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**Torino Fashion Week
Fashion wears peace
Villa Sassi, Mercato Centrale Torino, ARTiglieria 6-14 July**

**Fashion shows, B2B, talks and workshops
to connect emerging fashion designers worldwide**

Fashion, but also culture and inclusion for the seventh edition of the Torino Fashion Week that combines *institutional moments, talks on social justice and climate change, a cooking class linked to the theme of the earth, B2B, cocktail parties and DJ sets*. Because the TFW is in effect an **innovative and international cultural event as well as the first fashion week in the world to dedicate space to emerging designers and the first to bring fashion back to Turin**.

The claim of the Turin Fashion Week 2022, which thanks to Autoingros will have the Lancia Y Alberta Ferretti as official car, is **Fashion dresses peace** the current theme not only for the chronicle of these months, but because on the catwalk there will be, among others, both a delegation of Ukrainian designers and Maki and Tukwini Mandela respectively daughter and granddaughter of Nobel Peace Prize winner Nelson Mandela. Villa Sassi, seventeenth-century residence on the hill of Turin, once the residence of princes and barons, will be the background to the fashion shows that will be held in presence and live streaming on the facebook page Torino Fashion Week on 10 and 11 July and 13 and 14 July both at h. 17.30 that at h. 20 and at the end of each show there will be a cocktail party managed in collaboration with Villa Sassi (Str. at Pino Tunnel 47).

The calendar, full of events, however, will begin Wednesday, **July 6** at h. 19 with the **Opening Party Torino** Fashion Week at Villa Sassi to continue **on the 7th** with the charity event in favour of the Donnatea association, women operated on the breast, at the Park Le Vallere in Moncalieri. The proceeds will be donated to buy a cooling helmet to reduce hair loss during the chemotherapy session.

From 7 to 10 July (h. 9-17.30) there will be the B2B **B2WORTH@Torino Fashion Match** and the thematic **TALKS** organized by **Unioncamere Piemonte** and the **Turin Chamber of commerce** as partners of the **Enterprise Europe Network** that will take place at the multi-ethnic Turin Central Market in Piazza della Repubblica 25.

The event of bilateral meetings aims to have a global visibility and encourage the emergence of international collaborations between operators in the textile, fashion, design and creative industries. Among the guests **Maki and Tukwini Mandela** and important fashion exponents such as **Nicola Paparusso founder of African Fashion Gate** – the permanent ethical laboratory against the phenomena of racism, xenophobia and anti-Semitism in fashion, in the arts and entertainment – and creator among others of the award **La Moda Veste la Pace** which in the past was also awarded to Giorgio Armani, Franca Sozzani, Valentino Garavani and that this year in Rome will be given to Maki Mandela and the British music group Simple Minds while Claudio Azzolini will receive a special recognition.

The Mercato Centrale project, which houses B2B, is an idea that becomes a place, a point of reference for those who love, live and choose food. Founded in 2014 in Florence, Mercato Centrale opened in 2016 in Rome, in 2019 in Turin and finally arrived in Milan in 2021. Mercato Centrale Torino is located in Porta Palazzo, the heart of the city in continuous ferment. The shops with the goodness of the artisans merge with art and events in spaces open to all, because the Market is a place of exchange of stories, ideas and opinions.



The 8th of July at h. 19 will be the turn of the **Experience at Mercato Centrale Torino or a Cooking class** at the Lorenzo De' Medici Cooking School with the famous chef [Antonio Chiodi Latini](#), the Cuoco delle Terre, who will guide the designers of the TFW in the preparation of a themed dish and who will decree the best.

There will be a **party on the terrace** of the Mercato Centrale Torino organized in collaboration with Prince Experience.

Saturday 9 at h. 18 in the spaces of **the ARTiglieria in the square Accademia Militare** will be held instead a **talk on culture organized by TFW and Paratissima** in collaboration with **Global shapers**, the community of young people that facilitates the dialogue between different stakeholders. Guests include *Maki Mandela and Anass Hanafi*, curator of Global Shapers Torino. Afterwards aperitif and DJset.

Wednesday 13 July at h. 17 at the headquarters of the **Educational Foundation of Providence** in Corso Trento 13, which celebrates the 300th anniversary of its founding, there will finally be the naming of its square after Nelson Mandela. Makawize and Tukwini Mandela, president and marketing director of The House of Mandela, will attend, and the Sunshine Gospel Choir will open the evening singing Asimbonanga, The song dedicated to Nelson Mandela by Johnny Clegg. It will be followed by the presentation of Chris Richmond, founder of Mygrants who in these 5 years has supported the birth and growth of several startups operating in the fashion and fashion sector, whose founders come from different countries of the world.

Parades

Sunday 10 July at h. 17.30 the designers of the EEN network will inaugurate the seventh edition of the Torino Fashion Week.

At 8 p.m., with the claim Fashion for Peace, **7 designers from Ukraine** will show. In order to provide concrete help to designers, **Unioncamere Piemonte, the Turin Chamber of commerce** with the support of the **Enterprise Europe Network** will cover the travel and accommodation costs and the organizers of the Turin Fashion Week have not requested any participation fees.

