

Made in Italy Day in Athens

The Italian Embassy in Greece, in collaboration with the **Italian Foreign Trade Agency (ICE)**, **Camera Nazionale della Moda Italiana** and **Polimoda**, has organised a programme of events in Athens to celebrate the **Made in Italy Day**, which, in the context of diplomacy and growth, promotes and pays tribute to Italian creativity in all its forms. The Embassy of Italy in Athens has chosen to tell the Greek public about the excellences of **Made in Italy** with various initiatives focusing on fashion and, in particular, on the work of young Italian designers, as well as other potential new players.

On 18 April, in the splendid setting of the Italian Ambassador's residence, the designer **Domenico Orefice**, a Polimoda alumnus who's already figured on the Milano Fashion Week® calendar, presented his **A1 R1 25** collection to a select public of trade experts and the media.

Domenico Orefice's collection is a-gender and was conceived and designed for all seasons, for adapting to different weather conditions in various parts of our planet. **A1 R1 25** is a blend of innovation, tailoring and crafts. For his selection of materials, Domenico decided to involve the Italian company Gruppo Cinque and use a mix of cotton, nylon and fabrics of different weights, thus helping to create a diversified wardrobe.

Thanks must also go to footwear brand Marsèll for its contribution to the production of the show.

The programme also included two conferences for young people interested in the world of Italian fashion and design. On 19 April, **Polimoda Director Massimiliano Giornetti** and **Sara Sozzani Maino, Camera Nazionale della Moda Italiana's International New Talent and Brands Ambassador**, met students from the Pansik Fashion School, one of the Greek capital's most prestigious fashion academies, for a lesson centred on the concept of Made in Italy and how it interacts with fashion. The lesson was an opportunity to focus on the various professional roles in this industry in our country. On the same day, the **Scuola Statale Italiana in Athens** and various other local and international schools took part in a gathering where students keen to embark on a career in fashion could explore the educational paths that can be chosen for that end.

Paolo Cuculi, Italian Ambassador in Athens:

"On the occasion of the first Made in Italy Day in Greece, we decided to talk about Italian excellence and know-how in a series of initiatives dedicated to fashion and to the new generation of Italian designers in particular. Italian fashion has always been a byword for style and creativity, for which the whole world admires us. After the inauguration of "Fashion Panorama - The Italian New Wave", an exhibition curated by Vogue Italia and produced by the Ministry of Foreign Affairs and International Co-operation, we are happy to welcome the designer Domenico Orefice, who presents his A1 R1 25 collection here in Athens, and talk about Made in Italy to the students taking part in the conferences held by the Director of Polimoda, Massimiliano Giornetti, and Camera Nazionale della Moda Italiana's International New Talent and Brands Ambassador, Sara Sozzani Maino."

Carlo Capasa, Chairman, Camera Nazionale della Moda Italiana:

"We're happy to be participating as Camera Nazionale della Moda Italiana in the first National Day of Made in Italy, which celebrates Italian quality and creativity. This is an opportunity to speak about the future, which is fashion's real dimension. We're doing this with two events on the programme for the new generation who are representing Made in Italy tomorrow."

Massimiliano Giornetti, Director, Polimoda:

"You can't talk about Made in Italy without wanting to analyze the historical evolution of Italian fashion. Fashion is an authentic expression – deeply rooted in Italian culture – that has influenced not only the Mediterranean region but, bit by bit, the whole world. Its evolution was guided by the quest for a democratic functionality, of which ready-to-wear is the supreme manifestation, and by the knowledge that fashion is an art form: intimate and connected to social change. The essence of the success of Italian fashion lies in fact in its capacity to unite form and function in perfect harmony with the human body. These values are at the heart of our educational mission at Polimoda. Since 1986, we've been working to form the creative minds of the future and drawing on our country's rich cultural heritage in the process."

Camera Nazionale della Moda Italiana

Camera Nazionale della Moda Italiana (CNMI) is a no-profit association founded in 1958 to represent, promote and sustain the values and development of Italian fashion in Italy and the rest of the world. The Association currently represents around 220 Italian brands.

CNMI members include some of the biggest names in Italian fashion, such as Armani, Bottega Veneta, Dolce & Gabbana, Emilio Pucci, Etro, Fendi, Ferragamo, Gucci, Max Mara, Missoni, Moncler, OTB, Prada, Roberto Cavalli, Trussardi, Valentino, Versace and ZEGNA. Camera Nazionale della Moda Italiana members enjoy numerous services, as well as being able to participate in all CNMI events and activities. The Association's mission is to support the entire Italian fashion industry worldwide by maintaining institutional relations and publicising our values and activities. One of the most important of our numerous initiatives is the organizing of the Milano Fashion Week®. CNMI's operating strategy and its development are based on the following four pillars: Sustainability, Training and Young Designers, Digitalization and Internationalization.

Polimoda

Polimoda is recognized as one of the best fashion schools in the world thanks to its independent approach to and innovative vision of fashion education applied to business and design. It offers first and Master's degree courses to train the professionals most in demand in the sector, integrating Made in Italy know-how with cosmopolitan vision. Prestige partnerships and teaching staff from the industry guarantee educational activity based on experience and constant updating. With 70% of its students coming from countries all over the world, Polimoda is an international cultural force in the heart of Florence. www.polimoda.com.



POLIMODA

