

MILANO FASHION WEEK® PRESS KIT

MILANO
FASHION
WEEK®



19/23 JUNE 2026
MEN'S COLLECTION
SPRING/SUMMER 2027



WITH THE
SUPPORT OF



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PARTNERS



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Milan, 14 May 2026 - The Milano Fashion Week®, from 19 to 23 June 2026, is being produced with support from the **Ministry of Foreign Affairs and International Co-operation**, the **Italian Trade Agency (ICE)** and the **Municipality of Milan**. This edition will have a total of **75** appointments: **16** physical and **6** digital shows, **44** presentations, **2** presentations by appointment and **7** other events.

Of the new brands on the show calendar, **THOM BROWNE** will be presenting its Men's Collection for the first time at the Milano Fashion Week®. Other brands featuring for the first time on the show calendar include **GARCIAS**, **MARTIN QUAD** and **SHINYAKOZUKA**.

On Monday 22 June, Leo Dell'Orco and Silvana Armani will present, for the first time together, the **Giorgio Armani** Spring/Summer 2027 Men's Collection and a selection of garments from the Giorgio Armani Women's Cruise Collection 2027.

Brands **CARUSO**, **MASSIMO ALBA** and **PIACENZA 1733** will be returning to the presentations calendar, while those making a presentation for the first time include:

- **BUNHOVA BY BUNGARO**
- **DE NOBILIARY PARTICLE**
- **DODO**
- **KODAY**
- **MATERIA**
- **SERGIO DAVILA**
- **TOLOTTA**

This edition will celebrate the 10th anniversary of the foundation of the brand **PRONOUNCE**.

For this edition too, the Milano Fashion Week® communication campaign focuses on the creativity of new generation talents and the city of Milan's cultural heritage. The photographs – shot in the splendid cloister of the **Leonardo da Vinci National Museum of Science and Technology**, an institution bringing together history, innovation and research – are by photographer **Stefano Sciuto**, with styling by **Giovanni Beda**. The brands involved are **ALCHËTIPO**, **CASCINELLI**, **DOMENICO OREFICE**, **GAMS NOTE**, **GARCIAS**, **GROSSI**, **MERIISI**, **MOARNO**, **MTL STUDIO**, **NOKSRA**, **PECORANERA**, **SETCHU**, **VIPIAVE33** and **VICTOR HART**.

Thanks also go to brands **BUTTERO**, **MARSÈLL**, **MATA STUDIO** and **PREMIATA** for the accessories.

The communication campaign was produced by **CNMI**, the **Municipality of Milan** and **Yes Milano** to promote the Milano Fashion Week® Men's Collection Spring/Summer 2027 and to such end will appear throughout the city on the Municipality's billboards.



To support and promote new generation designers, CNMI will for this edition too be using the facility at **Fondazione Sozzani**. Brands **DOMENICO OREFICE, MARTIN QUAD, PRONOUNCE** and **SIMON CRACKER** will be putting on shows, while presentations will be given by brands **BOTTEGA BERNARD, BUNHOVA BY BUNGARO, GROSSI, KODAY, MATERIA, MOARNO, MTL STUDIO, SAGABOI, TOLOTTA** and **ZENAM**.

"Institutions, enterprises, manufacturing and creativity work together to show the world the novelties, talents and creations of big names and emerging young brands and Milan is the extraordinary powerhouse where all this continues to fulfil itself, generating value in the face of global crises and challenges." **Alessia Cappello, Counsellor for Economic Development and Employment Policies (portfolio including Commerce, Fashion and Design)**.

"Fashion is a universal language that knows no differences or borders. It's a robust, well-rooted and deeply international system capable of representing a virtuous model at the very moment we are faced with challenges and complexities that concern all of us. In this context, Milan continues to be the place in which this system finds its fullest expression, an open platform capable of generating cultural and economic value for Italy and the rest of the world.

The new edition of the Milano Men's Fashion Week® reiterates this vocation with a rich and well devised offering going well beyond fashion shows as the main focus, for alongside the runways there will be numerous presentations and other events enlivening the city with experimental formats and languages that respond to change in our time and widen the conversation on contemporary fashion for men.

Camera Nazionale della Moda Italiana is glad to be carrying forward its commitment to promoting new generation designers. We've decided to use the Fondazione Sozzani facility - for the third edition in a row - as a stage for a selection of emerging brands to put on shows and presentations of their collections in a venue of high prestige and visibility. It's an investment in the future of Italian fashion: believing in our talents means giving them the tools and a proper context in which to grow." **Carlo Capasa, Chairman Camera Nazionale della Moda Italiana**.

