

## Made in Italy Day in Athens

The Italian Embassy in Greece, in collaboration with the Italian Foreign Trade Agency (ICE), Camera Nazionale della Moda Italiana and Polimoda, has organised a programme of events in Athens to celebrate the **Made in Italy Day**. On 19 April, Domenico Orefice presented his **A1 R1 25** collection to a select public of trade experts and the media.

Domenico Orefice's collection is a-gender and was conceived and designed for all seasons, for adapting to different weather conditions in various parts of our planet. **A1 R1 25** is a blend of innovation, tailoring and crafts. For his selection of materials, Domenico decided to involve the Italian company Gruppo Cinque and use a mix of cotton, nylon and fabrics of different weights, thus helping to create a diversified wardrobe.

Thanks must also go to footwear brand Marsèll for its contribution to the production of the show.

The programme also included two conferences for young people interested in the world of Italian fashion and design. On 19 April, **Polimoda Director Massimiliano Giornetti** and **Sara Sozzani Maino, Camera Nazionale della Moda Italiana's International New Talent and Brands Ambassador**, met students from the Pansik Fashion School, one of the Greek capital's most prestigious fashion academies, for a lesson centred on the concept of Made in Italy and how it interacts with fashion. The lesson was an opportunity to focus on the various professional roles in this industry in our country. On the same day, the **Scuola Statale Italiana in Athens** and various other local and international schools took part in a gathering where students keen to embark on a career in fashion could explore the educational paths that can be chosen for that end.

### Paolo Cuculi, Italian Ambassador in Athens:

*"On the occasion of the first Made in Italy Day in Greece, we decided to talk about Italian excellence and know-how in a series of initiatives dedicated to fashion and to the new generation of Italian designers in particular. Italian fashion has always been a byword for international Co-operation, we are happy to present his A1 R1 25 collection here in Athens, and talk about Made in Italy to the students taking part in the conferences held by the Director of Polimoda, Massimiliano Giornetti, and Camera Nazionale della Moda Italiana's International New Talent and Brands Ambassador, Sara Sozzani Maino."*

### Carlo Capasa, Chairman, Camera Nazionale della Moda Italiana:

*"We're happy to be participating as Camera Nazionale della Moda Italiana in the first National Day of Made in Italy, which celebrates Italian quality and creativity. This is an opportunity to speak about the future, which is fashion's real dimension. We're doing this with two events on the programme for the new generation who are representing Made in Italy tomorrow."*

