TOO SMALL TO MAKE A DIFFERENCE

**NOIR DÉCHIRÉ**  
CONTENUTI SENSIBILI

**SERVATI**  
DREAM BIG OR DON'T

**TOLO**  
BELLISSIMA NOSTALGIA

## Special Projects

**CHARLES DE VILMORIN in collaboration with Fédération de la Haute Couture et de la Mode**

## Educational Talks

**FEBRUARY 26<sup>TH</sup>**  
14:00 – 15:30

**REDEFINING BEAUTY: HOW STANDARDS HAVE EVOLVED BY PIERO PIAZZI PRESIDENT OF WOMEN MANAGEMENT**

16:00 – 17:00

**AI AND CONSUMERS EXPERIENCE IN FASHION AND DESIGN: WHY THE STORY OF A PRODUCT MATTERS – AI, NEW CONSUMER APPROACHES, AND INNOVATIVE RETAIL FORMATS SHAPING FASHION'S FUTURE BY PIETRO NOVELLI, CEO VAULTIK AND IRIS SKRAMI, CEO AND FOUNDER IN SOFTWARE AI; STEFANO GALASSI, INNOVATION CONSULTANT & MODERATOR – LIMITLESS IN CONVERSATION WITH: JULIA KONONENKO, ACCOUNT MANAGER EMEA ENTRUPY; STEPHANIE CRESPIN, CEO – REFLAUNT; LUIGI MERCALLI, HEAD OF PRODUCTION - FERRARI LIFESTYLE; PIETRO COMITO, CHIEF STRATEGY OFFICER – FERRAGAMO; LINDA XU, DIRECTOR OF THE GLOBAL AI ALLIANCE (CHINA/JAPAN)**

**FEBRUARY 27<sup>TH</sup>**  
10:00 – 11:30

**INCLUSION BEYOND THE RUNWAY: FASHION'S RESPONSIBILITY TO ITS COMMUNITIES. DISCUSS HOW INCLUSION MUST EXTEND BEYOND TOKENISM ON THE RUNWAY TO GENUINE REPRESENTATION IN DESIGN, STORYTELLING, AND BRAND DECISION-MAKING BY TENESHIA CARR, FOUNDER & EDITOR IN CHIEF OF BLANC MEDIA**

11:30 – 13:00

**NEW GENERATION OF FASHION WARDROBE – SUPPORTED BY BEMBERG™ LET'S TALK ABOUT THE VALUES THAT LEAD THE NEW WAY WITH: GIUSY BETTONI, GIANLUCA CANNIZZO, TIZIANO GUARDINI, ETTORE PELLEGRINI**

**FEBRUARY 28<sup>TH</sup>**  
11:00 – 13:00

**CITTADELLARTE FONDAZIONE PISTOLETTO ONLUS FASHION FOR PLANET ACT IV**

15:00 – 17:00

**SPACE AND FASHION CULTURE TOWARDS CONSUMER AHESTETIC: "FLY ME TO THE MOON AND BEYOND" BY ANILKUMAR DAVE, SPACE ECONOMY ADVISOR IN CONVERSATION WITH: ROBERTO MASSARDI, CHIEF BUSINESS DEVELOPMENT OFFICER DEL GRUPPO PRADA; NICOLAS GAUME: CO-FOUNDER AND EXECUTIVE CHAIRMAN – ORBITE; MANLIO DI STEFANO: DIRECTOR EMEA - AXIOM SPACE; ALESSANDRA BONAVINA: FOUNDER AND CHAIRWOMAN - LUNAR CITY; CORINNA SPERANDINI: CEO – SPACEWEAR. MODERATED BY ORIETTA PELIZZARI, GLOBAL FASHION ADVISOR**

**MARCH 2<sup>ND</sup>**  
14:30 – 15:30

**YV-1 BY SALVATORE VIGNOLA, DIRECTED BY MARTINA PASTORI, DOP LILIA CARLONE, STYLING THAIS MONTESSORI BRANDAO, PROP MAX BRAIN, PHOTO ANNA ADAMO, MUSIC GIACOMO CARLONE, PROD CECILIA TEREZONI BOROTALCO**

TECHNICAL  
PARTNER

DESIGN  
PARTNER

BONAVERI **Kartell**

OFFICIAL  
PARTNER



OFFICIAL TRAIN  
PARTNER



ENTERTAINMENT  
PARTNER



MEDIA  
PARTNER



WINE  
PARTNER



STREAMING AND  
VOD PARTNER



OOH STREAMING  
PARTNER



VIDEO CHANNEL  
PARTNERS



DIGITAL CONTENT  
PARTNER