All the shows on the calendar can be enjoyed on **milanofashionweek.cameramoda.it**, the platform set up for the digital fashion weeks and which has become a point of reference not only for the trade but for all fashion lovers.

The platform will also have a section dedicated to **virtual showrooms**, both multi- and single-brand. Each showroom will be able to present photos and videos of collections, contacts, sales campaign dates and press releases for CNMI approved brands. This showroom area will also stay open after fashion week so that trade operators can consult it during the sales campaigns. We will also be producing a calendar of showrooms (to be posted on CNMI's channels) with all the sales campaign dates and contacts for fixing appointments, a useful tool helping **Italian and international buyers** to organize their agendas.



Thanks to support from the **Ministry of Foreign Affairs and International Co-operation** and the **Italian Trade Agency (ICE)**, CNMI continues to attract influential international buyers, thus giving a helping hand to brands that need to establish direct relationships with global players. This year's project will be extended beyond Fashion Week itself and see the involvement of a selection of international buyers in the key sale campaign periods, during which Milan is becoming an increasingly important destination.

The Week's appointments can be followed thanks to Italian OOH streaming partner, **Urban Vision Group**, which will provide streaming of the shows and other content, including the MFW campaign, on maxi-leds in the city of Milan. And thanks to our Video Channel Partners - **Asahi Shimbun** and **Fashion Channel** - it will be possible to watch Fashion Week content in playback, respectively in Japan and on YouTube.

Media partner **Class Editori** will be active at this edition of the Milano Fashion Week® too, guaranteeing exclusive coverage of the most keenly awaited fashion shows and other events on MFFashion and Class TV Moda.

Throughout Fashion Week, CNMI-selected and accredited buyers and journalists can use a shuttle bus service to move between their fashion week appointments. Further details will be provided on the calendar.

Thanks and new partnerships

Of the new partnerships, we're happy to mention **Lutech**, a leading Italian digital and AI operator also active in Europe. On the occasion of the event organized for Made in Italy Day (15 April 2026), Lutech became an Official Partner of CNMI for this year.

Thanks also go to all the official partners of Camera Nazionale della Moda Italiana who have been supporting our projects over the years: **Certilogo**, Official Train Partner **Frecciarossa** (Gruppo FS), Official Media Partner **Class Editori**, Official Water Partner **Acqua Fiuggi**, Official Wine Partner **Franciacorta** and institutional partner the Municipality of Milan.

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Camera Nazionale della Moda Italiana

CAMERA MODA FASHION TRUST ANNOUNCES THE NEW EDITION OF THE CNMI FASHION TRUST GRANT 2026

Camera Moda Fashion Trust is pleased to unveil the finalists of the sixth edition of the CNMI Fashion Trust Grant, an initiative dedicated to supporting independent Made in Italy brands, that, thanks to this program, can access financial support, as well as a business mentoring and one-to-one tutoring path offered by the Trust's prestigious network.

The CNMI Fashion Trust Grant 2026, scheduled for Thursday, May 28, is organized with the support of the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency (ICE).

The call for applications to participate in the project was launched on the Camera Moda Fashion Trust's official platform last February, and among the approximately 80 applications a technical committee selected 11 finalists: **ACT N°1, ANDREA BROCCA ALTA MODA, DES_PHEMMES, DOMENICO OREFICE, GROSSI, INSTITUTION, LUTCHMIAH, MATERIA, PECORANERA, UNKNOWN ARTISAN, UNTITLED ARTWORKS.**

