



The charm of Torino Fashion Week conquers the East China to open the fashion shows from 27th June to 3rd July

The appointment with international fashion is back, guest stars include artists such as Hussain Harba, Giuseppe Fata, and Armani's former supermodel Bali Lawal

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From 27th June to 3rd July 2019 Turin will be once again the capital of international fashion: the fourth edition of Torino Fashion Week turns to the East, welcoming China for the first time. The Asian country was entrusted the opening of the long fashion shows week that will bring to our city **both famous and emerging fashion designers from Turin, Italy and abroad**, presenting their capsule collections on **the catwalk of the former Stock Exchange building** located at 28, San Francesco da Paola street. Talent meets craftsmanship and an avant-garde, aesthetic style, overcoming geographical boundaries to become a global language. The event is **organised by TModa under the patronage of the City of Turin**, which once again confirms its **success in attracting the operators of the sector thanks to the collaboration with local and foreign institutions to offer fashion designers a global showcase.**

A few days from the signing of the Memorandum of Understanding that nominated Italy as a privileged stop in the new Silk Road, the Asian giant will be under the spotlight. In fact, China is rapidly reconverting its economic model from a pure production site to a source of creative talent that inspires great western brands, each one interpreting tradition in its own way. On the first day of Torino Fashion Week, the brands **ChiChu, SHOSHE x Liang Dongzan, Velvet Angels, FPI x Andy Yip and Zero Gentle will be the protagonists of the Global Project Day**, promoted by the Global Fashion TV television channel, dedicated to fashion, luxury, art and design.

The **international tendency** is the jewel in the crown of the event, renewing the bond with **the Islamic Fashion and Design Council** and its president Alia Khan: also this year, **ample space is reserved for the pink revolution started in the Middle East, "halal" fashion (also known as "Modest fashion")**, which reinvents traditional clothing in a glamorous way, enhancing femininity while respecting the principles of the Koran. The discreet but trendy charm of the colourful and precious creations of the US brand **Huda Negassi** will enchant the public. Natural fabrics and high-quality raw materials will embellish **the collections of the African designers promoted by Seda (Small Enterprise Development Agency)**, whose mission is to support the development of small businesses in South Africa by creating connections with international partners.

Among the guest stars of the 2019 edition there will be the multifaceted Iraqi artist **Hussain Harba** (Turinese by adoption), famous for his "art objects" – jewellery, bags, furnishing objects – with incredible colours and prized materials, and **Giuseppe Fata**, considered as the "genius of the art worn on the head", who boasts excellent collaborations with big fashion houses – Yves Saint Laurent, Chanel, Dior, Valentino and Fendi – and film stars.

Torino Fashion Week aims for excellence by hosting on the catwalk prominent fashion designers like **Olesea Ionita from Amrita Kids, Paola Benedetta Cerruti from Atelier Beaumont, Marta Ippolito from Re-New Bags and the Cremonese Barbara Montagnoli**. At the same time, it favours **the discovery of new rising talents among the graduates of IED Turin's courses in Fashion Design and Jewellery Design and Accessories, who will show on June 27th their collections on the theme "New classic, new future". Vogue Talents will confer a special mention to the three creative minds who will be able to reinterpret textile art in an innovative way.**

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The stylistic whimsy will be accompanied, once again, by the business soul of the Turinese appointment, thanks to **the collaboration with Piedmont's Unioncamere (the Italian Chamber of Commerce, Industry, Agriculture and Artisanhip) within the Enterprise Europe Network** – the largest European network supporting small and medium-sized companies oriented to foreign markets. **From 29th June to 1st July the Palazzo della Luce will be the stage of the international B2B event Torino Fashion Match**, a series of bilateral free meetings aimed at bringing together designers, companies, start-ups, buyers, agents and e-commerce companies to facilitate the creation of commercial and technological partnerships. Circular economy and sustainability, Digital marketing and financing for the fashion sector will be the themes that will be discussed in the meetings during the three days. Guest stars **will include Armani's former supermodel Bali Lawal (the founder of A Coded World brand), the Italian Fashion Revolution movement, and the curator of Fashion Tech Week New York Tanya James.**

For further information:

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