

FERRONATO

SWITZERLAND

Dubai, United Arab Emirates, June 30th, 2022:

FERRONATO PUTS THE WORLD'S FIRST CYBERDOG TO WALK ON THE RUNWAY

FERRONATO x Maison du Mec show at Arab Fashion Week Men's Spring-Summer 2023 brought the future of fashion in Dubai Design District.

Swiss brand FERRONATO surprised the fashion sphere last Tuesday, June 28th at the Arab Fashion Week Men's Spring-Summer 2023. The privacy protection accessories' brand invited the talented mentalist couple, Mind2Mind and made a cyberdog walk on the runway along with the models.

James and Marina from Mind2Mind opened the show on Tuesday night showcasing the relevance of privacy protection. The two mentalists read in people's mind as to know the security code written on their bank card. Promising the audience they were only using their power for good, they warned on the dangers of data theft in today's connected world.

Maison du Mec show followed this breathtaking demonstration. The Lebanon born menswear brand collaborated with FERRONATO to create three unique pieces to add to the range of bags that protect your privacy. To bring the future of fashion to the next level, the world's first cyberdog walked on the runway creating the night's highlight. Signing its third participation to the Arab Fashion Week, FERRONATO proves its innovative character and its relevance.

FERRONATO is a brand with purpose. When you bear its mark, you signal your commitment to secure your unique identity and priceless privacy. You join an exclusive movement designed to empower individuality through innovative technology and timeless craftsmanship.

For more information, visit our [website](#) or follow us on social media.

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Please find images here: <https://we.tl/t-52pYaGtilP>

CRAFTING PRIVACY

IN A WORLD OF DATA THEFT AND DEVICE TRACKING, FERRONATO IS THE FIRST LUXURY ACCESSORIES RANGE TO COMBINE PRIVACY TECHNOLOGY WITH HAND-CRAFTED ITALIAN DESIGN.

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