



NEW DATE

TU, 22 SEPTEMBER 2019

THURSDAY — SUNDAY

PADIGLIONE VISCONTI

VIA TORTONA 58

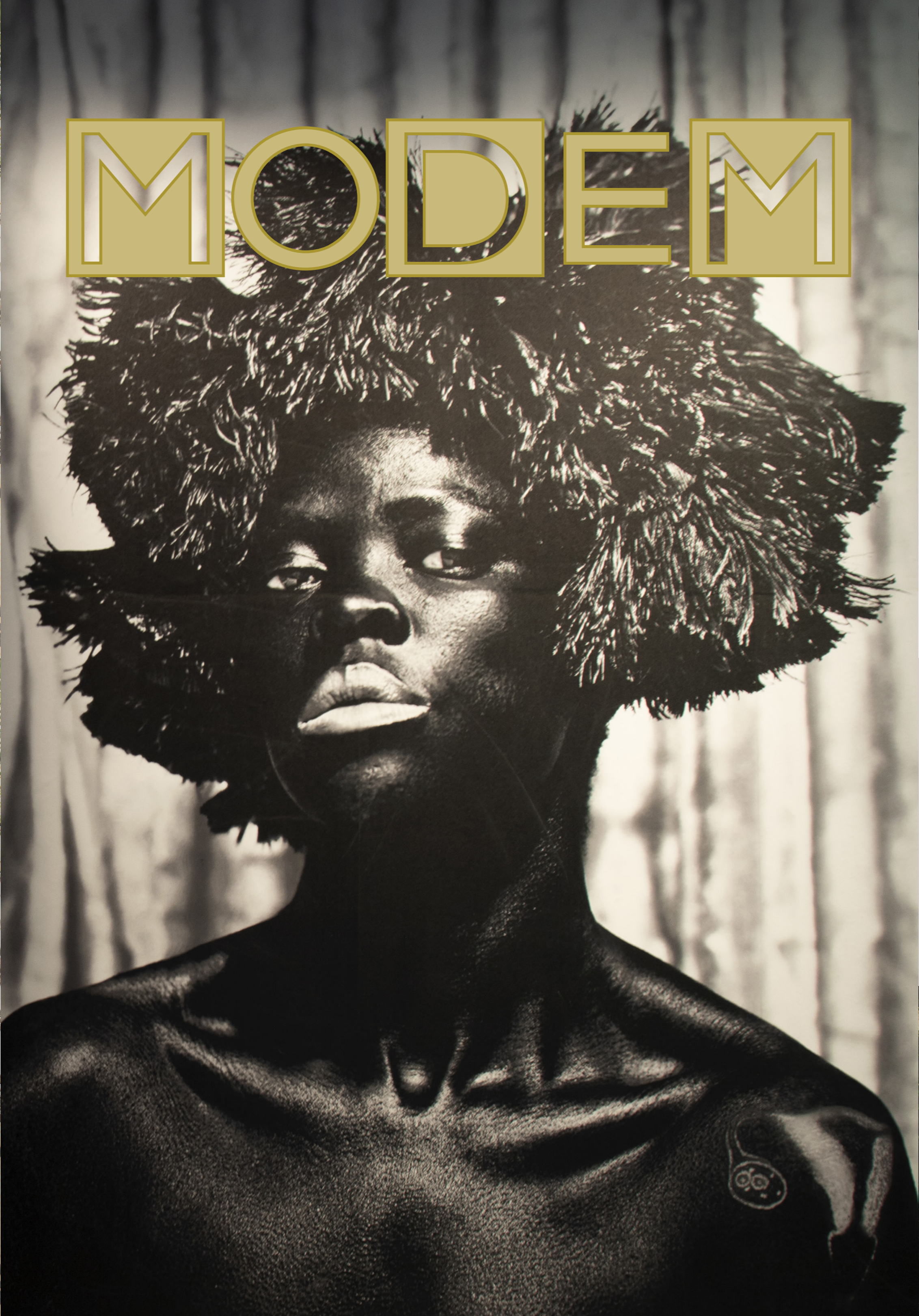
MILANO

PITTI WOMEN'S FASHION FAIR

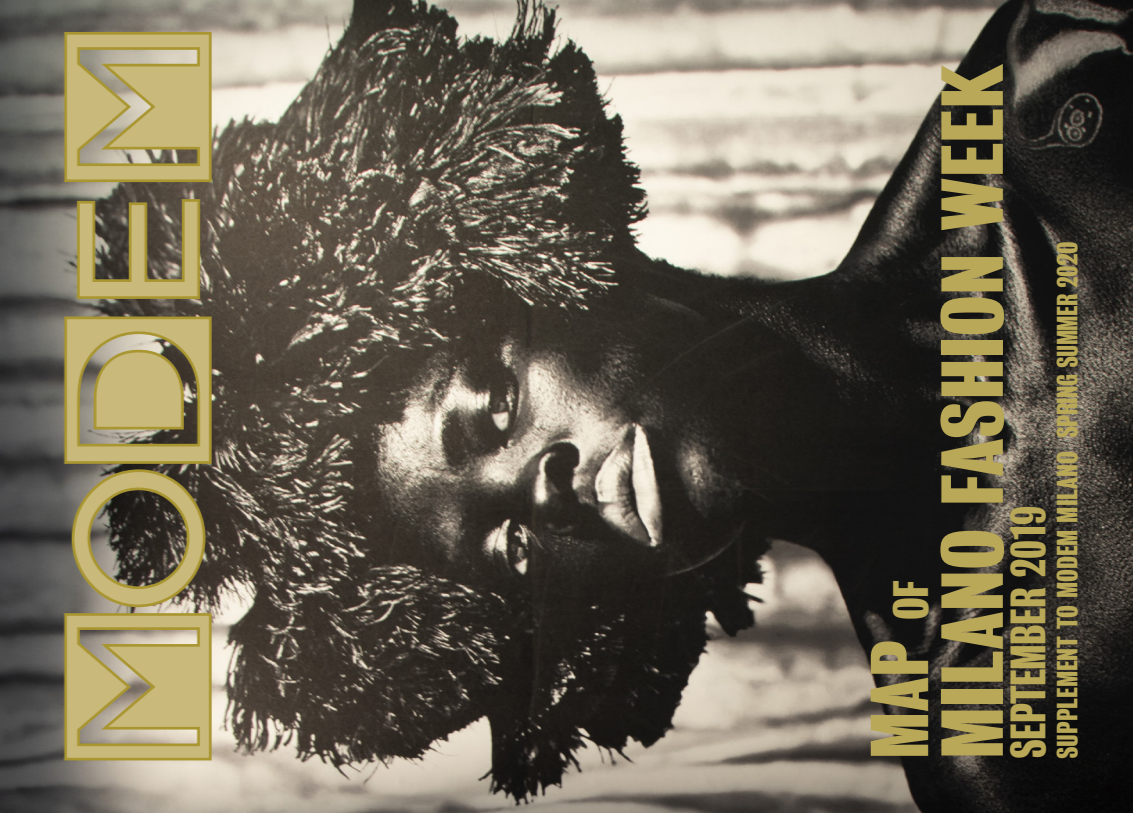
PITTIMAGINE.COM



SUPER



MODEM



MODEM

MAP OF
MILANO FASHION WEEK
SEPTEMBER 2019
SUPPLEMENT TO MODERN MILANO - SPRING-SUMMER 2020

MODEM MAP
MILANO FASHION WEEK
WOMEN'S COLLECTIONS
SPRING-SUMMER 2020
SEPTEMBER 2019



"MAY YOU LIVE IN INTERESTING TIME"
8th Venice Biennale International Art Exhibition
Curator: **RALPH RUOFF**

On large: A work of **ZAMEE MURKIL**.
A visual activist and photographer born in Uruzat,
Durban, and living in Johannesburg.

