



Regione Sicilia
Assessorato
Agricoltura e Foreste



Milano Moda Donna spring/summer 2007 (September 23 – 30, 2006) Catwalk show for Sicilian wines

The promotion of Sicilian excellence products reaches Milan. On Wednesday 13, the fashion week “Milano Moda Donna primavera/estate 2007” will be presented at the Camera di Commercio di Milano. Besides the creations of fashion designers, Sicilian wines, as a sponsor, will be on show, too.

In fact, Regione Sicilia signed an agreement binding it to Camera Nazionale della Moda Italiana until 2008. By this agreement a project of promotion, communication, search and innovation was started, with original ideas enhancing the image of Sicily, with its artistic, cultural and environmental heritage and its great food and territory tradition. The Sicilian image and brand will be linked in this way to the fashion industry, which is the best of Made in Italy.

«The Sicilian agro-feeding industry, and especially the wine sector, has a great potential» explains Giovanni La Via, Regional Council for Agriculture and Forestry «in this context it is crucial to adopt promotional measures in order to increase its competitiveness and enhance its image at an international level. Its connection with the fashion system and with the excellence brands adhering to Camera Nazionale is, in our opinion, the best means to bring out our quality produce and become a symbol of the Italian lifestyle on the global market».

During the fashion week, it will be possibile to taste the island wines at the booth of Regione Sicilia, combined with some excellence products (cheese, cold cuts, typical desserts).

Regione Sicilia and Camera Nazionale della Moda are the promoters of another interesting project, “Sicilia vino fashion foundation”, a foundation aimed at starting initiatives and projects supporting young fashion designers by means of an international fashion contest. Regione Sicilia will award the winners of the contest five scholarships, that will allow the young fashion designers to participate in exclusive and prestigious fashion shows with their works, alongside the big brands of high pret-à-porter, during the September 2007 edition of Milano Moda Donna.