

Camera Nazionale della Moda Italiana presents



MILAN FASHION WEEK

INSIDER'S GUIDE

Spring-Summer 2017



Camera Nazionale della Moda Italiana

MILANO
MODA
DONNA

LETTER FROM THE CHAIRMAN

Hi everyone, and welcome back to Milan!

We're thrilled to have you here for Fashion Week Spring/Summer 2017. Over the last few months, we have focused on projects that reflect the principles of our mission: sustainability, support for young talent, the spread of our activities across digital platforms, the enlargement of our network of institutional collaborations, which over the coming season will take place in ever new ways.

The Week opens on 21 September, with a lunch in the presence of institutional representatives from the City Council of Milan, the Regional Council and the National Government, and the inauguration of *Crafting the Future: Storie di artigianalità e innovazione*, an exhibition promoted by Camera Nazionale della Moda Italiana and supported by the Ministry of Economic Development. It will be open free of charge to the general public from 21 September until 13 October at the Mudec – the Museum of Cultures. The show presents a selection of excellent craft projects by companies that are investing in the development of new technologies applied to fashion, with a special eye to the issue of sustainability. Indeed, Craftsmanship, Cultural Heritage, Innovation and Sustainability are the key words now needed to understand the current evolution of the fashion system.

For young designers, Italy is the best place to train, thanks to the great creative and organisational scope offered by the proximity to a unique and complete production system such as our own.

Following the success of the two-day event 'Milano Moda Graduate' last June, which brought together the most prestigious fashion schools in the country, we continue to support new talents with the Fashion Hub Market project in Piazza Gae Aulenti, in the Porta Nuova district. Here the creations of 14 emerging designers will be featured, so of course this is a project that we are very happy to support.

The novelties this year include a new space in Via Savona 56, made available for catwalk shows and presentations. The Week will also be enhanced with exhibitions and events that we would advise you not to miss out on. To name but a few, there is the third edition of the Fashion Film Festival Milano, the photography exhibition *Emotions of the Athletic Body*, hosted at the Armani/Silos, and *On Board, Il principio della creatività*, presented by Milano Unica.

I really hope you enjoy the Week and all the shows, presentations and events.

My very best wishes,

Carlo Capasa



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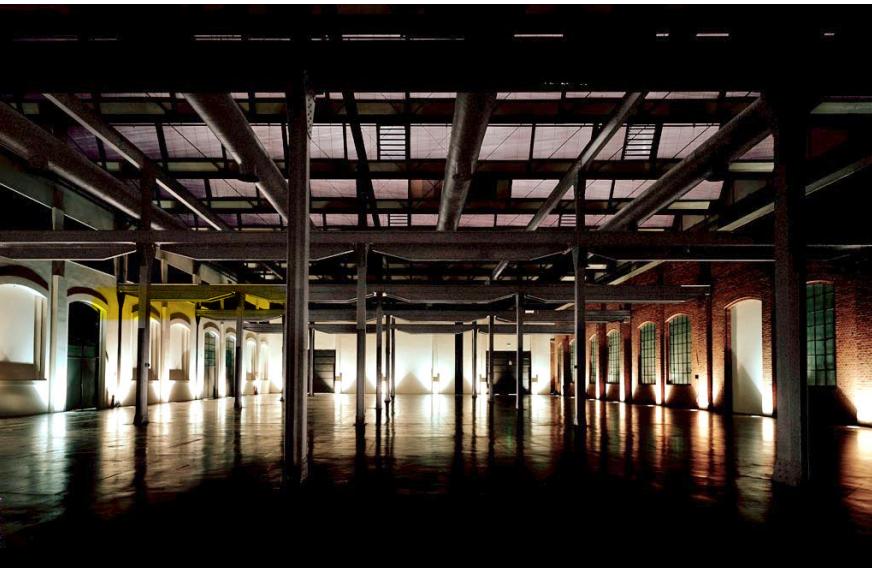
HIGHLIGHTS

AT MILANO MODA DONNA FOR THE FIRST TIME

Once again, this edition of Milano Moda Donna offers a wide range of novelties in store. Along with the designer supported by Giorgio Armani, two major names will be featured on the catwalks of Milano Moda Donna for the first time: **Giamba**, the prêt-a-porter line by Giambattista Valli, first created in 2014 (Friday 23 September, 3pm) and **Wunderkind**, the German brand designed by Wolfgang Joop (Wednesday 21 September 11.30am). A great number of new names are to be found also among the presentations, for which all the information is available on the website: www.milanomodadonna.it

NEW CATWALK SHOW SPACE FOR CNMI

An additional location of Milano Moda Donna is now the space in Via Savona number 56. Aigner, Anteprima, San Andres Milano, Piccione.Piccione, Lucio Vanotti and Wunderkind will present their collections in the new catwalk hall of CNMI.



50 YEARS OF BOTTEGA VENETA



This year, Bottega Veneta celebrates two important milestones: the 50th anniversary of its foundation in Vicenza and the 15th anniversary of Tomas Maier as the creative director of the *maison*. To mark this occasion, for the first time the men's and women's collections S/S 2017 will be presented at the same time. Tomas Maier comments on the event as follows: "The Bottega Veneta universe is created both for women and men; presenting them together is an organic move in keeping with my own creative vision".

www.bottegaveneta.com

25 YEARS OF 10 CORSO COMO

Milan, 9 September 1991, 9am: 10 Corso Como opened in an ex-garage and revolutionised the concept of retail that we were used to, presenting a new idea of the coupling between culture and commerce, and thereby creating an alternative shopping experience.

On 20 September it will reopen its doors after a complete renovation to celebrate its 25 years of activity. **Don't miss the encounter at 8pm with Stephen Jones**, the eccentric English hatter, who will be presenting his latest book, *Souvenirs*.