© La Biennale di Venezia / www.labiennale.org

MODERN
Milano Office: via Gian Battista Vico 40 - 20123
Ph. +39 02 8969 7420
redazione@modernonline.com

Paris Office: 74 rue Quincampoix - 75003
Ph. +33 (0)1 48 87 08 18
info@modernonline.com

New York Representative:
20 W. 84th St. - 4th Fl. - 10023 NY
Ph. +1 (212) 925 2507
amk@modernonline.com

www.modernonline.com #modernonline

Modern Publisher
Barbato

Head Editorial Board
Elena Santambrogio

Xavier Latape
Giulietta Canu
Yolka Migano
Crista Strada

Web Developer
Fabien Bédal

Administration
Augusta Orzago
Franco Alberto

B R A M A
M I L A N



SS 20

J BRAND

by GUAL.

FRAME

EQUIPMENT

by *La Chienne*

MOTHER

SPRAWN

FINE EDGE

Boyish

GIADA BENINCASA

by NERMAVANALI

BRAMA MILAN SHOWROOM
VIA SIRTORI 22, 20129 MILANO
WWW.BRAMAGROUP.COM
PH. +39 02 3824250
INFO@BRAMAMILAN.COM



LUISAVIAROMA

ESAD JES - now it's time for the dress!



PROGETTO SHOWROOM

STAFF INTERNATIONAL

COLTRI

ASAP SHOWROOM

LOUNGE 17

Breramode

FRI

STAFF INTERNATIONAL

DMVB SHOWROOMS

ELISAGAITO SHOW ROOM

SHOWROOM MARCONA3

In style

L.A. DISTRIBUZIONE

Marziano Bello Showroom

manners

MASSIMOBONINI

point

Mariapia Bernardis and co.

LIBERTY

OLG

Panorama

Papaveri Milano

Renzo Vesentini

the place

BRAMA GROUP

GARAGE

SPAZIO 38

STUDIOZETA.ORG

Tomorrow

zappieri MILANO

MODERN MAP OF MILANO FASHION WEEK

SEPTEMBER 2019 > WOMEN'S COLLECTIONS > SPRING SUMMER 2020

EVENTS, TRADE SHOWS, MULTI-LABEL & DESIGNERS'S SHOWROOMS, MULTI-LABEL STORES - SELECTION BY MODERN

● Museo Scienza e Tecnica ● Via Olona 6 Bis
 ● Bulgari Hotel ● Via privata F.lli Bugatti, 7/b
 ✕ Out of map
 ● By Invitation Only

