

#FINALLY together

THE ART OF FASHION MAKING

EXCELLENCES FROM THE WORLD OF FASHION TRADE FAIRS DISCOVER THE TREASURES OF HISTORY.

WORKS FROM THE PINACOTECA AMBROSIANA CHOSEN TO TELL THE STORY OF STYLE EVOLUTION

Milan, 7th of September 2022 - Fashion has always found itself in-between tradition and future: it builds styles destined to define an era and elevates daily habits to costume history. This is why it moves towards art, committed to always creating innovative suggestions and using shapes in new ways.

To highlight the link between art and fashion, between talent and creativity – a heritage not to be forgotten, but to be valued – seven trade fairs from the world of fashion chose to tell their story through some of the most significant works of art exhibited in the Pinacoteca Ambrosiana in Milan, during the event **“The Art of Fashion Making”**.

DaTe, MICAM Milano, Mipel, The One Milano, Lineapelle, (part of the Confindustria Moda galaxy), HOMI Fashion & Jewels Exhibition, and Simac Tanning Tech – excellences that will all take place over a few days in September – have chosen a symbolic place in the history of art, in a city, Milan, that has been an attractive engine for artists in numerous historical periods and has represented the capital of fashion in the last decades.

The narration made it possible to **discover the value of fashion over the centuries**. In a back-and-forth of references from trade fairs and some of the works exhibited in the Pinacoteca, the happy collaboration between the fashion fairs that wanted this cultural event was celebrated.

Thus, it was possible to come into direct contact with the genius of Leonardo and with one of his projects dedicated to a piece of textile machinery that was combined with the technologies presented today at **Simac Tanning Tech**. We also found ourselves in the presence of Napoleon, for whom unique boots were designed; guests were able to discover the boot designs and also get up close and personal with a pair of leather gloves that belonged to the Emperor and that are now

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Fashion&Jewels
Exhibition

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Firenze
stazione
Leopolda

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preserved in the Pinacoteca. In this instance, too, the trade fair excellences were able to find a reference in the work: thus, the design of the boots, created by Anselmo Ronchetti and exhibited for the first time in the Pinacoteca, was traced back to the culture of footwear present at **MICAM**, while the deerskin gloves were associated with the world of **Lineapelle**.

The solemnity of some of the portraits is surprising, they were chosen amongst those kept in the Pinacoteca because they are rich in details from the point of view of the accessories represented: thus, the Portrait of Paolo Morigia, by Fede Galizia, was chosen. It is intriguing because he holds in his hand, almost handing them to the viewer, a pair of glasses that widen the painting by reflecting the scene. It had to be **DaTE**, which offers an alternative and intriguing showcase for glasses, in direct reference to the painting.

There was no shortage of great representations of the epics of the past, such as the biblical episode of Judith and Holofernes: a Caravaggesque light illuminates the courageous protagonist of the painting by G. Vermiglio, made even more resplendent by the jewels she wears, expertly represented by the artist. The reference here is to the value of the fashion-jewels that **HOMI Fashion & Jewels Exhibition** presents edition after edition.

The portrait of Michel de L'Hospital by Giovan Battista Moroni (which stands out thanks to the preciousness of the wide cape doubled in ermine fur that wraps the painting's subject) characterises men's fashion, always present in all eras alongside the female fashion. **The One Milano**, with its attention to detail, is the event that wanted to be inspired by this painting.

Finally, a sumptuous altarpiece, the "Sacred Conversation" by Bergognone: in the centre of the composition the Virgin and Child sit on the throne, surrounded by saints. In particular, on the right we find together with Saint Epiphanius, Bishop of Pavia, the Saints Luminosa, Liberata and Speciosa, distinguished by a lily and a small fabric bag. These handbags appear as an extension of their person. A precious accessory that contains the most intimate and private things belonging to the women depicted. An embellishment and completion of their costumes that synthesise aesthetic refinement and functionality and that, over the centuries, has become an expression of creativity and refined craftsmanship. A unique legacy that still today guides and inspires the companies that will be present at **Mipel**.

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