For this edition, the recipients of the CNMI Fashion Trust Grant 2026 will be selected by an international evaluation committee of industry experts: **Jordan Anderson** (Creative & Cultural strategist, Writer, Founder of MQBMBQ), **Claudio Antonioli** (Founder & CEO, Antonioli Group), **Marco Bizzarri** (Entrepreneur), **Roberta Benaglia** (CEO & Founding Partner Style Capital SGR), **Elisa Pervinca Bellini** (Senior Fashion News & Sustainability Editor Vogue Italia), **Edward Buchanan** (Design Consultant & Milan Fashion Director, The Perfect Magazine), **Carlo Capasa** (Chairman, CNMI & Trustee, Camera Moda Fashion Trust), **Tiziana Cardini** (Contributor Vogue, Condé Nast), **Carolina Castiglioni** (Creative Director, Plan C), **Michele Ciavarella** (Deputy Editor in Chief Style Magazine Corriere della Sera), **Carolina Cucinelli** (Vice President & Co-Creative Director, Brunello Cucinelli), **Walter d'Aprile** (CEO & Co-Founder, NSS Magazine), **Anna Dello Russo** (Creative Consultant, Fashion Stylist and Former Fashion Editor for Vogue Japan), **Sabato De Sarno** (Creative Director), **Edoardo di Luzio** (CEO & Co-Founder, Underscore District), **Emanuele Farneti** (Editor-in-Chief, D Repubblica), **Nicoletta Ferrari** (Fashion Editor at Large, How to Spend It), **Umberta Gnutti Beretta** (Co-Founder & Co-Chair, Camera Moda Fashion Trust), **Beka Gvishiani** (Founder, Style Not Com), **Stavros Karelis** (Head of Fashion for the Onassis Foundation), **Valentina Maggi** (Director of the Creative Practice, Floriane de Saint Pierre & Associés), **Antonio Marras** (Creative Director, Artist, Founder Antonio Marras), **Suzy Menkes** (Podcaster & Leading Fashion Authority), **Michelle Francine Ngonmo** (Talent Scout, Cultural Entrepreneur & CEO, Afro Fashion Association), **Lorenzo Posocco** (Styling & Creative Direction), **Stefano Roncato** (Editor-in-Chief, MFFashion), **Leo Rongone** (CEO, Moncler), **Sara Sozzani Maino** (Creative Director, Fondazione Sozzani & Advisory Board Member, Camera Moda Fashion Trust), **Ramona Tabita** (Fashion Stylist & Consultant), **Wally Tomei** (Co-Founder & Co-Chair, Camera Moda Fashion Trust), **Robert Williams** (Chief Correspondent at-large, the Business of Fashion).

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On Thursday, May 28, the finalists will present their collections and outline their projects for potential use of the grants to the evaluation committee. Afterwards, **the committee will select up to three recipient brands**, to which, **starting in June 2026**, an exclusive path to **support their brand development will be dedicated**. The selected designers will have the opportunity to access a series of strategic consultations provided by influential personalities from the Italian fashion world, as well as financial support. Creativity, strategic planning and attention to sustainability are some of the main criteria applied during the selection process. For this edition, **three grants worth 70,000.00 euros each** will be awarded to three designers selected by the international evaluation committee.

The sixth edition of the CNMI Fashion Trust Grant is made possible thanks to the support of the Patron **Style Capital SGR**, a private equity firm investing in fashion and luxury, and **Rosewood Rome**, part of the Rosewood Hotel Group, which is set to open in 2027 in the former BNL headquarters on Via V. Veneto.

We would like to extend our sincere thanks to **President Attilio Fontana**, **Councillor Debora Massari**, and **Regione Lombardia** for hosting us at the Sala Belvedere, a symbolic venue welcoming a project dedicated to supporting and promoting young Made in Italy designers, fostering innovation, creative vision, and the development of Italian creative talent.

We would also like to thank **Beautick**, an international beauty agency renowned for delivering excellence in hair and make-up for luxury brands, fashion, and exclusive events worldwide, for curating the models' hairstyling and make-up.

"Supporting young designers today means giving space to the future of Italian fashion. Through CNMI Fashion Trust, we aim to continue supporting talented creatives in the growth journey of their brands, helping them transform vision, research, and quality into concrete and sustainable long-term projects," says **Carlo Capasa**.

"Supporting the new generation of Made in Italy designers is our main mission. They are an engine of change toward sustainability and a fundamental value for the Italian economy," **Umberta Gnutti Beretta and Warly Tomei**.

"Throughout my professional career I have always tried to support Made in Italy and its industrial system. This new generation of talents represents the creative expression of the country, and I believe it is therefore a duty to provide these young people, with the support of CNMI, a concrete opportunity for professional growth," stresses **Roberta Benaglia**, CEO of Style Capital SGR.

"Supporting Italian arts and creativity is a responsibility we deeply value. With Rosewood Rome, we are committed to promoting the country's cultural heritage by giving space to new voices and talents who interpret Italian identity through a contemporary and globally minded perspective," says **Patrizia Hofer**, MD of Rosewood Rome.

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The *grants* will be awarded during the CNMI Fashion Trust Grant 2026 Gala Dinner, to be held on Thursday, May 28, at Fabbrica del Vapore. During the evening, the recipients will receive their grants in the presence of the evaluation committee, journalists, CNMI member brands and industry leaders.

We thank the wine supporter of the evening, **Franciacorta**.

We thank the flower arrangement supporter of the evening, **Vincenzo D'Ascanio**.

In addition, we thank the Ambassador group and the many brands whose support makes the many activities of the CNMI Fashion Trust possible.

About Camera Moda Fashion Trust

Camera Moda Fashion Trust is the nonprofit organization founded in late 2017 by Camera Nazionale della Moda Italiana (CNMI) and a group of philanthropists with the goal of innovatively, reliably and altruistically supporting the new generation of Italian-based designers.