10 Corso Como. Corso Como 10

Tel. +39 02.29002674

www.10corsocomo.com



WHO IS ON NEXT? AND VOGUE TALENTS

Palazzo Morando, in Via S. Andrea 6, hosts the return of 'Who is on Next? and Vogue Talents', a showcase of the Vogue Talents scouting projects on an international scale. From 22 to 24 September, the doors are open from 10am to 7pm to buyers, journalists and all fashion lovers to discover all the finest brands on the new fashion scene.

www.vogue.it/vogue-talents



GIORGIO ARMANI HOSTS RICOSTRU

Giorgio Armani continues the initiative in support of young designers which he began in 2013. The spaces of the Armani/Teatro will host the RICOSTRU show: a brand and a design collective founded in China in 2011 by Rico Manchit Au. The unmistakable characteristics are the attention to garment construction and experimentation with fabrics and materials for apparel with a luxurious feel. "About Ricostru, I appreciate the clarity of intent and the planning precision," states Armani. The appointment is set for Monday 26 September at 10.30am at No. 59 Via Bergognone.

Highlights

DHL EXPORTED SHOWCASES ATSUSHI NAKASHIMA

Previously an assistant to Jean Paul Gaultier and creative director of Jil Sander Navy Accessories since 2011, Atsushi Nakashima is the winner of the DHL Exported Cycle 2 competition. Thanks to this project, his latest collection will be shown on 23 September at the Sala delle Cariatidi in Palazzo Reale. DHL Exported aims to support young designers undertaking their own brand internationalisation process.

www.dhlexport.com



GERMAN FASHION DESIGN TALENTS PRESENTED BY MERCEDES-BENZ AND FASHION COUNCIL GERMANY

On September 22nd, second day of Milano Moda Donna, Mercedes-Benz and the Fashion Council Germany will present the static show of a selected group of young German designers, guests of Camera Nazionale della Moda's Fashion Hub (Piazza Gae Aulenti 10). The selection of the talents is curated by Christiane Arp, President of the Fashion Council Germany and editor-in-chief of Vogue Germany.

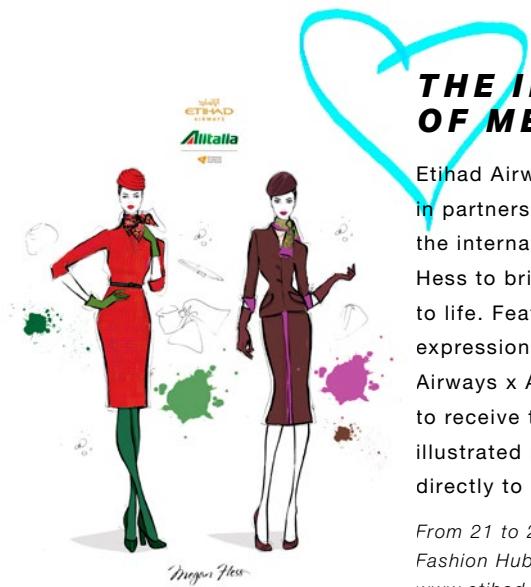
www.mercedes-benz.com

CITTADELLARTE FASHION BEST

The Fashion Hub hosts the creativity of Michelangelo Pistoletto, who places art in dialogue with the fashion system with the project Cittadellarte Fashion Best. For the first time in Milan, the mirror work produced by Pistoletto in 2009 will be on show.

From 21 to 26 September. Fashion Hub, Piazza Gae Aulenti 10
www.cittadellarte.it

Highlights



THE ILLUSTRATIONS OF MEGAN HESS

Etihad Airways, 'Fashion's Preferred Airline', in partnership with Alitalia, has commissioned the international fashion illustrator Megan Hess to bring their shared style and design to life. Featuring walls adorned with Hess's expressions, guests can stop by the Etihad Airways x Alitalia space inside the Fashion Hub to receive their own personal, interpretative illustrated postcard to take home or send directly to a loved one.

From 21 to 26 September.
Fashion Hub, Piazza Gae Aulenti 10
www.etihad.com

FASHION HUB MARKET

21-26 September 2016

In the UniCredit Pavilion in Piazza Gae Aulenti, the CNMI presents the third edition of the project-platform that offers a major opportunity for visibility, networking and business to emerging brands. A selection of 14 Italian and foreign brands, featured for the first time on the occasion of Milano Moda Donna S/S 17, will present their prêt-à-porter and accessory collections.

www.milanomodadonna.it/it/fashion-hub-market



Xuzhi Chen

(Xu Zhi)

After having studied at Central St. Martins, Xuzhi Chen worked for a number of emerging designers including Craig Green and J. W. Anderson. He was selected at the H&M Design Award 2015, at the LVMH Prize 2016 and the Woolmark Prize 16/17.



Irma Cipolletta

In 2011 she graduated in Architecture in Rome, only to move to Germany, studying at the RWTH University in Aachen. On returning to Italy, she worked for Fendi in the store-planning department. Fascinated by this world, she decided to devote herself to the design of handbags, and going on to create her own brand.



Ilenia Corti

(Vernissage)

A designer of jewellery and accessories who grew up in Valenza in a family of jewellers, she trained at the IED in Milan and then at the FIT in New York. In 2005, she founded the Vernissage Project, a visionary line of fine jewellery which led her to undertake collaborations with brands like Acne Studios, Emilio Pucci and Marimekko.



Daniela Fiorilli

(Guen)

She attended the Polimoda in Florence and the FIT in New York before working for Escada and Patrizia Pepe; in 2001 she opened her own consulting studio and in 2012 she founded Guen (Vogue Talent 2013), a brand that blends fine tailoring and the manufacturing tradition to create a futuristic vision.



Aliki Ourania

Giourmetaki
(Urania Gazelli)

Urania Gazelli is the name chosen by the designer Urania Giourmetaki for her handbag brand founded in 2010. Her handmade clutches in Plexiglas are created in the family firm in Athens. They offer a sense of classic feminine practicality coupled with a touch of futurism.



