



APRITIMODA

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MILANO > 21-22 OTTOBRE 2017

## ALBERTA FERRETTI

*Alberta Ferretti means style, femininity, elegance, seductiveness and glamour. As a young woman her passion for fashion launched a career rich in personal, style-related and entrepreneurial triumphs.*

*In 1980 she established AEF FE S.p.A. with her brother, Massimo Ferretti, and the following year she made her official debut on the Milanese runways as the creative director of her eponymous brand.*

*In 1998 the then-President of the Italian Republic, Oscar Luigi Scalfaro, made her a Cavaliere del Lavoro. In 2000 she received an honorary degree in cultural heritage conservation for having restored Montegridolfo Castle. In July 2005, in Rome, she was given a Lifetime Achievement Award for her work in promoting Italian culture across the world; in the same year she also received The Romantics Award by the International Fashion Group with Anna Wintour at the annual Night of Stars event in New York.*

*Dynamism, grace and dedication have always been Alberta Ferretti's distinguishing qualities, "a woman close to women", the model of a desire for beauty, charm and personality. Her dresses have been worn on the world's most photographed red carpets by ambassadors such as Sandra Bullock, Emma Watson, Reese Witherspoon, Meryl Streep, Scarlett Johansson, Queen Rania of Jordan, Zhang Ziyi, Susan Sarandon, Kendall Jenner, Fan Bingbing and Heidi Klum.*



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## **PALAZZO DONIZETTI**

*Palazzo Donizetti is situated in the heart of the old centre of Milan at 48 Via Gaetano Donizetti. Built with an eclectic mixture of styles – Renaissance, Baroque and Art Nouveau – in 1994 the palazzo became the property and Milanese headquarters of Gruppo AEFPE.*

*The palazzo was originally a private residence; it was renovated and restored to its architectural and decorative splendour by Studio Associato Caccia, Dominioni & Zucca in association with architect Dubini*

*Today it houses the main offices, showrooms and communication department for Alberta Ferretti and some of the AEFPE Group's brands, including Philosophy di Lorenzo Serafini, Pollini and Cédric Charlier.*

*Alberta Ferretti's rooms often provide the setting for fashion shows/events, such as the latest runway presentation, in January 2017, of her pre-collection and Alberta Ferretti Limited Edition cocktail and evening gowns.*