Camera Moda Fashion Trust is the first philanthropic fashion community entirely dedicated to supporting the next generation of designers through financial support, business mentoring and tutoring programs.

The programs enable emerging brands to think strategically and accelerate their growth, focusing on areas such as internationalization, digital and multichannel strategy, merchandising, and intellectual property protection.

Since its founding in 2017, Camera Moda Fashion Trust has financially supported 35 emerging brands through multiple projects with a total economic support of approximately €1,450,000.00 to which mentoring and tutoring activities bestowed pro-bono should be added.

Camera Moda Fashion Trust is considered by leading industry insiders to be a major reference for the new generation of Made in Italy designers.

The founding values of Camera Moda Fashion Trust, in addition to the promotion of emerging designers, are based on sustainability, inclusion and the promotion of craftsmanship education.

The important work that CNMI Fashion Trust carries out is added to the many activities carried out by Camera Nazionale della Moda Italiana for the promotion and enhancement of new brands, the founding pillars of the Association's strategy.

About Style Capital

STYLE CAPITAL is an Italian private equity firm specialized in the fashion and luxury sectors. STYLE CAPITAL combines its industry expertise with deep market knowledge, fostering the growth of companies operating on the international stage that stand out for their creativity, product quality and uniqueness, as well as selective distribution and innovation.

Thanks to the extensive experience of its investment team within the fashion and luxury industry, the firm provides not only financial resources, but also active support to managers and entrepreneurs in strategic decision-making and across all areas of business management.

Through its hands-on approach, in-depth sector expertise, and significant track record, STYLE CAPITAL represents the ideal shareholder to support the growth and development of the companies within its portfolio.

Over the years, STYLE CAPITAL has partnered with several leading brands, including Golden Goose, Twinset, and LuisaViaRoma, and more recently forte_forte, MSGM, Re/Done, Zimmermann, Soeur, U-Power, and Autry, which are currently part of its portfolio

About Rosewood Rome

Rosewood is a global collection of hotels, resorts, and residences, born from the discovery of extraordinary places. With 42 unique destinations, each property pays tribute to the culture and community that define it, embracing a vision of hospitality as an experience of mutual enrichment. Every detail is thoughtfully curated to reflect the identity of the destination, offering unexpected experiences of discovery and connection.

The next chapter will unfold in Rome (2027), with a strong emphasis on community engagement and social impact, rooted in collaborations with local artisans, cultural institutions, and renowned culinary icons.

Rosewood Rome will span three early 20th-century buildings, formerly home to BNL on Via Vittorio Veneto, thoughtfully reimaged and enhanced in full respect of their legacy as icons of Italian modernist architecture.

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CAMERA MODA



FASHION TRUST

MILANO MODA GRADUATE 2026

Milan, 14th May 2026 - In line with its commitment to supporting emerging talent in the Italian fashion industry, **Camera Nazionale della Moda Italiana** is pleased to announce that the annual Milano Moda Graduate fashion show will take place again this September during the Milano Fashion Week® Women's Collection. Open to all Italian fashion schools, the project was first launched in 2015 and is returning thanks to the ongoing support of main partner **YKK Italia**.

The project comprises two categories: **Fashion Design** and **YKK**. For the first category, the selected students will create a capsule collection, while for the second category, they will design an outfit focusing on fastening accessories. The fashion show, which is the culmination of a mentorship programme organised by CNMI, will be held in front of a distinguished audience and an international jury. Prizes will be awarded in each category.

CNMI selected the finalists for this edition of Milano Moda Graduate with the support of a prestigious jury comprising: **Beppe Angiolini**, *Honorary President Camera Italiana Buyer Moda, founder SUGAR*; **Gianluca Cantaro**, *Fashion Journalist, Critic and Creative*; **Sabrina Scarpellini**, *Co-Founder & CEO, MASSIMO BONINI SHOWROOM*; **Sara Sozzani Maino**, *Creative Director Fondazione Sozzani, International New Talent and Brands Ambassador CNMI*; **Veronica Trezzi**, *Marketing & Communication YKK Italia*; **Elisa Pervinca Bellini**, *Senior Fashion News and Sustainability Editor, Vogue Italia*; **Stefano Roncato**, *Editor-in-Chief MFFashion*.

