

News for Press

September 13, 2006

From September 21, in Milan

On show at Palazzo Reale “The Other Side of Fashion” exclusive images by 100 great protagonists of the international fashion system

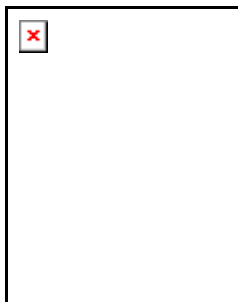
**The project, designed by Canon and organised in collaboration with
Comune di Milano and Camera Nazionale della Moda Italiana,
aims at raising funds for the Red Cross activities.**

Canon, world leading company for image technologies and IT solutions, involved more than 100 protagonists of the fashion system asking them to tell, through a series of images, their “behind-the-scenes” story of the fascinating world in which they live.

The pictures, taken with Canon digital camera Ixus 65 and printed with Canon solutions for oversize format printing, will be presented at the show “The Other Side of Fashion”, starting **September 21** at Palazzo Reale and open to the public from September 22 to September 26.

This initiative, aimed at raising funds for the Red Cross young people’s program, is included in the wider framework of the Milan, London and Paris fashion weeks, sponsored by Canon.

To the project, organised in collaboration with Comune di Milano and Camera Nazionale della Moda Italiana, adhered Laura and Lavinia Biagiotti, Mario Boselli, Roberto Cavalli, Dolce & Gabbana, Elio Fiorucci, Frida Giannini, Valeria Marini, Francesco Martini Coveri, Margherita Missoni, Beppe Modenese, Anna Molinari, John Richmond, Gaia Trussardi, Donatella Versace and again Helena Christensen, Christian Lacroix, Sonia Rykiel and many others. The pictures will be on show in London (September 16-30) and Paris (September 21 - October 14) and will be collected in the beautiful catalogue “The Other Side of Fashion”.



The project “The Other Side of ...” is at its third edition. The previous initiatives, always designed by Canon in order to raise funds for the Red Cross, involved celebrities coming from the world of culture, show business and sport. Furthermore, Canon has recently signed a new agreement with the European Red Cross supporting the association projects destined to young people.

Concerning this event, James Laipnik, Chief of Communication and Corporate Relations at Canon Europe, explains: “Canon is conscious of the power of creative imaging just as the fashion system is. Our cameras, printers and color management technologies allow photographers and fashion designers to explore their imagination, being able to capture the best aspects of fashion and art. The project The Other Side of Fashion is the ideal celebration of this relationship and definitely the perfect means to raise funds for the admiring work that the Red Cross is performing in Europe”.

Thanks to this initiative Canon reaffirms itself as a socially active company, consistent with the Kyosei philosophy, the guiding concept of the firm whose objective is to “live and work together for the common good”.

Note for press agents:

Pictures of the exhibition will be available from September 14 on.

Please call nr. +39 02 4989434 or send an e-mail to artena@artena.it.

Canon, a over 26-billion-euro multinational corporation, is one of the leading companies worldwide in advanced technologies. Operating in Italy since 1957, Canon offers complete and integrated corporate solutions, covering a wide range of needs for the management of corporate information and images, and at the same time develops specific products for the consumer market with a wide range of high-quality input and output solutions.

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