At h. 21 will close the Hangover boutique in Turin, via Bruno Buozzi 6/B, which will present a selection of men's fashion items.

Monday 11 July at h. 17.30 and at h. 20.30 the **Turin designers of CNA Federmoda**, with the contribution of the Chamber of Commerce of Turin, will present their collections for the seventh consecutive year. Afterwards there will be a concert by the Just Quartet of Turin.

Wednesday 13 July at h. 17.30 Villa Sassi will host **Serbian and UAE designers selected by Dress for Success & INova**. Dress for Success Belgrade-Serbia is part of the international organization Dress for Success World Wide founded in 1997. Since then it has supported more than one million women around the world with the aim of empowering and supporting those who come from groups economically and socially vulnerable so that they can achieve economic independence and equality through working in the fashion industry.

At h. 20 instead AFDA (**Africa Fashion Designer Award**), will present 6 designers awarded in the different African Fashion Weeks during the last year.

Thursday 14 July at h. 16 will be on the catwalk the clothes created by **UILDM** (Italian Union Fighting Muscular Dystrophy) within the project "Right to Elegance". UILDM – Italian Union Fighting Muscular Dystrophy, association that for 61 years has been dealing with people with neuromuscular diseases, participates in the Turin Fashion Week with Right to Elegance, a project that involves students from 13 high schools and fashion academies who have designed clothes for people with a mobility disability. The project was realized thanks to the support of the UniCredit Foundation.

At 20 h. will close the seventh edition of Torino Fashion Week the **Guest star House of Mandela** (South Africa), **Hussain Harba (Iraq)**, **Valentina Poltronieri (Italy)**, **Barbara' (Cuba)** and to follow there will be the Closing Party.

Maki and Tukwini Mandela are respectively the daughter and granddaughter of former South African President Nelson Mandela and CEO of House of Mandela, the company they founded in honor of the Nobel laureate. On the catwalk will showcase their streetwear collection The Struggle Series whose original designs were made by the former president of South Africa and depict different hands: powerful tools that can imprison, give freedom, motivate, fight, foster unity, be a gesture towards the future.

Hussain Harba, symbol of the internationalization of the city of Turin, presents its luxury bags with an unmistakable shape considered true art objects by the international clientele. In his creations, both different cultures come together combined by colors and shades that give unique vibrations and materials that are

inspired by nature and the seasons. In the new collection, entitled Mini home bags, the circular handle in natural bamboo has been integrated manually colored, confirming the name of works of art. The exclusive bags of the architect and designer Hussain Harba, totally made in Italy, have been several times protagonists of Milan Fashion Week and Turin Fashion Week and this year on the catwalk will be worn by well-known cultural exponents, of art and entrepreneurship in Turin.



Valentina Poltronieri at the Turin Fashion Week of 2021 received the Rising Talent Awards by Rinascente and in this year she received great awards and was often mentioned by important women of national fashion. In his VP Fashion & Creative Lab of Treviglio (BG) he creates collections with a high rate of creativity both for his own brand and for external companies.

BarbarA's is a brand that means empowerment and enhancement of handmade clothing that brings with it the Afro-Cuban culture, identity and tradition. BarbarA's is also afro-activist because the brand promotes numerous projects in the social field, especially with women and children, to help everyone develop their talents.

As every year, the last evening will be presented **the Torino Fashion Week Awards** by Rinascente, Banca di Cherasco and African Fashion Gate. Rinascente will welcome the 3 fashion designers awarded the last edition that for a month will be able to exhibit and sell their creations in the prestigious store in Turin, African Fashion Gate will give the chosen designer the chance to show the collection during the Paris Fashion Week next January at the Louvre Decorative Arts pavilion while Bank of Cherasco will incentivize a designer with the free participation fee for the next edition.

B2B

The **business soul of the format is guaranteed by the B2B (7-10 July)** that will be held at the Mercato Centrale Torino and will have as protagonists Maki and Tukwini Mandela and important exponents of fashion such as Nicola Paparusso founder of African Fashion Gate.

This year the B2B will involve the *European project WORTH*: participating companies will be able to search for international partners to apply for the next European call WORTH II to be released in autumn 2022, aimed at the design and creative industries sector and interact with the Worth platform. During the talks there will also be a presentation session of the new call.

The event **is aimed at fashion designers, start-ups, innovative brands, manufacturing SMEs, retailers, distributors, sales agents, fashion stores, e-commerce platforms, PR agency, marketing-business experts and business development, buyers, commercial agents** with real interest in the research of new products, ICT service providers for the fashion industry, investors focused on the fashion industry and female entrepreneurship.