THE FINALISTS IN THE TWO CATEGORIES ARE:

Fashion Design

1. Matilde Bonechi (Istituto Marangoni)
2. Lorenzo Erbetta (Istituto Secoli)
3. Gaia Karabits (IED - Istituto Europeo di Design)
4. Cecilia Marchesini (Accademia Costume & Moda)
5. Sonia Torracchi (LABA - Libera Accademia di Belle Arti di Firenze)
6. Corinne Zanini (IUAV Università di Venezia)

YKK

1. Costanza Barbieri e Giulio Censori (IED - Istituto Europeo di Design)
2. Olga Cosentino (NABA - Nuova Accademia di Belle Arti)
3. Lucia Dattilo (Accademia Costume & Moda)
4. Michele Fascetta (Harim Accademia Euromediterranea)
5. Sofia Frati (Istituto Marangoni)
6. Lorenzo Grimaldi (IUAV Università di Venezia)
7. Francesco Mamino (LABA - Libera Accademia di Belle Arti di Firenze)
8. Rosemary Lourdes Palella (Istituto Modartech)
9. Elisabeth Virginia Sentosa (Istituto Marangoni)
10. Sara Trovatelli (ACCADEMIA IUAD)

Milano Fashion Week® Men's Collection 2027: Runway Shows and Digital Innovation with Urban Vision Group

Milan, 14th May 2026 - Milano Fashion Week® Men's Collection returns to the streets of the Lombard capital thanks to Urban Vision Group. The Digital Out of Home media company, official partner of Camera Nazionale della Moda Italiana since 2020, will transform the city into a digital runway from June 19 to 23, 2026, through a project focused on visual innovation and urban interaction.

Urban Vision will deliver an immersive experience, bringing the Spring/Summer 2027 fashion shows to citizens, tourists, and fashion enthusiasts across the city.

Live streaming broadcasts will create a continuous narrative accessible to everyone, extending beyond the boundaries of traditional runways.

The project further confirms Urban Vision Group's mission: blending the language of fashion with technology while restoring urban spaces to a central role in cultural and visual communication. At a time when cities are increasingly becoming experiential platforms, the initiative strengthens the connection between Milan, its social fabric, and the key players of Fashion Week.

Urban Vision Group is a **Media Company** that innovates urban communication through the development of cutting-edge projects to generate communities and transform cities into even more stimulating and inclusive places. By combining media, creativity, technology, and data, Urban Vision Group connects with people's passions, creating new and extraordinary experiences designed to bring value to the community and make urban life more vibrant and dynamic.

Urban Vision Group operates synergistically through different **business lines**:

Urban Vision OOH is a leader and pioneer in Out of Home advertising, with a heritage in fundraising aimed at the recovery of artistic heritage, it offers pioneering solutions in the increasingly digitalized urban context, and has expanded its reach into extra-urban areas, operating also in the transit segment.

UV Lab, specialized in design and production within the street furniture, advertising, and special events' field.

Urban Vision Group **promotes a sustainable urban renaissance** that, through new modes of communication, unites the physical with the digital, the cities with each other, the suburbs with the city centres, the present with the future, brands, and people with each other. Constantly expanding, Urban Vision now operates in 18 countries and has 4 offices, two of which are based in Italy, and the other two are respectively in England and Spain. Urban Vision Group is also the first media company with ISO 14064-1:2018 certification, which certifies the management system, monitoring, and reporting of its greenhouse gas emissions, and since 2022 has published the Sustainability Report. In 2024, it started the ESG journey and integrated Gender Equality Policies. It is also certified UNI EN ISO 9001:2015, and is equipped with an Ethical Code and Organizational Model 231.

Urban Vision Group is also an **Official Supporter of the Jubilee 2025**.

Fashion Channel dal 1982

Milan, 14th May 2026 - In 2026, Fashion Channel and Camera Nazionale della Moda Italiana renew their collaboration once again, and this year Fashion Channel will continue as the official Video Channel Partner of Milano Fashion Week®, publishing in full on its YouTube channels all runway shows from the official MFW calendar, while giving increasing visibility to in-depth features and interviews with the key protagonists of MFW.

Through the global near-live distribution of Milano Fashion Week® video content, year after year Fashion Channel confirms its role as a key and effective platform for accessing and consulting the collections of the world's most important fashion brands, preserved within the largest fashion content library in the world, currently a candidate for UNESCO's "Memory of the World" register.

Once again, Fashion Channel – an Italian excellence in the international fashion media landscape – supports Made in Italy by promoting the activities of Camera Nazionale della Moda Italiana and strengthening the direct connection between the global audience and the Italian fashion system.

1982-2026

Over 40 years dedicated to the production and publishing of fashion content

The history of Fashion Channel began in 1982 with the launch of Canale Moda, the first European video magazine entirely dedicated to fashion.

At the beginning of the 1990s, the brand evolved into Fashion Channel, becoming one of the leading international references in fashion media. Since 1997, the company has participated in the creation of three satellite networks dedicated to fashion and luxury lifestyle, while in 2010 it established a strategic collaboration with Google and YouTube, further accelerating its global expansion.