EVENTS SELECTION	MULTI-LABEL SHOWROOMS
TUESDAY SEPTEMBER 17	RENZO VESENTINI ● until October 11 ● via Archimede 12 ● C2
6.00 PM - 9.00 PM	SHOWROOM MARCONA 3 ● until October 24 ● via Marcona 3 / via Archimede 6 ● C2
CAMERA NAZIONALE DELLA MODA ITALIANA FASHION HUB OPENING ● Museo Scienza e Tecnica ● A2	SPAZIO 38 ● Sept. 15 to 24 & Oct. 6 to 11 ● Alzaia Naviglio Grande 38 ● A3
7.30 PM - 10.00 PM	TRUSSARDI COCKTAIL PARTY ● p.zza della Scala 5 ● B2
WEDNESDAY SEPTEMBER 18	STAFF COLTRI ● until October 15 ● via Archimede 6 ● C2
5.00 PM - 8.00 PM	STAFF INTERNATIONAL ● via Savona 60 ● A3
VESTAIRE COLLECTIVE FOR THE GREEN CARPET FASHION AWARDS ● TEAROSE BOUTIQUE ● p.zzetta Croce Rossa ● B2	STAFF INTERNATIONAL ● via Ceresio 9 ● B1
HUI SPECIAL SHOW & COCKTAIL ● via San Gregorio, 29 ● C1	STUDIOZETA.ORG ● until October 6 ● via Friuli 26 ● C3
6.30 PM - 9.00 PM	THE PLACE ● until October 25 ● via Burilamacchi 1 ● C3
6.30 PM - 9.30 PM	TOMORROW ● Sept. 21 to 24 ● via Giuseppe Sirtori 26 (NEW ADDRESS) ● C2
LANCEL PREVIEW S/S 20, COCKTAIL PARTY & DJ SET ● piazza San Babila 5 ● C2	TUTTIFRUTTI ● c.so Venezia 16 ● C2
9.30 PM	ZAPPIERI MILANO ● via Senato 34 ● until October 15 ● B2
VOLGUE JAPAN 20TH ANNIVERSARY PARTY ● Bulgari Hotel ● B2	● via Senato 37 ● until October 10 ● B2
THURSDAY SEPTEMBER 19	● via Vigeveno 33 ● until October 11 ● A3
10.00 AM - 5.00 PM	DESIGNERS' SHOWROOMS
LOUIS VUITTON - TIME CAPSULE EXHIBITION ● piazzetta Reale ● B2	ALICE - OLIVIA ● c.so Venezia 35 ● Sept. 19 to 25 ● C2
PICTURES OF CHANGE BY ELISABETTA ILLY EXHIBITION WITH CAMERA NAZIONALE DELLA MODA ITALIA AND UNDO TIPO ● Museo Scienza e Tecnica ● A2	ALPHA STUDIO ● via Friuli 75 ● until October 5 ● C3
5.00 PM - 9.00 PM	● WHITE MILANO (via Tortona 27) ● A3
ACNE STUDIO & GRANT LEVY - COCKTAIL ● piazza del Carmine, 6 ● B2	ANTIK BATIK ● WHITE MILANO (via Tortona 27) ● B2
6.00 PM - 8.30 PM	AVANT TOI ● via Carlo Botta 8 ● until October 18 ● C3
6.30 PM - 11.00 PM	BARBARA ALAN ● C.so Cristoforo Colombo 15 ● Sept. 20 to 23 ● A3
7.00 PM	BOBOUTIC ● WHITE MILANO (via Tortona 27) ● C3
7.00 PM - 9.00 PM	DEPARTMENT FIVE ● via Archimede 10 ● C2
WES ANDERSON / JUMAN MALOUF - OPENING Fandazione Prada ● Largo Isarco 2 ● A2	DIANE VON FURSTENBERG ● via Tortona 31 ● Sept. 20 to 25 ● A3
FRIDAY SEPTEMBER 20	DROME ● Riccardo Grassi Sr ● via Pirenesi 4 ● Sept. 18 to Oct. 15 ● C2
5.30 PM - 7.30 PM	ESSENTIEL ANTWERP ● DMVB SHOWROOM ● C2
HARPER'S BAZAAR, ELLE, MARIE CLAIRE US - COCKTAIL PARTY ● Bulgari Hotel ● B2	● WHITE MILANO (via Tortona 54) ● A3