Davide Grillo

Class of '93, he trained between Parma, Central St. Martins and the IED. After an experience in Dolce&Gabbana Alta Moda, in 2016 he founded his own brand, based on the poetics of craftsmanship and the uniqueness of the working process, for the ethereal and romantic woman, drawing inspiration from figures of the past.



Marco Laganà

Year of birth: 1991. He graduated in Fashion Design from Milan Polytechnic and in 2013 he moved to Paris, where he worked for the shoe brand Camille Tanoh. In 2015, on returning to Italy, he started his own brand and was shortlisted for 'Who's On Next?' in Florence, as well as taking part in the exhibition *Il nuovo vocabolario della moda italiana*.



Hoitse Lau

(Percy Lau)

After graduating from the Central St. Martins, in 2013 she became the youngest ever winner of the International Talent Support YKK Award. In 2014 she took part in Capsule Paris, and her work has since been featured in *Vogue Italia*, *Another Magazine*, *Dazed & Confused*, and *Harper's Bazaar China*.



Liushu Lei and Yutong Jiang (Shushu/Tong)

London College of Fashion graduates in 2015, the Chinese duo share the same aesthetics. They always set out to construct a modern female image, doing away with generational barriers.



Nabil Nayal

Born in Syria, he moved to the UK at the age of 14. In 2010, he was the first designer to use 3D printing, a medium on which he is completing a research doctorate. In 2015, he was selected for the LVMH Prize and invited to the PFW, where he was noticed by Karl Lagerfeld who now supports him.



Violante Nesi

Year of birth: 1990. She studied Fashion Design at the Marangoni and Central St. Martins. Over the years, Violante has collaborated with Marc Jacobs, Altuzarra, Proenza Schouler and Tom Ford. In 2015 she founded the brand bearing her name, drawing on her own pictorial production.



Uju Offiah

(Meena)

Meena is a women's apparel brand based in Lagos and founded by Uju Offiah in 2011. The brand philosophy is based on a modern concept of femininity with architectural overtones and an intimate minimalism.



Francesco Visone

Born in Naples in '92. His origins were to greatly influence his concept of fashion. He debuted at Super and White, in Berlin at the Talents area of Premium, and then at Premiere Classe. In February 2016, Vogue Italia cited him among the Vogue Talents.



Jiaqi Zhong and Jenny Nelson

(Tommy Zhong)

Founded in 2015, Zhong and Nelson's brand stands out by virtue of its unique fabrics created by the company and finished by hand. The two designers work together to conjugate Oriental aesthetic heritage and Western creativity.

CRAFTING THE FUTURE

Stories of craftsmanship and innovation



On 21 September at the Mudec (the Milan Museum of Cultures) *Crafting the Future: Storie di artigianalità e innovazione* will open its doors. An exhibition open to the public, with the organization and backing of Camera Nazionale della Moda Italiana, and support from the Italian Ministry of Economic Development and ICE, the Agency for the foreign promotion and internationalisation of Italian



companies. The exhibition, curated by Franca Sozzani, brings together crafts excellence and 'Made in Italy' companies investing in the development of new technologies applied to fashion, with particular attention paid to the issue of sustainability. The dialogue between these realities has brought about a series of projects created especially for the occasion and ready to be put on sale. Alongside the products created for the occasion, *crafting the future* aims to tell the stories of crafts producers and companies through videos and multimedia devices allowing visitors to investigate the themes of the exhibition, exploring the crafts

production companies scattered across the national territory in an immersive fashion. It is interesting to underline how along the theme-based exhibition itinerary, a particularly rich panorama of skills and productive capacities spread right across the Italian territory emerges, highlighting specific production districts and a broad range stretching from knitwear to jewellery, from textiles to the most diverse and complex leather-working processes, right through to fine tailoring.

*Open to the public
From 21 September to 13 October
Mudec - Museo delle Culture
Via Tortona 56 Tel. +39 02.54917
www.mudec.it*

FASHION WEEK EVENTS



FFFM

Following the great success of the first two editions, the FFFM returns to the Anteo spazioCinema. The contest features 180 fashion films chosen from among the more than 700 proposals received from 50 different countries. *Hors concours* there will also be a preview of the documentary *Anna Piaggi: Una visionaria della moda*, the review *Body and Garment* in collaboration with the Cineteca Nazionale and the project *Through my Eyes* in collaboration with Vogue Italia. Participants must register either on the website www.fffmilano.com, presenting their confirmation email, or at the cinema entrance.

*From 24 to 26 September
Anteo spazioCinema, via Milazzo 9
www.fffmilano.com*

EMOTIONS OF THE ATHLETIC BODY



An exhibition with major backing from Giorgio Armani to celebrate the sporting body. Drawing on his own personal archive, he has chosen images portraying men and women from various sporting disciplines. "Sport has always been a passion of mine," declared the designer, "For I believe it represents the qualities that allow us to improve ourselves: dedication, sacrifice, perseverance and will power. Sport is good for the body but also for the spirit, and it proves that success cannot be achieved without commitment".

From 23 September. Armani/Silos.

Tel. +39 02.91630010

www.armanisilos.com

ELLE LOVES FASHION

A creative display with images depicting the latest trends as chosen by Elle, hanging on a line from one side of Via Fiori Chiari to the other, like laundry hanging out to dry. Thus giving rise to a suspended fashion show, and inviting passers-by to change point of view and look upwards. This is a display which sets out to describe a more democratic approach to fashion, and one which may be of interest to everyone.

From 20 to 27 September

Via Fiori Chiari

www.elle.it



TWELVE SHOES

An exhibition curated by Daniela Fedi and Lucia Serlenghi, featuring 12 single-edition giant art prints by the photographer Federico Garibaldi, portraying a pair of shoes for every hour of the day, chosen from among the proposals of more than 1,450 Micam exhibitors.