Today, Fashion Channel is among the most followed fashion channels worldwide on YouTube in the Media & Entertainment – "Fashion & Style" category and, through a network of approximately 50 digital channels, reaches:

- around 5 billion total views
- more than 12 million subscribers
- an average of approximately 4 million daily views

A digital ecosystem that hosts the largest online fashion video library in the world.

The world's largest online fashion library

Fashion Channel's digital archive includes approximately 52,000 videos available on its main YouTube channel and has been continuously updated since 1982.

Featuring runway shows, backstage coverage, interviews, documentaries, and exclusive content, the archive represents a unique testimony to the evolution of contemporary international fashion.

Fashion Channel also stands out for the production of fashion films and innovative cinematic content through a talent garden composed of young creatives and filmmakers dedicated to translating fashion creativity into the language of cinema, earning selections, mentions, and awards at major international short film festivals.

Resources: www.YouTube.com/fashionchannel / www.fashionchannel.it

The Asahi Shimbun distributes Milano Fashion Week® content in Japan

Milan, 14th May 2026 - The Asahi Shimbun Company (Katsu TSUNODA, President <Chief Executive Officer>) will continuously distribute video content of Milano Fashion Week®, which will take place from June 19th to 23rd, 2026, as a Video Channel Partner in Japan with Camera Nazionale della Moda Italiana (CNMI), following the successful previous editions of Milano Fashion Week® starting from July and September 2020, until February 2026.

A special web page dedicated to Milano Fashion Week® will be uploaded on the fashion page (<https://www.asahi.com/special/fashion/>) of The Asahi Shimbun's news site, The Asahi Shimbun Digital (<https://www.asahi.com/>).

On this page, The Asahi Shimbun will distribute video content from each brand's collection. Interviews with designers and additional content are also scheduled, while fashion reporters from The Asahi Shimbun will publish articles covering the collections and introducing the forefront of fashion trends.

About The Asahi Shimbun founded in 1879, The Asahi Shimbun is one of Japan's leading newspapers and will celebrate the 150th anniversary of its founding on January 25th, 2029. With journalism at its core, the company aims to evolve into a comprehensive media organization that provides information and services enriching people's lives.

By combining the strengths and expertise of its group media - newspapers, magazines, television, digital platforms, and event organizations - The Asahi Shimbun delivers strong synergies for promotion and marketing communication strategies. Its ability to reach influential market segments offers effective marketing solutions to achieve various communication goals.

The Asahi Shimbun Digital "Milano Fashion Week® Special Page"

Since becoming a partner for live-streaming content starting with the July 2020 edition, The Asahi Shimbun Company has continuously operated special pages dedicated to Milano Fashion Week® on its fashion page (<https://www.asahi.com/special/fashion/>).

For Milano Fashion Week®, taking place from June 19th to 23rd, 2026, The Asahi Shimbun Digital will feature a dedicated special page presenting extensive coverage with photos and commentary articles. These well-designed and highly visible pages have been well received by the fashion industry and audiences in previous editions. After the conclusion of Milano Fashion Week®, The Asahi Shimbun will continue to provide fashion-related articles and coverage of the latest brand and collection trends from around the world.

Useful Links

The Asahi Shimbun Fashion Page: <https://www.asahi.com/special/fashion/>

Milano Fashion Week® Special Page: <https://www.asahi.com/special/fashion/mfw2026aw/>

Milano Fashion Week® Schedule: June 19th - 23rd, 2026

The Asahi Shimbun Network

The Asahi Shimbun has a daily circulation of over 3 million copies and reaches approximately 100 million monthly page views through The Asahi Shimbun Digital. Its reporting network extends across Japan and around the world, with a broad international presence that enables comprehensive coverage of politics, economics, sports, culture, and other key aspects of Japanese society. In addition, the company organizes a wide range of art exhibitions, concerts, as well as cultural and sporting events.

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The Asahi Shimbun

Fashion and Technology: Certilogo and CNMI towards the future of Made In Italy

Key objectives of the collaboration:

- **Increase awareness of the business potential of connected products and the importance of digital authentication in fostering trust between brands and consumers**
- **Support brands in adopting the Digital Product Passport to address compliance challenges and generate long-term value**
- **Strengthen Made in Italy through innovative technologies and smart circularity**

Milan, 14th May 2026 - Certilogo confirms its strategic partnership with Camera Nazionale della Moda Italiana for the third consecutive year, consolidating a shared journey that highlights fundamental common values: the increasingly crucial role of technology in the fashion industry; circularity and traceability as essential elements for protecting consumers and the environment; and the protection of Made in Italy, an essential mission for both partners.

