



Camera Nazionale della Moda Italiana

PRESS RELEASE

**Milano Fashion Center: the heart of Milan fashion shows
September 23- 30, 2006 - Milano Moda Donna**

Milano Fashion Center is the new heart of Milan fashion shows. Saturday, September 23, in the new prestigious premises in Via Gattamelata 5, **Milano Moda Donna** will take off; on show until September 30 the new spring/summer 2007 collections.

The new premises comprise **four** fashion show halls -**Montenapoleone, Manzoni, Spiga** and **Borgospesso** (with capacities ranging from 450 to 1200 seats)- and **three** stretched flexible structures set up in nearby open areas: **Sala Senato**, Piazzale Carlo Magno and **Sala San Babila**, Largo 17. And for the first time Milan fashion enters a sports temple, the Velodromo Vigorelli, where the largest outdoor flexible structure is located, able to host up to 1500 seats.

“This is a historical event for the fashion industry, which will benefit from an avant-garde location ideal for its future development” – explains **Cavalier Mario Boselli**, Chairman of Camera Nazionale Della Moda Italiana – “After 25 years the fashion shows leave their historical location and move to the new **Milano Fashion Center**. The new premises met with outstanding success, attracting big names who already confirmed their presence”.

The schedule serves a dual purpose, gathering the most renowned brands towards the end of the fashion week, while presenting the most popular, *à la page* Made-in-Italy representatives at the beginning of the week. Here are some figures: **229** collections, **100** fashion shows for **99** brands, **130** presentations, **44** of which are by appointment. For the first time brands such as **Ab Soul, Miss Bikini, Pin Up Stars, Shirt Passion** and **Sonia Fortuna** will be on show at Milano Moda Donna.

Milano Moda Donna is going to take off with the elegant *défilé* of Elena Mirò, whose collections will be presented by “soft” models. **Saturday, September 23**, will mainly be devoted to the works of new, emerging talents; at 1.00 pm the creations of the young talented designers participating in the **ReGeneration - New Upcoming Designers – Fashion From the World** project will be on show.

More than **15000** operators are gathering in Milan, a wide audience of buyers and press agents coming from all over the world. More than **2000** media representatives, of which more than **1100** working for the most outstanding national publications will be present, while the international press, with its ever increasing presence, confirms **Milano Moda Donna** as a central event in the international fashion industry landscape.

Camera Nazionale della Moda Italiana will present several social happenings and cultural events alongside the show, among which the exhibition “**The Other Side of Fashion, immagini dietro le quinte**”, realised by Canon for the Red Cross, scheduled on Thursday, September 21 at 7.00 pm, Palazzo Reale.

Milan, September 13, 2006