The **B2Worth@Torino Fashion Match** (<https://b2worth-torinofashionmatch-2022.b2match.io/>) is organized by **Unioncamere Piemonte** in collaboration with the **Turin Chamber of Commerce** within the **Enterprise Europe Network** <https://een.ec.europa.eu/> and the Sector Group Textiles of which the body is a partner and which brings together experts from the EEN network sector, and is aimed at SMEs, start-ups and entrepreneurs in the textile and fashion sector. The **Enterprise Europe Network**, created by the European Commission to support the entrepreneurial activity and growth of European companies, in particular SMEs, is divided into over 600 contact points organized in consortia located in more than 60 countries.

To confirm the success of the B2B Torino Fashion Match, in 2019 the **event received the Best Practice award** among all the B2B activities carried out within the 14 thematic working groups that bring together sectoral experts of the EEN network. The European Commission and its Agency for Small and Medium Enterprises have rewarded him for his innovative impact, for the media visibility it offers to businesses and the network itself and for the networking potential it generates by fostering the emergence of international collaborations.

Fashion designers will finally be able to become part of baybasa.com the social business platform that enhances international business because it offers companies, entrepreneurs, startups and investors the chance to get in touch with each other and with the supply chain by opening an online store.



Torino Fashion Week is organized by TModa s.r.l.; the institutional partners are Unioncamere Piemonte, Chamber of Commerce of Turin, European Commission, Enterprise Europe Network (European network in support of SMEs co-financed by the European Commission CNA, CNA Federmoda. Non-institutional partners include House of Mandela, Bank of Cherasco, Autoingros, Lancia, Dress for Success Belgrade, Help, Villa Sassi, Mercato Centrale Torino, Paratissima, ARTiglieria, Bauhaus, Educatorino della Providevidenza, Concorde Hotel, Prince Experience, Rinascente, Hangover, Q-easy, Toro Legal Hub. The casting and runway shows are by Fashion Team, make-up by GV Make up Academy supported by Kryolan and hairstyling by Wella Professionals. The digital is signed by Sei Stream and the photos by Paolo Ratto and Erik Castello.

The QR code is provided to download the web app of the TFW

www.torino-fashion-week.eu



Fashion shows are also on <https://www.facebook.com/TorinoFashionWeek>

2022 TFW Calendar

Wednesday 6 July

h. 19 Villa Sassi, Opening Party

Thursday 7 July

h. 9-17,30 Central Market Turin, B2B and talks

h. 18.30 Le Vallere Park, charity event for the Donnatea association, women operated on breast

Friday 8 July

h. 9-17,30 Central Market Turin, B2B and talks

h. 19 Mercato Centrale Torino, Cooking class with chef Antonio Chiodi Latini

h. 20 Central Market Turin, Party

Saturday 9 July

h. 9 Mercato Centrale Torino, B2B; in the afternoon online session

h. 18 ARTiglieria, Talk with Maki Mandela and Anass Hanafi of Global Shapers Torino + Aperitif and Djset

Sunday 10 July

h. 9-17,30 B2B online

h. 17,30 Villa Sassi, fashion shows of the EEN network

h. 20 Villa Sassi, designer fashion shows of Ukraine

h. 21 Villa Sassi, fashion shows by boutique Hangover Turin

Monday 11 July

h. 17,30 and h. 20.30 Villa Sassi, fashion shows by CNA Federmoda and then concert by the Just Quartet of Turin

Tuesday 12 July

h. 20 Villa Sassi, Charity Dinner by invitation

Wednesday 13 July

h. 17 Fondazione Educatorio della Provvidenza, dedication of its square to Nelson Mandela

h. 17,30 Villa Sassi, fashion shows Serbia & UAE by Dress for Success & INova Group

h. 20 Villa Sassi, fashion shows by AFDA African Fashion Gate

Thursday 14 July

h. 16 Villa Sassi, fashion shows by UILDM

h. 20 Villa Sassi, parades Special Guest



TMODA

TModa Ltd. is a company founded among professionals in February 2020 by the will of Claudio Azzolini (creator and organizer of Torino Fashion Week, Vice President CNA Federmoda provinciale) with the aim of representing the highest values of emerging fashion, is a platform that accelerates business, proposing a physical space that goes beyond common ateliers and establishes international relationships with the sector. Its aims are to protect, coordinate, spread and enhance the image and style both in Italy and abroad and to re-propose the world of fashion in the City of Turin and Piedmont by developing and promoting the trade thanks also to emerging designers. Its aim is to respond in a concrete way to the process of development and reaffirmation of the fashion sector in the Piedmont capital through local and international designers. Thanks to TMODA, Turin is once again an observatory of local, national and world fashion.



baybasa is the new international social business platform aimed at manufacturers, distributors, investors and entrepreneurs who can get in touch with each other and with their entire supply chain. Each actor can open his own online store, customize it and search for the contacts most in line with his business. Social commerce makes it possible to grow and develop commercial activities quickly. Just register in the business sector you belong to, complete the profile describing your core business, request contact from other actors, propose the different projects, interact with members of the community, create the store, sell products online and of course involve all the protagonists, Update them and find new ones.

TMODA

www.torino-fashion-week.eu

 **Turin Fashion Week**

 **Torinofashionweek**

<https://b2worth-torinofashionmatch-2022.b2match.io/>

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