



MILAN FASHION WEEK:





What is Milan Fashion Week?

Twice a year during the months of February and September, Milan Fashion Week puts fashion in the spotlight and celebrates it in the heart of Milan with fashion lovers, buyers and media. Partially organized by non-profit organization Camera Nazionale della Moda Italiana, Milan Fashion Week presents around 70 fashion shows and 90 presentations of designers to an international audience, through hosting catwalk shows, designer showrooms and static presentations.



When does Milan Fashion Week take place?

Milan Fashion Week is a bi-annual fashion showcase taking place in Milan in Italy. Established in 1958, Milan Fashion Week was hosted by the Camera Sindacale della Moda Italiana, which later changed its name to Camera Nazionale della Moda Italiana. At the time, the event consisted of catwalk shows and exhibitions presenting the Italian fashion industry and its talents. Nowadays, Milan Fashion Week is still organized by the Camera Nazionale della Moda Italiana, which aims to promote Italian fashion designers in both Italy and internationally.



Where does Milan Fashion Week take place?

Recently, Milan Fashion Week has relocated to three main venues in the city of Milan: Spazio Cavallerizze, which is part of the Leonardo da Vinci National Science and Technology Museum; Palazzo Reale's Sala delle Cariatidi and the Padiglione Visconti, at the heart of Scala Ansaldo Workshop. Other show locations can be found throughout the city, notably for larger fashion houses such as Gucci, Dolce & Gabbana or Prada. Some iconic locations include Dolce & Gabbana's men's 2018 Alta Moda & Alta Sartoria show in the Villa Carlotta alongside Lake Como, Peuterey's SS16 show in the restored vineyard of Leonardo da Vinci at Casa degli Atellani or Jil Sander's SS18 show at the Fiera di Milano complex.



The digital edition of 2020:

Due to the pandemic conditions From July 14 to 17 2020, Milan Fashion Week was organized in a new digital format, intended to unite Italian fashion designers and promote their messages across virtual platforms. “The idea of this digital Fashion Week is to have something a bit different from a normal Fashion Week. It’s something we thought of specially for the digital world,” Carlo Capasa, the president of the Camera della Moda, tells Vogue. Camera della Moda will use its website and its social media platforms to broadcast the message of Italian fashion around the world. There will also be virtual showrooms and panels.



**DIGITAL
FASHION
WEEK**

