



GILBERTO CALZOLARI

**GILBERTO CALZOLARI IS THE WINNER OF
THE GREEN CARPET TALENT COMPETITION AWARD 2018**

Milan, 24 September 2018. Gilberto Calzolari – the fashion designer who launched his high-end prêt-à-porter in 2015 after an impressive career working for some of the most important luxury brands in the world – is the winner of the prestigious Franca Sozzani GCC Award 2018 for Best Emerging Designer. The important acknowledgement was handed last night, on the stage of Teatro alla Scala in Milano by Jeremy Irvine, Armie Hammer, Sara Sozzani Maino and Desirée Bollier during the Green Carpet Fashion Awards.

Created in 2017, and now at its second edition, the Green Carpet Fashion Awards are financed and organised by the National Chamber of Italian Fashion with the support of Livia Firth's Eco Age: the event has no equal in the world and is already referred to as the Oscars of Fashion.

The dress, worn during the event by beautiful Federica Del Sale, has a pure "green" soul as it sprouts from Brazilian jute bags acquired at the Navigli canals' market and originally used as coffee bags and then as barriers against the flooding of the canals – a growing concern due to climate change. Gilberto Calzolari treated the recycled jute as a real couture fabric, creating a tight-fitting bodice with "a gocce" draping to form a tulip shape. The dress is lined with natural cotton muslin and embroidered with Japanese floral motifs in Swarovski crystals, in the exclusive "Advanced Crystal" recipe that complies with the most rigorous eco-sustainability requirements.

As winner, Gilberto Calzolari will have the opportunity to participate to a 12-month mentoring program by Value Retail's The Bicester Village Shopping Collection and to exhibit his collection via The Creative Spot, a platform dedicated to new talents at the Fidenza Village. Moreover, he will have the opportunity to present his new collection at the Milano Fashion Week in February 2019, with the support of CNMI. *"Ethics and aesthetics have always been the core values of my philosophy, and with this dress I wanted to prove that creativity and luxury can - and must - go together with the respect for our environment: to see them appreciated by a jury of this level is a further incentive to continue writing the future of fashion in the name of sustainability", commented Calzolari.*

An important step forward for a brand which believes in the values of made in Italy quality and excellence.

The Green Carpet Award winning dress is part of Gilberto Calzolari new Spring Summer 2019 collection, now available at Daniele Ghiselli Showroom.

GUITAR

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