

TORINO
FASHION
WEEK

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Over 1 million views in 1 week Turin Fashion Week digital fashion shows are a success

Torino Fashion Week believed in digital and won.

The parades organised behind closed doors in Rinascente from 3 to 9 October, and which were broadcast live streaming on the website www.torino-fashion-week.eu, registered 1.051.310 of contacts, divided as follows: Website 418.838, Facebook 411.083, Instagram 221.389.

Thanks to the APP, the viewers – i.e. the public, buyers and industry operators – have been able to follow both the fashion shows and the delivery of the Turin Fashion Week digital Awards, have virtually entered the backstage to get to know emerging designers, international designers and niche brands through interviews.

With Torino Fashion Week 2020 was therefore born a HUB of emerging fashion and the new future of the fashion show was outlined. *"The covid-19 has marked a metamorphosis in the fashion system,"* says Claudio Azzolini, founder of Torino Fashion Week, who adds: *"The new format has consistently followed its primordial ideas and has adapted to changes and innovation to foster a sustainable model in the fashion sector. While hoping to return a part of the show in the future, TFW will continue digitising the event and creating an online platform that will offer users access to interviews, webinars and digital fashion shows of emerging brands from all over the world".*

The last evening of fashion shows, on October 9, were presented the **Torino Fashion Week digital Awards** by **Rinascente, CNA Federmoda, Banca Cooperativa di Cherasco BCC**. Rinascente awarded special guest Gerardo Orlando; Besides him Afrozan, Nicole Baratta and Elena Imberti, Laura Artuffo, Barbara Montagnoli. Bank of Cherasco chose Le Dangerouge, while Hangover MED. Mondo Store has also crowned Alberto Miceli, La Curaca, Miruna Modart Flower, Ambra Dodaj, Filoco, Maria Rita Ferlito.

The fifth edition of TFW gave great prominence to Made in Italy and the protagonists were Italian or foreign designers living in Turin or in Italy and who actively contribute to supporting the national economy.

After Le Dangerouge and Ginevra Von Drom, Sel.Dì, Laura is Glue, Elsa Lopreiato and Med, on the catwalk on October 3rd, Monday 5 and Tuesday 6 the **fashion designers of CNA Federmoda** Atelier Barbara Montagnoli, Elena Imberti and Nicole Baratta, Olesea Suharenco, Giannaesse, La Curaca, Maria Rita Ferlito, Verman's Style, Regina Guasco Little Athletic, and Mirena Little Art.

On 7 October, the winners of the 2019 Torino Fashion Week Awards were Adelyur Fashion, Aurora Leopardi, Scialabà Jewels and Atelier Beaumont.

On 8 October, for inclusive fashion, were the protagonists the bags created by students of the **Accademia Italiana di Moda e Couture of Turin for U.I.L.D.M. (Italian Union of Fighting Muscular Dystrophy)** and in addition to them Amichcouture, and Kajal.

The 2020 edition also promoted **Balkan fashion** with the designers of Help and **Dress for Success Serbia**. Help is an international organisation based in Bonn that deals with emergency assistance and helps those in need of self-sufficiency. Dress for Success Serbia is an international non-profit association that supports women in economic or unemployed difficulties to build confidence in themselves and achieve independence through a support network. The 40 designers presented a capsule to tell the Balkan fashion of different countries: Serbia, Bosnia and Herzegovina, Montenegro, Albania, Kosovo, Macedonia and Croatia.

Of course, the **business soul** of the format has guaranteed **4 days of webinars for SMEs**, start-ups and entrepreneurs in the textile and fashion sector and a series of **international online meetings** dedicated to **B2B** and organised through the b2match platform.

In fact, the **Torino Fashion Match** was held organised by **Unioncamere Piemonte** within the **Enterprise Europe Network** and the Sector Group Textile and Fashion, of which the agency is a partner. The **555 meetings** were attended by 33 buyers and **523 participants from 43 countries** and the site was visited by 38,332 viewers.

The EEN network, created by the European Commission to support the entrepreneurial activity and growth of European companies, in particular SMEs, is divided into about 600 contact points organised in consortia located in over 50 countries.

Confirming the **success of the B2B Torino Fashion Match, in 2019 the event received the Best Practice Award among all B2B activities carried out within the 17 Sector Groups of the EEN network**. The European Commission and its Agency for Small and Medium Enterprises have rewarded him for the innovative impact, for the media visibility it offers to companies and the network itself and for the networking potential that it generates favoring the birth of international collaborations.

TMODA

TMODA s.r.l. is a company founded among professionals in February 2020 at the will of Claudio Azzolini (creator and organiser of Torino Fashion Week) with the aim of representing the highest values of emerging fashion, is a platform that accelerates business, offering a physical space that goes beyond the common ateliers and links international relations with the industry. Its intentions are to protect, coordinate, spread and enhance the image and style both in Italy and abroad and to re-propose the fashion world in the City of Turin and Piedmont by developing and promoting trade thanks also to emerging designers. Its purpose is to respond in a concrete way to the process of development and reaffirmation of the fashion sector in the Piedmontese capital, passing through local and international designers. Thanks to TMODA, Turin returns to be an observatory of local, national and world fashion.

RINASCENTE

Rinascente is a prestigious collection of shops, with the best of fashion, accessories, beauty, home, design and food. It has nine stores in Italy, located in the center of the main cities, and an online store launched in June 2020. It has two flagship stores, one in Milan and one in the heart of Rome, inaugurated in 2017 which is a department store unique in its kind, since it incorporates in the architectural structure a small building of '900 and on the floor -1 highlights a part of the Aqueduct Vergine of 19 B.C. Rinascente offers a wide selection of high-end brands, representative of the best Made in Italy and the international scene. It is the place of exclusive events, personal appearances of important characters and launches of new products. Considered a must-have stop in shopping, it offers a rich and varied offer without prepackaged formulas, perfect for an increasingly up-to-date and demanding target. Each store is a real hub of attraction, where shopping becomes an engaging and rewarding experience, so much so that in May 2016 the flagship store in Milan is proclaimed "Best Department Store in the World" by Intercontinental Group of Department Stores (IGDS), the most important international association of department stores. In 2017 Rinascente celebrated the 100th anniversary of his name, conceived by the poet Gabriele D'Annunzio, with a large exhibition at Palazzo Reale, LR 100 – Rinascente Stories of Innovation, highlighting the passion, talent and vision with which he wrote his story.

TMODA

www.torino-fashion-week.eu

 **Torino Fashion Week**

 **Torinofashionweek**

torino-fashionmatch-2020.b2match.io

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