7.00 PM - 9.30 PM	FABRICA 76 DALVINI ● WHITE MILANO ● B2
MR & MRS ITALY COCKTAIL EVENT ● via Piave, 42 ● C2	LABO ART ● Palazzo Borromeo ● via Manzoni 41 ● until Oct 31 ● B2
7.00 PM - 10.00 PM	● WHITE MILANO (via Tortona 27) ● A3
7.30 PM - 9.00 PM	FIorentini + Baker ● PROGETTO MILANO ● C2
8.30 PM	FORTE FORTE ● via Tortona 31 ● until Oct 8 ● A3
GIORGIO BRATO ● via Bezecca 1 ● Sept. 16 to 24 & Oct. 4 to 18 ● C2	
5.30 PM - 7.30 PM	ISABEL BENEENATO ● via Privata Rezia 4 ● Sept. 17 to 23 ● C3
CAMERA NAZIONALE DELLA MODA ITALIANA & CAMERA BUYER ITALIA - FASHION HUB AWARDS EVENT ● Museo Scienza e Tecnica ● A2	JEAN-FRANCOIS MINIMILLA ● via Novi 2 ● Sept. 20 to 22 ● A3
3.00 PM - 6.00 PM	K. JACQUES ST. TROPEZ ● MARZIANO BELLO ● A3
LABO ART: «UPSIDE-DOWN VISUAL ART SHOW» VISUAL ART PERFORMANCE BY MILAN HUMAN BEINGS INTRODUCING: LABO ART SS20 COLLECTION ● p.zza XXV Aprile ● B1	LABO ART ● via Marconelli 12 ● until Oct 10 ● B1
6.00 PM	MA' RY' YA ● via A. Sciesa 24/a ● until Oct 10 ● C2
6.00 PM - 9.00 PM	● SUPER 14' ● A3
6.30 PM - 9.30 PM	MAISON COMMON ● Livia Gregoretti Sr ● via Carlo de Angeli 3 ● until Sept. 25 ● B3
MSGM - COCKTAIL OPENING STORE ● via Brolletto ang. via del Lauro ● B2	MARG LE BIHAN ● via Novi 2 ● Sept. 20 to 22 ● A1
GUCCI IN-STORE BOOK SIGNING WITH DAPPER DAN ● via Montenapoleone 5 ● A3	MARIA CALDERARA ● via Lazzareto 15 ● until Oct 11 ● C1
6.30 PM - 9.30 PM	MARSELL ● Marselleria ● via Paolo 12/a ● until Oct 11 ● C2
MICAM - IT'S SHOE TIME. COCKTAIL PARTY ● via Tortona 56 ● A3	MARSHELL ● Marselleria ● via Paolo 12/a ● until Oct 11 ● C2
7.00 PM - 9.00 PM	MASNADA ● via G. Rossini 3 ● Sept. 11 to 23 & Oct. 4 to 15 ● C2
PHILOSOPHY DI LORENZO SERAFINI - COCKTAIL ● via Pontaccio 15 ● B2	MERAH VODIANOVA ● SPAZIO 38 ● A3
7.00 PM	MIAU BY CLARA ROTESCU ● via F. Corridoni 37 ● Sept. 19 to 23 ● C2
TOD'S COCKTAIL OPENING STORE ● via Montenapoleone 13 ● A2	NEMOZENA ● c.so Venezia 41 ● until Oct 13 ● C2
SUNDAY SEPTEMBER 22	P.A.R.O.S.H. ● c.so di Porta Nuova 46/b ● until Oct 10 ● B1
11.00 AM - 4.00 PM	PEDRO GARCIA ● via Ruggero di Lauria 6 ● until Oct 10 ● A1
CAMERA SHENZHEN: 11.00 AM FASHION SHOW 12.00 PM - 4.00 PM PRESENTATION ● via San Paolo 10 ● B2	PENCE 1979 ● via Vincenzo Forcella 7/13 ● until Sept. 30 ● A3
6.30 PM	POMANDERE ● via Tortona 14 ● until Oct 11 ● A3
GREEN CARPET FASHION AWARDS, ITALIA 2019 ● P.zza Scala ● B2	ROBERTO COLLINA ● BRERAMODE ● C3
MONDAY SEPTEMBER 23	● WHITE MILANO ● A3
10.00 AM - 2.30 PM	ROCCO RAGNI ● via Sant'Andrea 2 ● until Oct 20 ● B2