Until 26 September

Palazzo Giureconsulti, Piazza dei Mercanti 2

www.themicam.com



AMFAR GALA

On Saturday 24 September, amfAR, one of the most authoritative international organisations in the field of AIDS research, will present the eighth edition of the charity event which has so far made it possible in Milan to collect more than 10 million dollars, showing that the Italian fashion community is one of the most mindful and sensitive to this cause. Musical guest of the evening will be the British singer Charli XCX.

www.amfar.org

THE PRINCIPLE OF CREATIVITY

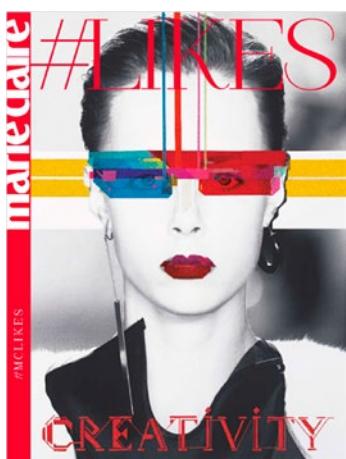
A perimeter of boundless creativity. An overall collage bringing together ideas, materials, photographs, colours and much more besides. In Milano Unica for the collective curated by Simone Marchetti entitled *On Board: the principle of creativity*, a selection of moodboards by Italian designers will be displayed alongside the collections they inspired.

From 22 to 26 September. Padiglione Visconti. Via Tortona 58

FUTURE - NOW

Marie Claire confirms its collaboration with the Via Della Spiga Association on the occasion of the Fashion Week, staging an open-air multimedia show to be held right along the street. The *fil rouge* of the project is innovation, with images and videos produced by international artists and creatives, pressing on the accelerator towards the Future.

From 20 to 27 September
Via della Spiga
www.marieclaire.it



CULTURAL EVENTS

BLACK POWER AT FONDAZIONE PRADA

The curator Elvira Dyangani Ose will take us by the hand, accompanying us along a reflection on racism through three exhibitions at the

Fondazione Prada. *True Value* explores the everyday reality within the aesthetics of black culture in the work of Theaster Gates. In *Template Temples of Tenacity*, Nástio Mosquito experiments with the surpassing of the limits dictated by our own convictions, in order to adhere to an unprecedented experience: that of simply existing. *Uneasy Dancer* on the other hand is an exhibition on Betye Saar, now turning 90 years old and coming to Italy for the first time, looking back on five decades of her work. In her *assemblages*, she opposes the male and Eurocentric thought rooted in American culture. Lastly, Germano Celant curates *Kienholz: Five Car Stud*, which brings together a selection of works produced by Edward and Nancy Kienholz, including the installation from which the exhibition takes its title, and which in actual size, reproduces a scene of racial violence which to this day is extremely striking.

Various dates. Fondazione Prada. Largo Isarco 2

Tel. +39 02.56662612

www.fondazioneprada.org



THE IMAGES OF JAPAN THAT THE WEST DREAMS OF

Palazzo Reale dedicates a memorable show to the three best-loved Japanese artists ever: Hokusai, Hiroshige and Utamaro. A journey through 200 colour prints and illustrated books from the prestigious collection of the Honolulu Museum of Art, to discover the universe of the three leading exponents of the 'Floating World' (*ukiyo-e*). The exhibition is organised by Milan City Council together with Skira, and curated by Rossella Menegazzo, a teacher of the History of Art of Eastern Asia at the University of Milan.

From 22 September 2016
to 29 January 2017
Palazzo Reale
Tel. +39 02.88445181
www.palazzorealemilano.it



THE KING AND I

Promoted by Milan City Council, by Palazzo Reale and Alcantara – the company that produces and commercialises the covering material of the same name – *The King and I / Ho visto un re* is an exhibition which will adorn the rooms of the Appartamento del Principe. Nine international artists from different creative spheres were asked by the curators Davide Quadrio and Massimo Torrigiani to undertake an experimental itinerary exploiting a special material such as Alcantara® and a magical place such as the Appartamento del Principe.

PALAZZOREALE

THE KING AND I

Alcantara and 9 artists reinvent the Apartment of the Prince
curated by Davide Quadrio and Massimo Torrigiani

From September 20th to October 23rd 2016

palazzorealemilano.it

PALAZZOREALE

ALCANTARA

DAVID SEIDNER AT SOZZANI GALLERY

On the occasion of the 25th anniversary of 10 Corso Como, the Carla Sozzani Gallery presents an exhibition by the great American photographer David Seidner for the first time in Italy: one of the most iconic exponents of fashion photography of the '80s and '90s. Fifty images trace his photographic research through fashion, portraiture and art history.

Until 1st November

Galleria Carla Sozzani, Corso Como 10

Tel. +39 02.653531

www.galleriacarlasozzani.org



GIOVANNI GASTEL, WRITING WITH IMAGES

Giovanni Gastel has spent more than 40 years shooting images; thus, this exhibition celebrates his work with a wide-ranging retrospective at Palazzo della Ragione. From his debut through to the present day, we may discover the complexity of his research into the field of fashion, information and visual experimentation. The show offers a 'portrait' bringing together professional, biographical and family vicissitudes, while documenting his working method.

From 23 September to 13 November

Palazzo della Ragione

Piazza dei Mercanti

Tel. +39 02.43353535

www.palazzodellaragionefotografia.it



PETER STEIN AND BOB WILSON, GREAT DIRECTORS AT LA SCALA

The Magic Flute is one of Mozart's most successful operas, staged for the first time in 1791. This new production constitutes the first stage of a collaboration project between the Teatro alla Scala, the Accademia di Canto and one of the most renowned directors of our age, Peter Stein, who not only accepted to direct the performance but to teach at the Accademia. The conductor's podium will host one of the most interesting interpreters of Mozart, Adam Fischer, who has not performed at La Scala since 1998.

