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BRITISH BRANDS

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# MODÈM



The Instinct Factor



The Instinct Factor  
**WHITE**  
SIGN OF THE TIMES

SEPTEMBER  
22.23.24.25

SUPERSTUDIO PIU' - TORTONA 27  
BASE MILANO | EX ANSALDO - TORTONA 54  
PADIGLIONE VISCONTI - TORTONA 58

MILANO 2023

Map of Milano Fashion Week - September 2023

**Modern Map**

Milano Fashion Week SS24

**Women's Collections**  
September 2023

**Conceiving and Management of the Project**  
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©Published by Vedra Inc  
21 Place de la République  
75003 Paris - France

**MODÈM**  
www.modemonline.com

Supplement to  
Modem Milano+Paris SS24  
N° 9166 512 953 308 000 32  
ISSN 1282-8615-ED 42DL  
Registrazione presso il Tribunale  
di Milano n° 202 el 20/03/2008

**Printing & Typing/  
Colour Separation**  
Bonardi Grafiche  
via Gian Battista Vico 40  
20123 Milano

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**CSM IN PARIS**

**ESPACE MONTAIGNE**

FROM SEPTEMBER 30<sup>TH</sup> THROUGH OCTOBER 4<sup>TH</sup>



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# SAUDI100

BRANDS

جديد  
بالتوا

**SAUDI OFFICIAL CALENDAR**  
@ MILANO FASHION WEEK

**Tuesday September 19<sup>th</sup>**  
Cocktail at 10 Corso Como celebrating the opening  
of the Emerge Pop Up 6.00 pm

**Wednesday September 20<sup>th</sup>**  
Fashion Show and Exclusive Party at Palazzo Serbelloni 9.00 pm

**Friday September 22<sup>nd</sup>**  
Opening Ceremony at Padiglione Visconti 11.30 am  
Cocktail at Padiglione Visconti 6.00 - 9.00 pm

**Saturday September 23<sup>rd</sup>**  
Media Breakfast at Padiglione Visconti 9.30 - 10.30 am  
Saudi Arabia National Day Dedicated Cocktail  
at Padiglione Visconti 5.00 - 8.00 pm

**Sunday September 24<sup>th</sup>**  
Cocktail at Padiglione Visconti 5.00 - 8.00 pm

# 時裝 HONG KONG FASHION SUPERILLA

ORGANISER SPONSOR  
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A CURATOR OF  
HONG KONG-BASED DESIGNERS  
PRESENTING SS24



PARTICIPATING BRANDS  
CELINE KWAN  
DANIELLE BONDORRE  
26 SEP 2023 TUE  
17:00-19:30

PAPERBYE  
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# MODEM MAP OF MILANO FASHION WEEK