FASHION HUB AND EMERGING DESIGNERS MARKET DAY ● Museo Scienza e Tecnica ● A2	RUNDHOLZ ● WHITE MILANO (via Tortona 54) ● A3
ROBERTO CAVALLI - PRIVATE DINNER ● C.so Magenta 65 ● A2	SHIRTAPORTER - 1st Floor ● via Marcona 3 ● C2
TRADE SHOWS ● SEPTEMBER 19 to 22, 2019	THE ONE MILANO ● Fieramilano - Pad 3 & 4 ● A1
SEPTEMBER 19	WHITE MILANO ● via Tortona 27 / 31 / 35 & 54 ● A3
SEPTEMBER 20	STEFANO MORTARI ● via Marconelli 14 ● until Oct 15 ● B1
SEPTEMBER 21	TATRAS ● via Privata Gaspare Bugatti 3 ● until Sept. 20 ● A3
SEPTEMBER 22	TELA ● PAPAVERI SHOWROOM ● C2
SEPTEMBER 23	THE LAST CONSPIRACY ● via Carlo Botta 8 ● until Oct 15 ● C3
MULTI-LABEL SHOWROOMS	THEORY ● c.so Venezia 50 ● Sept. 20 to 25 ● C2
ASAP SHOWROOM ● until October 10 ● via Pantano 17 ● B2	TRANSIT ● via Tortona 20 ● until October 18 ● A3
BRAMA ● until October 11 ● via Sirtori 22 ● C1	● WHITE MILANO (via Tortona 27) ● A3
BRERAMODE ● from Sept. 3 ● via Carlo Botta 8 ● C3	WILD INCA ● WHITE MILANO ● A3
DANIELE GHISELLI DIFFUSIONE ● until October 18 ● via Sidoli 19 ● C2	Y5 ● via Privata Rezia 4 ● Sept. 20 to Oct. 6 ● C3
DMVB SHOWROOM ● until October 10 ● via C. Poma 38 ● C2	
ELISA GAITO ● until October 15 ● via Marcona 3 ● C2	
GARAGE MARINA GUIDI ● until October 21 ● Le Officine Della Torneria ● via Novi 5 ● A3	
IN STYLE ● until October 11 ● via Palermo 16 ● B1	
L.A. DISTRIBUZIONE ● until October 18 ● via Ruggero di Lauria 6 ● A1	
LOUNGE 17 ● until October 18 ● via Pantano 17 ● B2	
MANNERS ● until October 18 ● via Bianca Maria 15 ● C2	
MARZIANO BELLO ● Sept. 19 to Oct. 18 ● via Giacomo Watt 37 ● A3	
MASSIMO BONINI SHOWROOM ● until October 20 ● via Manzoni 41 (NEW ADDRESS) ● C3	
ONWARD LUXURY GROUP ● Oct. 7 to 11 ● via Orobica 34 ● C3	
PANORAMA MODA ● until October 20 ● via Morimondo 21 ● A3	
PAPAVERI SHOWROOM ● until October 11 ● via Ciro Menotti 9 ● C2	
POINT DI MARIAPIA BERNARDIS & CO ● until October 18 ● via G. Uberti 13 ● C2	
PROGETTO MILANO ● until October 20 ● via Archimede 6 ● C2	
MULTI-LABEL STORES ● +39	
ANTONIOU ● via P. Paoli 1 ● 02 36 56 18 60 ● A3	
ANTONIOU INNER ● via P. Paoli 4 ● 02 36 57 90 70 ● A3	
BANNER ● via Sant'Andrea 8/a ● 02 76 00 46 09 ● B2	
BIFFI ● c.so Genova 5 & 6 ● 02 83 11 60 44 / 52 ● B3	
GIORGIO MORETTI ● via Santo Spirito 24/a ● 02 76 00 31 86 ● B2	
MILAURA ● via della Spiga 4 ● 02 89 09 39 05 ● B2	
TEA ROSE BOUTIQUE ● p.zzetta Croce Rossa ● 02 76 00 31 86 ● B2	

MODERN MILANO OFFICE > Via Gian Battista Vico 40 - 20123 > redazione@modernonline.com > www.modernonline.com > #modernonline