The collaboration between Certilogo and Camera Nazionale della Moda Italiana focuses on guiding the digital transformation of fashion and opening new business opportunities for brands, with particular focus on authentication, traceability and regulatory compliance needs. Certilogo and Camera Nazionale della Moda Italiana are working together to raise awareness in the sector about the importance of these key elements in building consumer trust.

Certilogo's mission is to help brands unlock the full potential of connected products by creating engaging experiences that bridge the physical and digital worlds.

Seamlessly integrated with any platform, Certilogo's system protects products through its proprietary Secure by Design™ approach, the result of 20 years of industry expertise. The company supports brands in ensuring traceability, sustainability, and circularity for their products—regardless of the channels used to deliver information, content, or services.

Certilogo Certilogo is a SaaS platform that allows fashion and luxury brands to digitally connect their products through a secure digital identity, through which consumers can verify the authenticity of the product in seconds, access the item's Digital Product Passport and engage with content and added-value services offered by the brand.

The Certilogo service is used by one user every 3.8 seconds in over 180 countries and is available in 10 languages. The products of the over 80 fashion brands that have chosen Certilogo are connected to the platform with unique identifiers in RFID, NFC, QR, numerical and digital fingerprinting formats and are quickly and reliably verified by consumers through any digital device.

The Secure by Design™ approach of Certilogo derives from years of experience in the secure and controlled management of unique digital identities associated with products. In addition to the authentication service, based on artificial intelligence technologies, users can access content and services offered by brands, connect with the brands they love through exclusive digital experiences and access smart circularity services, extending their product's value in time.

For more information: discover.certilogo.com

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Lutech Official Partner of Camera Nazionale della Moda Italiana for the June 2026 edition of Milano Fashion Week®

Milan, 14th May 2026 - **Lutech, a leading Italian company and European player in digital and AI, becomes Official Partner of Camera Nazionale della Moda Italiana starting from the June 2026 edition of Milano Fashion Week®, scheduled from June 19 to 23, 2026.**

The collaboration reflects a shared vision: to support the evolution of the fashion system through the integration of artisanal excellence and technological innovation. In this context, Lutech supports brands and organizations in enhancing data, processes, and skills across the entire supply chain.

Particular attention is given to training, a strategic lever for the future of Made in Italy. The Maison Academies represent key spaces for the transmission of know-how, which Lutech helps to empower through artificial intelligence-based solutions, making learning more accessible, continuous, and scalable.

"Being a partner of Camera Nazionale della Moda Italiana during Milano Fashion Week® means contributing to a concrete dialogue between tradition and innovation, strengthening the competitiveness and distinctiveness of the Italian fashion sector," stated Giuseppe Di Franco, CEO of Lutech Group. – Artificial intelligence can become a highly tangible tool in this process: making artisanal know-how more accessible, accelerating the training of new generations, ensuring that rare skills do not remain confined in the hands of a few. The real challenge is not choosing between tradition and innovation. It is making them grow together. Italian fashion has the opportunity to become the global laboratory for this model of craftsmanship augmented by artificial intelligence."

With over 6,000 professionals and a business volume of approximately 1 billion euros, the Lutech Group drives change through an end-to-end offer that integrates business consulting, execution and governance, accompanying companies and institutions on sustainable, future-oriented digital transformation journeys.

Lutech Group, a leading Italian company and European player in digital and AI, designs, implements and manages solutions for digital transformation, innovation and growth for companies and institutions, thanks to an in-depth knowledge of the specific processes of different industries.

With 6,000 professionals and a business volume of approximately 1 billion euros, Lutech Group drives change through an end-to-end journey in which business consulting, execution and governance maximize companies' results, for a comprehensive and integrated offering.

Lutech expands and updates its portfolio of solutions and services through strategic acquisitions and ongoing investments in people, platforms and geographic expansion.

For more information, visit www.lutech.group

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Trenitalia's Frecciarossa and Milano Fashion Week® 2026 together to enhance Made in Italy

- ***Frecciarossa is the official train of Milano Fashion Week® on the occasion of the Men's Collection from 19 to 23 June 2026***
- ***Trenitalia's (FS Group) commitment to promote the excellence of Italian creativity continues***

Milan, 14th May 2026 - Frecciarossa, the high-speed train of Trenitalia (FS Group), travels together with Milano Fashion Week® to celebrate the uniqueness and excellence of Made in Italy.

On the occasion of the Men's Collection, to be showcased from 19 to 23 June, 2026, Frecciarossa will accompany designers, models, influencers, guests and fashion enthusiasts to the beating heart of Italian creativity.