## SPRING SUMMER 2024 / SEPTEMBER 2023

### WOMEN'S COLLECTIONS



- FASHION SHOW
- EVENTS
- TRADE SHOWS
- MULTI-LABEL SHOWROOMS
- DESIGNERS' SHOWROOMS
- MULTI-LABEL STORES

<b>EVENTS Tuesday 19.09</b>		<b>MULTI-LABEL SHOWROOMS</b>	
10 am	<b>Breast Cancer Fashion Show</b> Università Bocconi	<b>Heda Showroom</b> via Piercardone Decembrio 31	<b>until 30.09</b> C3
2 pm - 4 pm	<b>Milano Moda Graduate</b> Palazzo Reale - Piazza del Duomo 12	<b>Him Co</b> via Orobica 34	<b>19.09 - 13.10</b> C3
5 pm - 7 pm	<b>CNMI - Fashion Hub Opening</b> Palazzo Giureconsulti - Piazza Mercanti 2	<b>Marziano Bello</b> via Giacomo Watt 37	<b>20.09 - 18.10</b> A3
6 pm - 9 pm	<b>Saudi 100 Brands: Emerge Pop Up</b> Cocktail Reception: 10 Corso Como	<b>Massimo Bonini Showroom</b> via Manzoni 41	<b>11.09 - 20.10</b> B2
7 pm - 8 pm	<b>Premio Maestri d'Ecceellenza</b> Palazzo Reale - Piazza del Duomo 12	<b>Papaveri Showroom</b> via Nino Bixio 42	<b>until 06.10</b> C2
7.30 pm - 9.30 pm	<b>Afro Fashion Association</b> Palazzo Morando - via Sant'Andrea 6	<b>Point di Mariapia Bernardis</b> via G. Uberti 13	<b>11.09 - 13.10</b> C2
<b>EVENTS Wednesday 20.09</b>		<b>Polly King and Co</b> via San Primo 4	<b>21.09 - 25.09</b> C2
7 pm - 10.30 pm	<b>Brazil Summer Fashion 2023</b> Residenza Vignale - via Toti 2	<b>Progetto Milano</b> via Archimede 6	<b>15.09 - 20.10</b> C2
6 pm - 9 pm	<b>Themoir presents Together by Themoir</b> via Formentini 10	<b>Saudi 100 Showroom</b> Padiglione Visconti @ expo_WHITE: via Tortona 58	<b>22.09 - 25.09</b> A3
9 pm	<b>White presents Expo White</b> Saudi 100 Brands & White Milano: Fashion Show & Gala Cocktail	<b>Showroom Marcona 3</b> via Marcona 3 / via Archimede 6	<b>17.09 - 20.10</b> C2
		<b>Studiozeta.org</b> via Friuli 26	<b>04.09 - 13.10</b> C3
9 pm	<b>Moncler X Pharrell Williams collection</b> Portrait Milano - corso Venezia 11	<b>Tomorrow</b> via Archimede 26	<b>22.09 - 06.10</b> C2
from 4 pm	<b>Class TV Moda - Front Row - The Voice of Fashion.</b> Cnmi's Fashion Hub Palazzo Giureconsulti - piazza Mercanti 2	<b>via Cadore 2</b>	<b>C2</b>
<b>EVENTS Thursday 21.09</b>		<b>DESIGNERS' SHOWROOMS</b>	
11 am	<b>Benetton @ Museo della Permanente</b> via Turati 34	<b>0KuBe @ Daniele Ghiselli</b> 1972 Desa RG - via Piranesi 4	<b>11.09 - 15.10</b> <b>20.09 - 06.10</b> C2
7.30 pm	<b>Dsquared2 - Ceresio7 10th Anniversary</b> via Ceresio 7	<b>3Juin @ Massimo Bonini</b> A.Bocca @ 999 Showroom	<b>11.09 - 20.10</b> <b>28.08 - 30.09</b> C2
9 pm	<b>K-Way hosts a private party.</b> BasicVillage - via dell'Aprica 12	<b>Alessandro Enriquez @ Elisa Gaito</b> <b>Alonpi @ Point Showroom</b>	<b>12.09 - 15.10</b> <b>11.09 - 13.10</b> C2
<b>EVENTS Friday 22.09</b>		<b>Antik Batik @ Marziano Bello</b>	<b>20.09 - 18.10</b> A3
11.30 am	<b>Saudi 100 Brands: Opening Ceremony</b>	<b>Apunbot @ Breramode</b>	<b>08.09 - 20.10</b> C3
6 pm - 9 pm	<b>Saudi 100 Brands: Cocktails</b> Padiglione Visconti: via Tortona 58	<b>Avant Toi - via Carlo Botta + White Milano</b>	<b>04.09 - 14.10</b> C3
5 pm	<b>Hope Fashion Ukraine</b> M.D.M.7 - via Tito Livio 6	<b>Benedetta Bruziches @ Massimo Bonini</b>	<b>11.09 - 20.10</b> B2
7 pm - 9 pm	<b>CSM Culture Club - Exhibition "The Made in Italy is Born!"</b>	<b>Bozart - via Carlo Goldoni 24</b>	<b>15.09 - 30.09</b> C2
<b>Cocktails</b>	<b>CSM Meets Sustainability</b> Palazzo Isimbardi - corso Monforte 35	<b>Cahu @ Point Showroom</b>	<b>11.09 - 13.10</b> C2
<b>Exhibition</b>	<b>Incontri - L'Oriente e la moda</b>	<b>Carel @ Massimo Bonini</b>	<b>11.09 - 20.10</b> B2