On stage until 26 September

Thanks to the direction of Bob Wilson and the conducting of Rinaldo Alessandrini, *The Coronation of Poppea* by Monteverdi shows just how modern Baroque music can be. The show also marks the return to Milan of Carmela Remigio in the role of the empress alongside Monica Bacelli, Sara Mingardo and Leonardo Cortellazzi, who all enjoyed great success throughout the last season.

On stage from 22 September
to 1st October

Teatro alla Scala
Tel. +39 02.88791
www.teatroallascala.org



EATING AND DRINKING IN MILAN

DUOMO / CASTELLO

Cucina del Toro	23
Giacomo all'Arengario	22
Langosteria	22
Pasticceria Marchesi	24
Riso e Latte	23
T'a	24
Trussardi alla Scala	24
Yokohama	25

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Latteria San Marco	28
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Pacifico	25
Pisacco	27
Torre di Pisa	26
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SAN BABILA / MONFORTE

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Da Giacomo	31
Gong Oriental Attitude	30
Pasticceria Cova	29

PORTA VENEZIA

Bar Basso	30
Joia Alta Cucina	32
Mantra Raw Vegan	31
The Small Bistrot	32

PORTA ROMANA

Bar Luce	35
Ernst Knam	33
Potafiori	33
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NAVIGLI / DARSENA

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Da Giordano il Bolognese	33
Enrico Bartolini at Mudec	37
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PORTA VOLTA / GARIBALDI

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Ba Asian Mood	39
Marta	35



GIACOMO ARENGARIO

On top of the Museo del Novecento, next to the Palazzo Reale and on Piazza Duomo. The restaurant with the most iconic view of Milan has Art Deco-inspired interiors, with red lacquering, inlaid walls and gold panelling. Great even just for a coffee or a drink in the lounge or on the breath-taking terrace, between a catwalk and a vernissage. The ideal place to dream, where the promise made is to let you “taste the atmospheres of a long-lost epoch.”

Via Guglielmo Marconi 1. Tel. +39 02.72093814
www.giacomoarenario.com

LANGOSTERIA

Here's where you can find the sea in Milan. A high-quality menu offering absolute freshness, where crustaceans, carpaccios and tartares all spoil fish and pasta lovers for choice. But at Langosteria, every choice is divinely right. The service is so perfectly Milanese and such a thoroughly cosmopolitan atmosphere will stay with you for a long time. Up until that day when you come back. As well as its brother Bistrot, the family also now lays claim to a Langosteria café. A new format – light and contemporary – the DNA of which is very much that of the original. Morning, lunch, afternoon, aperitifs or dinner.



Langosteria Cafè Galleria del Corso 4 Tel. +39 02.76018167
 Langosteria Savona via Savona 10 Tel. +39 02.58111649
 Langosteria Bistrot via Privata Bobbio 2 Tel. +39 02.58107802
www.langosteria.com

CUCINA DEL TORO



Simplicity, tradition, creativity.

At the Cucina del Toro we can find dishes that remind us of daddy and mummy's cookery books, but also the dishes we dreamt of preparing the day after tomorrow for our friend from Paris coming down to visit us at the weekend. The chef Giandomenico Melandri entertains and evokes in a setting featuring pure, classic Milanese style created by Diego Marelli.

Via Manfredo Camperio 15

Tel. +39 02.875107

www.ristorantelabrisa.it

RISO E LATTE

This little restaurant, a short way away from the Castello Sforzesco and the Duomo takes its name from the ancient humble yet nutritious dish typical of Northern Italy. All in 1950s Formica, washing hanging out, crockery that might have belonged to your grandmother, bowls of apples in the centre of the tables and coffee laced with a range of spirits, which you may dose yourself from the trolley near the till. An escape from the contemporary world, from minimalism and formality.

Via Manfredo Camperio 6

Tel. +39 02.39831040

www.risoelatte.com



TRUSSARDI ALLA SCALA

The Trussardi family hit upon the coupling of fashion and haute cuisine long before it became standard fare. Next to the Teatro alla Scala, the Palazzo hosts the starred restaurant in a room which is bright during the day and yet cosy in the evening. Meanwhile, on the ground floor the Café offers quick yet carefully concocted dishes. **The Lounge**, designed as an American bar, provides an excellent selection of cocktails and cigars.

Piazza della Scala 5.
Tel. +39 02.80688295
www.trussardiallascala.com



T'A

Drawing on the age-old family tradition of fine pastry making, Tancredi and Alberto Alemagna have developed an innovative concept that brings together in a single space – refined and exquisitely Milanese – the chocolate shop, the aperitif bar and contemporary dining. A stone's throw from Palazzo Clerici, a historic venue for many Fashion Week events.

Via Clerici 1. Tel. +39 02.87386130
www.tamilano.com

PASTICCERIA MARCHESI

In 2024, we shall celebrate the 200th anniversary of the pastry shop that symbolises Milanese excellence, recently acquired by the Prada Group. The chocolate and pralines are top class, but after all it's all so absolutely perfect that it's well worth falling in love remorselessly. In the new spaces in via Monte Napoleone and in Galleria Vittorio Emanuele II, an even broader selection has been added of his well-known products, cased in delightful packaging.

Via Santa Maria alla Porta 11/A
Tel. +39 02.862770
Via Monte Napoleone 9
Tel. +39 02.76008238
Galleria Vittorio Emanuele II
Tel. +39 02. 94181710
www.pasticceriamarchesi.it

YOKOHAMA

Rosy Chin and her husband are the living testimony to a cuisine altering to reflect changes in the anthropological fabric. They are a **perfect fusion** just like the dishes they propose. The traditional Japanese dishes are excellent, but the best thing is to take their advice: the roll compositions are heavenly, as are the seared tuna and salmon coupled with a range of Mediterranean-Japanese sauces.