The collaboration between Frecciarossa and Camera Nazionale della Moda Italiana was born with the aim of celebrating the elegance, creativity and vision of our country, in a perfect combination of style and sustainability.

Through this initiative, Trenitalia confirms its commitment to connecting people, talent and ideas, offering a travel experience that combines comfort, sustainability and easy access to major Italian events.

Frecce trains and the FrecciaLink service guarantee 270 daily connections, and up to 28 bus connections on summer weekends, reaching more than 150 destinations throughout Italy. The FS Group considers Europe as its home market, and is committed to exporting Made in Italy to international railway markets through Trenitalia's Frecciarossa brand.

MF Fashion and Class TV Moda celebrate the Milano Fashion Week® Men's Collection Spring/Summer 2027

Milan, 14th May 2026 - Class Editori once again renews its historic partnership with Camera Nazionale della Moda Italiana for 2026, consolidating a collaboration that has supported the Milano Fashion Week® for years.

The Group, a leader in financial, fashion, luxury, food and lifestyle news, will offer complete coverage of the fashion week through its reference fashion media.

From 19 to 23rd June 2026, the Milano Fashion Week® Men's Collection will be reported in the pages of *MF Fashion*, the only daily newspaper dedicated to fashion and luxury in Italy and Europe, which will dedicate special issues to the event, and through the cameras of *Class TV Moda*, the TV channel specialising in the fashion and lifestyle world, that will enrich its coverage with exclusive programming, including fashion shows, interviews with the players, and in-depth reports on the latest trends, broadcast through the *Front Row* tv format.

A privileged access to the heart of the fashion industry, to tell the best of the Spring/Summer 2027 men's collections and to confirm Class Editori's central role in sector information.

TV:
Sky180, Samsung TV Plus, Rakuten TV, DTT 883

Siti Web:
[MF Fashion](#)
[Class Tv Moda](#)

Social:
[MFFashion.ClassTvModa | Instagram](#)
[ClassTvModa | YouTube](#)
[MFFashion | LinkedIn](#)

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Classeditori

Franciacorta - Official Wine of Milano Fashion Week®

Milan, 14th May 2026 - The start of 2012 marked the beginning of an important partnership of the Consorzio Franciacorta with Camera Nazionale della Moda Italiana. The Consorzio selected *la moda italiana*, as its "soul-mate," the cultural expression with which Franciacorta shares the distinctive qualities of Made in Italy throughout the world: artistic craftsmanship, refined elegance, and high quality.

"Franciacorta is much more than just a wine: it is the result of a collective effort that brings together different generations, technical expertise, and vision," says **Emanuele Rabotti, President of the Franciacorta Consortium**. *"Today we are witnessing a turning point: a new generation of producers is shaping the future of the denomination, bringing energy, contemporary sensibility, and an increasingly conscious approach to innovation and quality. It is also thanks to them that Franciacorta continues to establish itself as a symbol of Italian style around the world."*

Thanks to this agreement, Franciacorta will be the official toast of Milano Fashion Week® for the fourteenth consecutive year. The next event will be the Milano Fashion Week® Men's Collection, scheduled for June 2026.

"Fashion and wine speak different languages but share a common root: the ability to interpret the present with authenticity, turning beauty and quality into experience. This deeply connects us to the vision of Camera Nazionale della Moda Italiana" - continues **Emanuele Rabotti**.

The first Italian wine produced exclusively with the classic method of second fermentation in the bottle to have obtained the highest DOCG oenological recognition; Franciacorta is a unique case in Italy.

A wine, yes, but a growing area to be discovered as well, lying just an hour from Milano, Italy's high-fashion capital. Located in the heart of the Lombardy region, Franciacorta, gazing out over the waters of the Lago d'Iseo, offers a rich heritage of culture, history, and natural beauty, all framed by magnificent verdant panoramas and the sensuous contours of its gentle morainic hills.

"Another aspect we share with the world of fashion is the ability to innovate while respecting our roots and our territory," concludes the **President**. *"In Franciacorta, we pursue a vision that combines research, sustainability, and environmental awareness, with the aim of building an increasingly conscious and responsible future."*

The **Franciacorta Consortium** is the body which guarantees and monitors Franciacorta production standards, as the first Italian wine produced exclusively with the bottle refermentation process to have obtained the Protected and Guaranteed Designation of Origin (DOCG) denomination in 1995. The Consortium's work takes various forms ranging from safeguarding its brand and region, promoting its products via ongoing work on its production regulations and denominations, consumer information campaigns and promoting Franciacorta as an expression of an area, a wine and a production method. Founded on 5 March 1990 its head offices are in Erbusco, in the heart of Franciacorta. The Consortium has 119 wineries.

 **FRANCIACORTA**