7 pm - 8 pm	<b>Press Preview</b>	<b>Carlotha Ray @ Him Co</b>	<b>19.09 - 13.10</b> C3
8 pm - 11 pm	<b>Cocktails &amp; DJ Set</b> Museo Bagatti Valsecchi 4 via Gesù 5	<b>Cesta Collective @ Polly King</b>	<b>21.09 - 25.09</b> B2
Until Nov 26, 2023	<b>Luigi &amp; Iango</b> Exhibition Palazzo Reale - piazza del Duomo 12	<b>Chiara Boni @ Elisa Gaito</b>	<b>12.09 - 15.10</b> C2
<b>EVENTS Saturday 23.09</b>		<b>D-Four @ Heda Showroom</b>	<b>until 30.09</b> C3
11 am - 6 pm	<b>Incontri - L'Oriente e la moda</b> Exhibition Museo Bagatti Valsecchi 4 via Gesù 5	<b>Del Carlo @ 999 Showroom</b>	<b>28.08 - 30.09</b> C2
9.30 am - 10.30 am	<b>Saudi 100 Brands: Media Breakfast</b>	<b>Disaya @ Studiozeta.org</b>	<b>04.09 - 13.10</b> C3
5 pm - 8 pm	<b>Saudi 100 Brands: Cocktails</b> Padiglione Visconti: via Tortona 58	<b>Essential Antwerp @ DMVB</b>	<b>until 10.10</b> C2
<b>EVENTS Sunday 24.09</b>		<b>Florentini + Baker @ Progetto</b>	<b>15.09 - 20.10</b> C2
7.45 pm	<b>Cnmi Sustainable Fashion Awards 2023</b> Teatro alla Scala - piazza della Scala	<b>Great Habit @ Marziano Bello</b>	<b>20.09 - 18.10</b> A3
5 pm - 8 pm	<b>Saudi 100 Brands: Cocktails</b> Padiglione Visconti: via Tortona 58	<b>Guidi @ Virtual showroom + 39 392 986 58 18</b>	<b>11.09 - 22.09</b> C3
<b>EVENTS Monday 25.09</b>		<b>Iosselliani - MDC Showroom</b>	<b>10.09 - 15.10</b> C3
7 pm - 10 pm	<b>Afro Fashion Association</b> piazza Risorgimento 8	<b>Isabel Benenato</b>	<b>04.09 - 14.10</b> C3
<b>TRADE SHOWS</b>		<b>@ Arete Showroom - via Seneca 4</b>	<b>C3</b>
	<b>White Milano</b> <b>22.09 - 25.09</b> A3	<b>Jean-François Mimilla</b>	<b>21.09 - 24.09</b> A3
	via Tortona 27 - Superstudio Più	<b>Julfer @ Showroom Marcona3</b>	<b>17.09 - 20.10</b> C2
	via Tortona 54 - Base / Ex Ansaldo	<b>JW Anderson @ Him Co</b>	<b>19.09 - 13.10</b> C3
	via Tortona 58 - Padiglione Visconti	<b>Labo.Art - via Maroncelli 12</b>	<b>until 30.09</b> B1
<b>MULTI-LABEL SHOWROOMS</b>		<b>Marc Le Bihan</b>	<b>21.09 - 24.09</b> A3
999 Showroom	<b>28.08 - 30.09</b>	<b>Paloma Barcelò @ 999 Showroom</b>	<b>28.08 - 30.09</b> C2
via Archimede 10	<b>C2</b>	<b>Romanian Designers @ Maccapani Showroom</b>	<b>C2</b>
Breramode	<b>08.09 - 20.10</b>	<b>Inga Valerie, Maoro, Ginette, Hamza, Monarh, Carolina D, Prochaine, Bazart Jewelry, Madlen, Maam With Love, Alzaia Naviglio Pavese, 50</b>	<b>C2</b>
via Carlo Botto 8	<b>C3</b>	<b>Romanian Designers @ Livia Gregoret Showroom</b>	<b>C2</b>
Daniele Ghiselli Showroom	<b>11.09 - 15.10</b>	<b>Carmen Ormerisan, Desiree Avenue, Fena, Ou-Da Fee</b>	<b>C2</b>
via Sidoli 19	<b>C2</b>	<b>Romanian Designers @ White Milano</b>	<b>A3</b>
via Carlo Poma 38	<b>until 10.10</b>	<b>Dadarlat, Anne Caro, Gabriela Vlad, Maestoso.</b>	<b>A3</b>
Elisa Gaito	<b>12.09 - 15.10</b>	<b>Transit via Tortona 31</b>	<b>until 30.09</b> A3
via Marcona 3	<b>C2</b>	<b>+ White Milano</b>	
Guffanti concept showroom	<b>until 10.10</b>	<b>MULTI-LABEL STORES +39</b>	
via Filippo Corridoni 37	<b>C2</b>	<b>Antonioni - via P. Paoli 1</b>	<b>02 36 56 18 60</b> A3
		<b>Antonioni Inner - via P. Paoli 4</b>	<b>02 36 57 90 70</b> A3
		<b>Banner - via Sant'Andrea 8/a</b>	<b>02 76 00 46 09</b> B2
		<b>Biffi - c.so Genova 5 &amp; 6</b>	<b>02 83 1160 44 / 52</b> B2
		<b>Boutique Antonia - Portrait Milano corso Venezia 11</b>	<b>B2</b>
		<b>D-Dead_Dantone - via S. Spirito 24/a</b>	<b>02 76 01 60 45</b> B2
		<b>Milaura - c.so Garibaldi 20</b>	<b>02 89 09 39 05</b> B1