



Milano, Piazza Liberty - from 21 to 25 September 2011

**THE RETURN OF MILANO FASHION DESIGN:
WITH GRAZIA AND INTERNI FASHION BECOMES ENTERTAINMENT
IN THE HEART OF THE CITY**

*The big names of fashion, emerging designers,
a day dedicated to children's fashion and a range of very important guests*

Segrate, 19 September 2011 – The fashion week sees the return of the *Milano Fashion Design*, initiative promoted by the **Mondadori Group** with its celebrated titles *Grazia* and *Interni* and with the patronage of the *City of Milan municipal council*.

After the success of the previous editions, from **Wednesday 21 to Sunday 25 September 2011**, the spotlight will be on **Piazza Liberty**, in the heart of the city's shopping district, where more than 20 fashion labels will present their latest collections with performances and special events.

Milano Fashion Design opens the doors of fashion to the general public, giving normal citizens an opportunity to enjoy spectacular fashion presentations and to enjoy an unmissable show featuring a range of new proposals every day.

All the events will take place at the *Fashion House*, a specially built stage in the centre of Piazza Liberty, designed by Michele De Lucchi in cooperation with Matteo Vercelloni.

Milano Fashion Design will be officially opened on 21 September by **Angelo Sajeve**, chairman and chief executive of Mondadori Pubblicità, who declared that: "*Milano Fashion Design* is an exemplary expression of the contamination of fashion and design. Two qualified interpreters of made in Italy style, *Grazia* and *Interni*, will bring fashion to the street providing their know how in producing innovative performances in the heart of the city. With this initiative, now in its third edition, fashion becomes a show to be enjoyed by the general public, for all the citizens of Milan," concluded Sajeve.

The programme

From 21 to 25 September, from midday until 8 pm, there will be alternating performances in Piazza Liberty by: Accademia del Lusso, ALV Andare lontano Viaggiando, Brema, Camomilla Milano, Cannella, CHÉRIE, Conbipel, Diegom, Eightsin, Il Gufo, Kokka, Luciano Soprani, Mabrun, Malloni, Naturino, Nenette, Paolo Casalini, Rifle, Swissies, Triumph, Woolrich and Yes Zee.

And again for this edition, the main feature of Sunday will be **KID's wear**.

The make-up and hair artist area run by **Maybelline NY** and **L'Oréal Professionnel** will be visible to all. In fact, Milan will be able to watch highly professional make up artists and expert hair stylists



at work. Every morning the professional make-up teams from Maybelline NY will share with the visitors of the Fashion House the experience of a model look and between one performance and another offer make-up lessons.

Special events

There is also something new for young people who dream of a future in the world of fashion: for the first time, at the *Fashion House*, there will be a show of creations by emerging talent from among the students of the Italian branches of the **Accademia del Lusso (Wednesday 21 September at 5 pm)**.

On **Thursday 22 September at midday**, the boatbuilder **Fiart Mare** will present a preview of the Epica 58 and Seawalker 33 models, with a discussion, moderated by Paolo Liguori, on Italian excellence in fashion, design and boatbuilding, in collaboration with *Interni on Board*.

On **Friday 23 September from 7 pm**, **R101** will be the star of a special evening, in collaboration with Peugeot, thrilling the audience with music, entertainment and guest stars. Chiara Lorenzutti, the voice of *R101*, will also present the fashion performances.

Banca Intesa will promote an original event that will take fashion into an unusual context and great design, a new flagship store. In fact, on **Friday 23 at 2 pm** **Yes Zee** will present a preview of their performance at the new branch of Superflash in Via Torino 21.

The partners

Milano Fashion Design has been realised with the support of **Peugeot** (main partner), that will make five courtesy cars available for the protagonists of the initiative and present a preview of the model from the limited series Asphalt.

Motorola will introduce the audience to the new tablet XOOM, ATRIX smartphone and GLEAM telephone, while **Cadey** will present its anti-oxidant cream Staminaline to the people of Milan. Also on the occasion, **Dr Scholl** will launch its new Pocket Ballerina Party Feet. The watchmaker **Ice Watch** will be on the Fashion House stage with its latest range in original packaging.

The Fashion House will be furnished by **Calligaris** with the following products: a Basil chair, a Anais chair, a Lib bookcase, a Timeless sofa, a Tower table. The catering will be managed by **Visconti Banqueting**. The tent-structure of the Fashion House is by **Tensostend**.

Milano Fashion Design is an event produced by **DPR Eventi**.