



Camera Nazionale della Moda Italiana

Milan, 18th April 2002

Milano Moda Donna (e Uomo)

Milan Ladies' Fashion (and Men's Fashion)

Directions and decisions made by the CNMI

One of the points included in the programme for the Triennial Plan, which was developed by the Executive Board on 12.7.01 (and presented last Autumn to public and private speakers), is entitled: “Milano Capitale della Moda” (“[Milan, Fashion Capital](#)”).

This title refers to the Capital of “high fashion” Pret-à-porter ([ready to wear](#)), designed by the stylists (in its various concepts, first lines, second lines) and therefore to the two huge shows called Milano Moda Donna ([Milan Ladies’ Fashion](#)) and Milano Moda Uomo ([Milan Men’s Fashion](#)), which present the very best of Made in Italy (and not only), to the World four times a year.

The need for a further, greater commitment from the CNMI on this important and delicate subject was prompted by the way the February/March Milano Moda Donna went this year, giving rise to the following mishaps:

- ✓ **Delays to the start of the presentations** (catwalk shows);
- ✓ **Press Conferences superimposed on shows in the calendar;**
- ✓ **Too many shows** (congested calendar) **in the last 5 days and only not enough in the first few days;**
- ✓ **Ill feeling from some Houses who thought they had been penalised by the formulation of the calendar;**
- ✓ **Smaller number of shows in the Fiera** (compared with the maximum reached in the previous editions).

The appropriate Committee met on 13.03.02, and the day after, 14.03.02, the Presidential Committee examined the work they had carried out, approved it and more or less agreed with it, then completed it. The result was the document approved on 11/04/02, which was finalised definitively during the Meeting of the Executive Board on 18/04/02. The complete version is given below so that it can be made available to all those working in the business in good time, so that they can bear it in mind for the next edition of Milano Moda Donna.

A preliminary reflection can be made, on considering the calendar drawn up by our French Colleagues.

From the documentation regarding their 9 days of shows, we can see that there are no less than 37 shows that are completely superimposed, whereas there is only one in our calendar.

When this programme was actually carried out, many more delays and difficulties were caused, compared with those in Milan.

The initiative started by a letter from Susy Menkes (which was taken up by the international press) should be highlighted, as it remonstrated with the Fédération Française de la Couture and with the Designers from beyond the Alps, because they had concentrated the shows by the big designers in the first few days of the calendar, to the detriment therefore of the visibility of and attention paid to, Young and Emerging Designers.

This is exactly the same situation as the one that occurred here in the last few days of Milano Moda Donna, which was clearly denounced by the CNMI.

It should also be noted that more problems surfaced at Milano Moda Donna, as it is a more congested and complex event than Milano Moda Uomo; however, the directions given below can be considered valid for both the above Events.

That said, here are the instructions that will be supplied to all the Companies that present Collections in the Calendars organised by the Camera Nazionale della Moda Italiana:

✓ **Location**

for Houses that do not have their own location, the fact that they are concentrated in the same place, such as “Fiera Milano” today (“Città della Moda” tomorrow), actually facilitates their work, which is

therefore less stressful and more rational. The delays in particular, which have become almost physiological (30', maximum 40', with a catwalk show of about 20'), can in fact be entirely "absorbed", because those concerned do not have to go from one end of the city to the other (perhaps on a rainy day, with traffic jams, etc.).

Leaving aside the Houses that hold shows on their own premises, the choice of places that are often difficult to get to sometimes seems incomprehensible, as they are cold in the winter, hot in the summer, and with so few "strong" points that they make one regret some of the spaces that are easily customised and are available in Fiera Milano outside the catwalk show halls.

✓ **Presentations**

static instead of using the catwalk: there is no doubt that this method – if set up in an appropriate way - is of great interest, as it allows the designer to deliver an emotional impact; the collection can be seen more clearly, and the fabrics, materials and finish can be touched, evaluated and appreciated more. Above all, if the presentation is organised over a space of time that lasts a few hours, it makes it significantly easier for everyone to view the collection at a time that is suitable for them (between two shows, etc.); even better if it is in the Fiera.

✓ **Press conferences**

should not be allowed while Milano Moda Donna and Milano Moda Uomo are running, but if they have to be held, they should be organised for the morning, at 8 – 8.30, in order to leave everyone free to watch the first show. The suggestion that the Press Office in Palazzo Bagatti Valsecchi be organised (or made available for any Houses interested in Press Conferences) for the morning, starting at 8 and finishing at 9, will be taken into consideration.

✓ **Calendar**

Milano Moda Donna Calendar: this is one of the most delicate and complex subjects.

The ideal would be to have fewer Houses holding a show, but the Association has declared more than once that it does not want to select the Houses that wish to give a show. The Association is convinced that the French solution of having two calendars, one “in” and one “off” is actually a non-solution (as practically demonstrated).

The start of the first show should be at 9.30 in the morning and the end should be at 19.30 (with perhaps an hour for lunch and a “moment to draw breath”).

If this were the case, there would be ten shows a day for 10 days, for the next two editions and for 9 days from the second semester of 2003 and 2004. Overall, there would therefore be 90 or 100 shows/collections (taking one presentation in the calendar per House), which would be more or less the same as the current situation.

The problem is caused by the requests to hold shows that are more or less concentrated in the last few days of the calendar, leading to “congestion” difficulties in the last few days and “gaps” in the first.

The ideas for overcoming this complex situation and the decisions taken by the Association as their direct responsibility, are as follows:

1. **to include houses with greater power and image in the calendar straight away, from the first days** (two important houses a day would suffice). This would solve the problem of the absence of overseas press and buyers from the beginning. The Houses invest huge sums of money in order to prepare the collections and present them. So, is it acceptable that those who receive significant sums for publicity, etc., from the Houses, are not willing to invest what really is a modest

amount, in terms of time and money, in order to ensure an adequate presence in Milan?

In this respect, it should be noted that this is exactly what happens for Milano Moda Uomo: it starts and ends with the most important Houses; why can't the same be done for Donna?

2. Keep the outline of the Calendar fixed as much as possible and the positions of each of the Houses in the days and times which were given in the previous editions.

3. Should a House that is a Member of the CNMI request the same day and time as one which is not a Member, preference shall be given to the House that is a Member.

4. Favour the static presentations (point illustrated above) instead of the catwalk shows.

5. Eliminate double shows from the calendar. At least, **one** presentation shall be included in the official calendar.

6. The Houses that present a show in the calendar shall not use the same models and other staff, should the calendar times be more or less consequent. The CNMI shall contact the Model Agencies with the aim of having the models who have been requested, available from the very first days of Milano Moda Donna, and shall agree on the job they are to do, for a reasonable, limited period, before the show given by the House that has engaged them.

The CNMI shall apply the penalties set out in the current Rules, the validity of which is acknowledged on this occasion, in the most serious cases of failure to respect the regulations described above.

The CNMI shall meet the Directors of the Daily Newspapers, of specialist magazines and of the Television Networks, with the purpose of requesting greater cover by journalists and crews, starting from the first days of the Milano Moda Donna Calendar.

Lastly, we should like to inform you that we have well-founded reasons to believe that MOMI, following our pressing requests, will return to their position at the beginning of Milano Moda Donna (first weekend), instead of the end (second weekend), as of February 2003.

We are confident that the adoption of these suggestions and the application of the new rules will allow all those involved, buyers, journalists, Houses, etc., to improve their work, thereby creating positive effects on the whole System, which needs to concentrate its efforts and its creativity on the product, the supply of things and of real services, instead of on complications that are often unnecessary.