



Camera Nazionale della Moda Italiana

PRESS RELEASE

**ReGeneration
New Upcoming Designers
*Fashion From the World***

September 23, 2006

Room for new international talents: Milano Moda Donna, the most important fashion week worldwide, has entrusted three emerging designers with the opening of the fashion shows for spring/summer collections 2007. **Lily** and **Silique** from China and **Varun Bahl** from India will be the protagonists of **ReGeneration – New Upcoming Designers – Fashion from the World**, the fashion show that **Saturday September 23** starting at **1.00 pm**, will enliven the prestigious new **Milano Fashion Center** location, **Via Gattamelata 5**.

ReGeneration – New Upcoming Designers – Fashion from the World, organised by **Camera Nazionale della Moda Italiana** and **Camera di Commercio di Milano**, is an important show-case for new emerging designers. This event established itself as a traditional appointment of the Milan schedule and succeeded in becoming an important international opportunity for young talents.

Camera Nazionale della Moda Italiana will be in charge of the organisation and coordination activities for this initiative. Not only the most important buyers and representatives of national and international press will be invited, but also entrepreneurs and businessmen operating in the textile and fashion industry.

L’Oreal and P&G Beauty will be contributing with their products and their qualified expertise to the success of the show .

Milan, September 13, 2006