

GIORGIO ARMANI

GIORGIO ARMANI ANNOUNCES THE SECOND IN THE SERIES OF ARMANI TWEET TALKS, TO BE HELD IN LONDON ON JULY 26TH

Milan, July 24th 2012 - Giorgio Armani is pleased to announce the second in the series of Armani Tweet Talks, to be held in London on July 26th.

The Armani Tweet Talks provide an innovative forum for commentators to discuss issues that are important in fashion today. An opportunity for debate and the exchange of ideas, they take place in different cities every few months and focus on a contemporary fashion-related subject. The conversation is led by questions tweeted in to the panellists, and the discussion is then also tweeted, hence the title: Tweet Talks.

The inaugural Armani Tweet Talk was hosted in Beijing one month ago. The topic of discussion: "China, the new fashion superpower".

Hosted by Peter Howarth it comprised a panel of experts that included Angelica Cheung, Editor of Vogue China, and Hung Huang, one of China's most influential publishers and bloggers, as well as street style photographer Tommy Ton and fashion blogger Susie Lau, fashion journalist Godfrey Deeny and Yoox founder Federico Marchetti.

The second Tweet Talk will follow the same format. Hosted in London one day before the eyes of the world will be on the UK's capital city, the subject will be an exploration of the relationship between fashion and sport and how this has changed radically over the past decade.

Once again, there will be six guest panellists: Laura Craik (Fashion Editor of The Times), Thom Evans (Former Scotland Rugby International), Dylan Jones (Editor of British GQ), Jeremy Langmead (Editor-In-Chief of MRPORTER.COM), Tony Lewis (Founder of Spashion.com and Stylist) and Caroline McAteer (Director / Co-Founder of The Sports PR Company).

As with all Armani Tweet Talks, the discussion will be tweeted by the participants on the Twitter platform Armani.com/tweettalks.

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