



Camera Nazionale della Moda Italiana

## **PRESS RELEASE**

### **Friends of Milano Moda Donna**

**Camera Nazionale della Moda Italiana** in view of the next edition of Milano Moda Donna, September 23 – 30, 2006, will be supported by two important, internationally renowned sponsors: **Canon** and **P&G Beauty**.

**Canon**, a world leading company for image technologies and IT solutions, will be the **Main Sponsor** of Milano Moda Donna and Milano Moda Uomo for the next three years.

The company will be present at Milano Moda Donna with a picture Media Centre that will provide a highly qualified technical assistance to journalists and photographers in the industry.

**P&G Beauty**, with its diversified portfolio of high-quality brands, inspired by a deep understanding of consumer needs and new fashion trends, is a world leader in the beauty industry. Thanks to this knowledge and to the deep bonds with the fashion system, **P&G** is the ideal partner for the Beauty sponsorship of Milano Moda Donna.

Special thanks to the Institutional Sponsors of Camera Nazionale della Moda Italiana, who have been supporting for years prestigious initiatives:

**L’Oreal**, irreplaceable back-stage contributor to new trend proposals and innovative hairstyles;

**Moët&Chandon**, prestigious champagne accompanying the most important moments and supporting the image of Milan fashion week;

**Class Editori**, punctual professional that, with its editorials, carefully follows on the pages of Milano Finanza Fashion the evolution of the Milan fashion shows;

**Radio Monte Carlo**, with its interviews to entrepreneurs and fashion designers this lively voice is able to convey to its audience the magic of the fashion week;

**Regione Siciliana**, which will offer an excellent Sicilian wine and typical product tasting.

Camera Nazionale della Moda Italiana also strengthens its partnership with **More** – a trade show dedicated to jewellery, whose second edition will take place on February 2007, in concomitance with MMD fashion shows – and with **Polo della Qualità**, with which important projects are on the way for the promotion of Made in Italy and the excellence of the fashion designers from the Campania region.

**Camera di Commercio dell’Industria Artigianato Agricoltura di Milano** supports the activities of CNMI linked to the Milano Moda Donna exhibitions, especially those dedicated to young talented designers, promoting together with Camera the projects **Next Generation** and **Regeneration – New Upcoming Designers – Fashion from the World** and the events related to image and promotion.

Milan, September 13, 2006