



APRITIMODA

MILANO > 21-22 OTTOBRE 2017

GIORGIO ARMANI

Giorgio Armani is the Chairman and CEO of the Armani Group, one of the world's leading fashion and lifestyle design houses and among the few with a sole owner directly involved in all strategic decisions concerning style and design.

Born on July 11, 1934, Giorgio Armani grew up in the city of Piacenza. In 1957, he quit his medical studies and moved to Milan, where he worked as a buyer for the large department store, la Rinascente. Later, he collaborated with Nino Cerruti and worked as a freelance designer with several companies, developing an articulate vision of fashion.

In 1975, following a suggestion from his partner, Sergio Galeotti, he decided to create his own label: on July 24, Giorgio Armani S.p.A. was born, with men's and women's ready-to-wear lines. Giorgio Armani understood that needs were changing: he established the look of an androgynous and determined woman, and a less rigid man, offering his clients sophisticated and timeless clothes. Success was immediate.

In 1980 he designed the costumes for the film American Gigolo. The success of that film marked the rise of the Armani style in the collective imagination. On April 5, 1982, Armani was on the cover of "Time" magazine.

Giorgio Armani's fashion philosophy, his vision of style as lifestyle, together with his entrepreneurial ability, are the basis for the success of Giorgio Armani S.p.A. For cultural and professional reasons, Armani has been recognised with various honours: he is the Grande Ufficiale dell'Ordine al Merito della Repubblica (Grand Officer of Merit of the Republic). In 2008, he was conferred the Légion d'Honneur in Paris.

Honoured in 2000 for his singular cultural and sociological impact with a show at the Solomon R. Guggenheim Museum in New York, Giorgio Armani has always involved himself in humanitarian efforts including, among others, Unicef.

The Giorgio Armani Privé Haute Couture collection is the highest expression of the imagination, elegance and sophistication inherent in the Armani style. Launched in 2005 and sold to order worldwide, it is the result of the finest artisanal know-how, and meets the needs of a select and highly sophisticated clientele.



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PALAZZO ORSINI DI ROMA

Owned by the Orsini marquises and later by the Falcò Pio family, this is one of Milan's most prestigious noble residences from the 17th century.

The generous façade, designed by Luigi Clerichetti in the mid-19th century, features elegantly framed windows which on the piano nobile are topped by architraves, tympana and lunettes; the slightly protruding central block contains the main doorway, over which is one of the three balconies on the front of the building.

The courtyard, with its paired Tuscan columns, and pilaster strips in the lower portico, was created in the 17th century, while the interiors, designed by Luigi Canonica, date back to the late 18th century. Of particular architectural interest is the grand two-flight staircase, illuminated by the lantern in the dome above.

The finely decorated rooms on the piano nobile include an oval dressing room with 19th century furnishing and a ceiling with a fresco by Andrea Appiani depicting Love Triumphs (1787).