Via Maurizio Gonzaga 4
Tel. +39 02.874291
www.sushiyokohama.it



PACIFICO

Self-proclaimedly “a little embassy of Peruvian culture and flavours with Asiatic influences,” Pacifico is a new joint split into various different areas: the dining hall, the Pisco Bar and an open-air space; on request, you may also book exclusive use of the Submarine Room. The cocktails to accompany the various kinds of ceviche must be tried, along with the highly original dim sum.

Via San Marco angolo via Moscova
Tel. +39 02.87244737
www.wearepacifco.it



BULGARI HOTEL

If you happen to be invited to a cocktail or one of the most important fashion and design appointments here, think yourself lucky. But to get the most out of it, you should stop off at least once to treat yourself to a **wonderful spa**, or to contemplate the garden by day for lunch or during a rich ‘Breakfast at Bulgari’s’.

Via Privata F.II Gabba 7b. Tel. +39 02.8058051
www.bulgarihotels.com

DRY

Dry is a leader in the preparation of pizzas and cocktails. The sublime mixology ranges from the 'Vintage & Forgotten Cocktails' such as the Corpse Reviver #2 made famous by the London Savoy, and the Martinez, known as the predecessor of Martini, to other evolved classics. The pizza is classically Neapolitan, small, and with just the right balance between crunchy and soft. Beautiful interiors, with a wonderful programme of video art which brings the walls to life.

Via Solferino 33
Tel. +39 02.63793414
www.drymilano.it



TORRE DI PISA

Traditional Tuscan cooking and a homely environment are to be found in one of the best-loved and longest-standing trattorias in the very heart of Brera. From Warhol to Catherine Deneuve, Sharon Stone and John Kennedy Jr., many have taken their places over the years in the little rooms of the Torre di Pisa, which have remained unchanged since the 1960s, offering the perfect setting to taste a real spezzatino, a Florentine steak and the most genuine of pasta fagioli.

Via Fiori Chiari 21/5. Tel. +39 02.874877
www.trattoriatorredipisa.it

ZAZÀ RAMEN



Japan and Italy have a long-standing love affair, and that becomes more than clear in places like this. For Ramen is not just a passing fad. It's here and now, and it's in Milan for good, thanks to the meeting between the Dutch chef Brendan Becht and the Japanese entrepreneur Kevin Ageishi. Zazà Ramen is a sophisticated project, and yet simplicity calls the shots in these spaces designed also to host works of contemporary art.

Via Solferino 48
Tel. +39 02.36799000
zazaramen.it

I SALENTINI

Salento is a place of the spirit. The countryside and the sea. Its authenticity, tradition, history and culture are professed every day by Francesca Micoccio and Antonio Ingrosso, who provide their guests with a genuine experience in which even the interiors of the ex-Lia Riumma gallery are decorated by Salentino artisans. Here you may experience the fish of Gallipoli, the cheeses of the Gargano, and the traditional wines of Eastern Apulia.

Via Solferino 44. Tel. +39 02.45498948

www.isalentini.com



PISACCO

A contemporary bistro, which by underlining the sense of 'Welcome!' in its hospitality, in only a few years has made a name for itself as a leader on the Milanese panorama. Pisacco's cooking is a choice based on fundamentals: fresh and essential dishes revolving around the excellence of the ingredients. The name overseeing the range of proposals, which also includes a series of small, quick and light dishes, is the starred chef Andrea Berton.

Via Solferino 48

Tel. +39 02.91765472

www.pisacco.it



LATTERIA SAN MARCO



No ifs, no buts. Bookings just can't be made. All you can do is turn up, no later than 12pm and hope to be able to occupy one of the few tables in the smallest and most ingenious Milanese trattoria. For Arturo and Maria, time has stood still over the last 40 years. Indeed, nothing more dramatic seems to have ever happened here than the daily change of menu. And it feels just like home. One classic dish after another. From here to eternity.

Via San Marco 24
Tel. +39 02.6597653

MANDARIN ORIENTAL

Global 21st-century luxury finds its home at the Mandarin Oriental Milano. Satisfy your need for a little spa time, Oriental grace and a glamourous aperitif. For a private reception or a sophisticated dinner, with the choice between two eateries: Seta, a gourmet restaurant boasting a Michelin star, and the Mandarin Bar & Bistrot, a more informal location, which in next to no time has become the meeting place of choice for the Fashion Week crowd.

Via Andegari 9. Tel. +39 02.87318888
www.mandarinoriental.com





ARMANI / BAMBOO BAR

Feel on top of the world surrounded by minimalist design, with a view across the Milanese skyline and sunset over the Lombard Alps. For lunch, dinner or later, for a signature cocktail or delicious club sandwich even late into the evening. The Armani/Bamboo bar is on the seventh floor of the Armani Hotel: the perfect position if you are on the lookout for a breather between fashion shows and shopping.

Via Manzoni 31. Tel. +39 02.88838888

www.armanihotels.com

PASTICCERIA COVA



199 years of service to those with a sweet tooth have done nothing to mar the bright future of this Milanese institution. Antonio Cova wanted the most in terms of elegance, and so writers, artists and partisans have always loved and revered this little shop of goodness. It was then purchased by Louis Vuitton, who has maintained all its authenticity and quality.

Via Monte Napoleone 8

Tel. +39 02.76005599

www.covamilano.com



GONG ORIENTAL ATTITUDE

The chef Keisuke Koga from Fukuoka, Japan, cooks Chinese with Italian influences, or rather Italian under the influence of the dragon. Too confusing? No, knowledge manages to synthesise everything into a highly successful menu. New flavours to try out without placing geographical limits, and the same goes for a location that brings together pilasters in rough concrete with brass light fittings. Down come the barriers and may the tasting begin.

Corso Concordia 8
Tel. +39 02.76023873
www.gongmilano.it

BAR BASSO

Here we are in the all-time hall of fame. The bar which best describes the very essence of Milan of today and yesteryear. Among the 500 possible cocktails, you haven't done Milan if you haven't tried Mirko Stocchetti's historic Rossini, or the Negroni Sbagliato®. Forever and ever Milano.

Via Plinio 39
Tel. +39 02.29400580
www.barbasso.com





DA GIACOMO

Two options. Two different but parallel stories. One is a restaurant and one is a bistro.

An international environment and celebrity guests. An atmosphere from another era, and truly fantastic dishes, such as the spaghetti with sea urchins or truffles, porcini or just about anything else that makes people fall in love with Italy.

Via Pasquale Sottocorno 6
Da Giacomo Tel. +39 02.76023313
www.giacomoristorante.com
Da Giacomo Bistrot Tel. +39 02.76022653
www.giacomobistrot.com

MANTRA RAW VEGAN

The raw diet is not just a passing fad, but a both holistic and scientific approach which is fostering a new level of awareness on a global level. Here in Milan, the temple of this creed is Mantra Raw Vegan, which offers 100% organic food and an approach which may be summed up in their payoff: "The restaurant that doesn't cook anything!" It goes without saying that the aesthetics of the space are somewhat essential.

Via Panfilo Castaldi 21
Tel. +39 02.8905 8575
<http://www.mantrarawvegan.com>



JOIA - ALTA CUCINA

Body-mind-spirit. We are what we eat. The maestro Pietro Leeman will involve you in his own highly personal ritual made up of Zen aesthetics and vegan ethics. A journey from which it will be hard to come back without wanting to be there once more. Joia – Alta Cucina is a genuine philosophy which is divulgated also at the Joia Academy, an independent institute of vegetarian sciences.

Via Panfilo Castaldi 18
Tel. +39 02.29522124
www.joia.it



THE SMALL BISTROT

Essentially Italian cooking with variations on the theme of Mediterranean land and seafood, with a menu which strictly adheres to what the season has to offer. The cakes are to die for, and the setting is a real gem. Hosting art installations, the owner and bag designer Giancarlo Patriglia has made his dream come true here, creating a space in which art and fashion may come together in every possible expression.

Via Niccolò Paganini 3
Tel. +39 02.20240943
www.thesmall.it



POTAFIORI

At breakfast you can enjoy the preparation of fresh flowers just in, while in the evening, in front of a glass of wine and a dish created by the cook Giorgio Bresciani, if she's in the mood, you might happen to hear Rosalba sing. For in her third flower and plant shop, the now renowned singing florist decided to include a kitchen.

Via Salasco 17
Tel. +39 02.87065930
www.potafiori.com



DA GIORDANO IL BOLOGNESE

Tortellini, tortelloni, tagliatelle, passatelli... fresh pasta, rigorously handmade, and boiled meats. A restaurant which since the '50s has treated Milan to the traditions of Bologna and the Emilia region. A very respectable wine cellar in terms of types and provenance, though entirely Italian. The classic wooden interiors and the total absence of design elements make us feel perfectly at ease.

Corsò Genova angolo via Torti
Tel. +39 02.58100824
www.dagiordanoilbolognese.it



ERNST KNAM

The renowned king of chocolate conquered his crown by delighting us with an approach forever characterised by his breath-taking creativity. How many ideas and at what pace does the most Milanese German of them all come up with day after day? Sweet and savoury pastries, including gluten-free options, as well as exclusive fish recipes and panini that are out of this world.

Via A.Anfossi 10. Tel. +39 02.55194448
www.eknam.com



U BARBA

This osteria is the result of the dream of two friends: to have an informal and welcoming space in which to offer real Genovese cooking, with a glass of wine, a laugh with friends and a game of bocce (bowling). And so it was: in a bowling club with interiors stuffed full of modern antiques, fine first courses with pesto, typical Genovese minestrone, and focaccia bread both with and without cheese.

Via Pier Candido Decembrio 33

Tel. +39 02.45487032

www.ubarba.it

PASTICCERIA CUCCHI

Sitting down and talking at the Pasticceria Cucchi is an exquisitely Milanese habit. Here you can find the genuine intelligentsia of all ages, both those who need to show off and those who need to converse as they eat at all times of day. There is panettone all year round, as there has been since 1936.

Corso Genova 1. Tel. +39 02.89409793
www.pasticceriacucchi.it





BAR LUCE

Wes Anderson created a real movie set for the café of the Fondazione Prada. Drawing on the Italian popular tradition of the '50s and '60s, the director wanted to recreate the style of 'Miracle in Milan', in which Neo-Realism and Pop culture go hand in hand. The sweets are produced by the Pasticceria Marchesi.

Largo Isarco 2
Tel. +39 02.56662611
www.fondazioneprada.org/barluce

MARTA

It's always worthwhile dropping by Rossana Orlandi's design and research space. Just opposite, last year Marta – the chef who needs no surname – opened Marta: another string to the bow of the Bibendum Food Experience with which over the last 20 years she has proposed haute cuisine projects, such as the partnership with Massimo Bottura for Franceschetta⁵⁸. Smooth flavours and an informal atmosphere in a particularly peaceful corner of town.

Via Matteo Bandello 14
Tel. +39 02.48198622
www.martabibendum.it





DA NOI IN

Minimalist elegance, seasonal produce and a sensorial culinary experience are what's offered by Da Noi In, characterised by the chef Fulvio Siccardi's painstaking attention to detail. The extra-virgin olive oil comes from an ancient olive grove on a Tuscan farm, while the cellar hosts more than 300 kinds of the finest Italian wine. Perfect for a dinner, be it formal or otherwise.

Via Vincenzo Forcella 6. Tel. +39 02.8378111

www.magnapars-suitesmilano.it/da-noi-in

ELITA BAR

These are the guys that get the city dancing with the Elita Festival. The cocktails are really something, and the kitchen prepares quick, simple and very tasty dishes. A youthful, pro-positive and creative environment. Unmissable if you want to get off the beaten track and have a wander around the Navigli.

Via Matteo Bandello 4

Tel. +39 02.48198622

www.martabibendum.it



ENRICO BARTOLINI AT MUDEC

One of the most soberly welcoming spaces in town, inside the Museo delle Culture, which has enhanced Milan only since last year. The choice made by the chef in the gourmet restaurant and in the neighbouring bistro is an ambitious one: Enrico Bartolini (two Michelin stars) and his team have developed a light lunch formula with a tasting itinerary which always unfolds around the choice of one key seasonal element.

Via Tortona 56
Ristorante Tel. +39 02.84293701
Bistrot Tel. +39 02.84293706
www.enricobartolini.net



THE BOTANICAL CLUB

After the success of the speakeasy in Via Pastrengo, the guys from the Botanical opened a nice big, chic and metropolitan establishment in Via Tortona. The first micro gin distillery in Milan contributes to making this a very special place, popular among young hipsters, managers and design freaks. Lunch and dinner always have a surprise in store. A good place in which to get to know the new faces of creative Milan.

Via Tortona 33. Tel. +39 02.4232890
www.thebotanicalclub.com



AL FRESCO

Seasonality, innovation and the Mediterranean. You will loving being at Al Fresco, especially in the garden, most of all on these still sunny days. The location is attractive and elegant, the food is attractive and tasty, while the atmosphere is modern and convivial. A real ray of sunlight.

Via Savona 50. Tel. +39 02.49533630
www.alfrescomilano.it

RADETZKY

Milano is still happy hour land as ever. Radetzky, open since the 1980s, offers a bevy of good-looking lads and lasses who frequent the now historical bar a stone's throw from the Moscova metro stop from the aperitif onwards, but it also draws the crowds for its fine food and the shop offering a selection of Italian caviar and foie gras.

Corso Garibaldi 105
Tel. +39 02.6572645
www.radetzky.it

OSAKA

The Japaneness of this establishment is evidently very high. Suffice to pay a visit during Fashion Week or Design Week and count the number of Japanese people who meet up here for lunch or dinner and sip a genuine sake. The Chef Ikeda Osamu is an institution. Sushi, sashimi, ramen, gyoza and sukiyaki. The symphony of the Rising Sun in the heart of Milan.

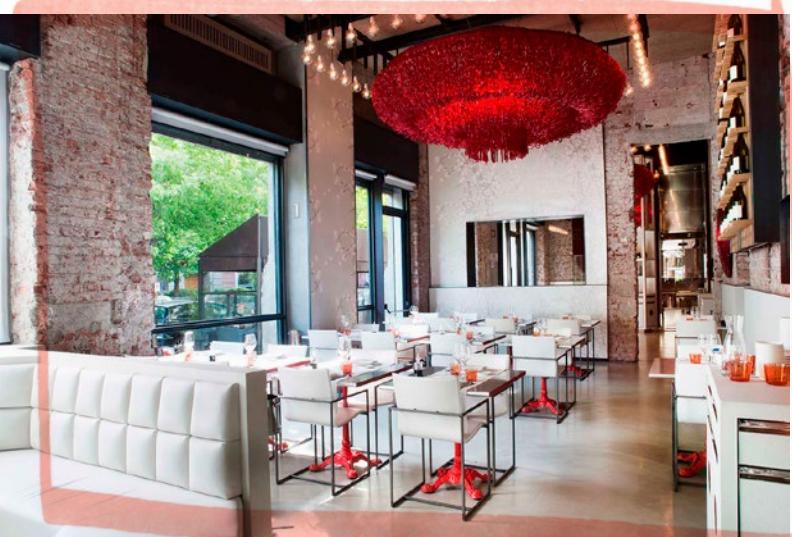
Corso Garibaldi 68
Tel. +39 02.29060678
www.milanoosaka.com



CERESIO 7

An outright oasis of cosmopolitan elegance. With a swimming pool on the terrace of the ex-Enel building and view over the new Milan. This might sound enough to want to go there, but the interiors are designed with modernist grace and the aperitif is a genuine treat. The lunch foresees a range of light, fresh dishes. If it's dinner, you will need to try and book in advance.

Via Ceresio 7. Tel. +39 02.31039221
www.ceresio7.com



BA ASIAN MOOD

Light steam cooking and top quality ingredients, which together bring to life the very purest flavours of China. From the rediscovery of traditional dishes of rural Orient, and their contamination with Italian ingredients we have Ba, an elegant and relaxed restaurant in the Wagner district. Peking duck, 27 kinds of dim sum, green tea spaghetti with salmon and mullet roe as well as rice cannelloni stuffed with vegetables are among the must-tries.

Via Carlo Ravizza 10

Tel. +39 02.4693206

www.ba-restaurant.com

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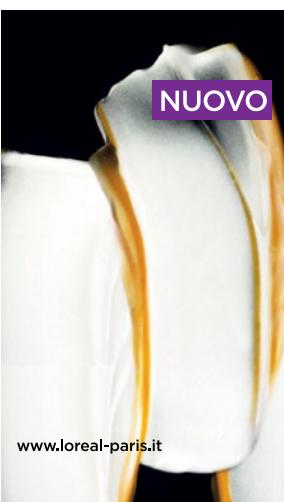
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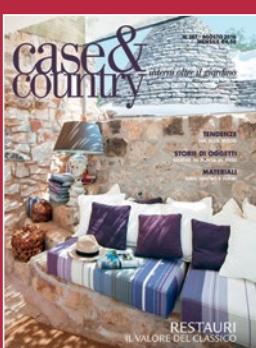
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