EVENING® DRESSES/ SHOW

Maritime Harbour Zaha Hadid Salerno | 2020, October 10_11_12



EVENING® DRESSES/ SHOW

Maritime Harbour Zaha Hadid 2020, **October 10_11_12**

THE FASHION TRADE OF **EVENING WEAR** MAN&WOMAN

****THE HANDBOOK 2020 ****

ARIANNA DI MAIO ARTIGIANO DEL GUANTO BARBARA GIOVENE CHIARA PERROT DISTRICT MARGHERITA MAZZEI ERRICO FORMICOLA FILIPPO LATERZA AVIA PINELLO GERARDO ORLANDO FI BY LE ART GIANNI CIRILLO LUCIA PI MAJABYKIARA&CO. MELINA BAFFA MICHELE GAUDIOMONTE M ICHELE MIGLIONICO NINO LETT COUTURE TERI NN PAOLO SEMERARO SOFIA COLASANTE TINARENA FASHION ATELIER VIA DELLA SPIGA MILANO VUSCICHÉ YOU ARE U



ARIANNA DI MAIO

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The Spring Summer 2021 "Origin" collection by Arianna Di Maio represents the brand's first approach to a new stylistic vision.

The term "Origin" alludes to the strong bond with nature, made possible by the use of natural fibers. The use of neutral colors convey a sense of tranquility, typical of the summer period, accentuated by the soft lines of the garments.



arianna di maio

ARTIGIANO DEL GUANTO

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Artigiano del Guanto designs and manufactures collections of Men's / Women's leather gloves, rigorously Made in Italy. Essential characteristics of each item are the hand craftsmanship exclusively performed in its laboratories and the utmost attention in the choice of high quality raw materials used for processing.

The result is a tailor-made and unique product that reveals an attention to details that ready-to-wear and fast fashion have forgotten. Artigiano del Guanto combines the high quality of craftsmanship with the taste for excellent materials, as the synthesis of the savoir-vivre of those who recognize the glove as the iconic accessory of male and female elegance of all times.





BARBARA GIOVENE

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There is also a tranche created for aperitifs on the beach or for poolside parties in the collection of Barbara Giovene, the Neapolitan stylist-entrepreneur who combines her beachwear with bags with a new holiday evening wear tranche.

Each garment, exquisitely Made in Italy, has only one guiding thread: transcending trends and creating unique and timeless pieces, comfortable and refined, easy to wear for a quick change. To move on, staying on the beach, from the bikini order to a refined and surprising evening ensemble.





CHIARA PERROT

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The cobalt blue of the sea, the breath of the Meltemi, the warm starry nights of the mediterranean romantic summers inspired the Chiara Perrot SS21 collection.

The bright colors declined in the freshest palettes alternate with the warm colors of the sun and the graphics in a music box that combines sporty-chic garments in a decidedly bon-ton key, with cocktail and grand evening outfits. Among pure silks, mikado, muslin and cotton gabardine.



CHIARAPERROT*

DISTRICT MARGHERITA MAZZEI

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A collection that breaks the codes of the fashion system with a revolutionary approach in its simplicity: putting the art of research and avant-garde at the service of a modern and attractive design.

Eclectic and focus to the latest trends but without taking itself too seriously, this is the identikit of the woman who chooses DISTRICT MARGHERITA MAZZEI clothing.





ERRICO FORMICOLA

www.erricoformicola.com enrica@erricoformicola.com ****

Errico Formicola is a Made in Italy brand of high sartorial male tradition. The finest fabrics, the most accurate manufacturing, the quality of the finishes, make each garment a product of great class.

In the manufacture of ties, as in all other products, the brand carries the canons of the Neapolitan school, famous worldwide for the lightness of the constructions.

The choice of the best fabrics, exclusive, the hand made processes make each outfit exclusive, in all seasons of fashion.





FILIPPO LATERZA

www.filippolaterza.com info@filippolaterza.com ****

A brand that was born in the atelier, always inspired by art. Filippo Laterza creates and produces his collections entirely made in Italy, reflecting the love for beauty and Mediterranean elegance.

The fabric choices of the spring-summer 2021 season range between organza, chiffon, voile and satin, drawing on the freshness of the lilac-mauve tones, the iconic color of the Apulian maison, combined with white, yellow, aquamarine and Alturchese.

FILIPPO LATERZA

FLAVIA PINELLO

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Real Beauty is in the eyes of the ones who can see it. Beauty is balance, of shapes, relationships, contaminations and knowledges. Flavia Pinello's leivmotif is the neverending search for balance, a fluid equilibrium between Fashion and eleganze laying down on the woman body.

Through our creations we want to state our ideal of beauty and balance for the modern woman who want to stand up for elegance and femininity.



FLAVIA PINELLO

GERARDO ORLANDO BY LE ART

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The collection is structured, but very light, with unusual details, the result of skillful processes. Tailored contaminations define the style.

Colors, embroidery, prints, applications come together in a single idea of ideas. The fabrics gently accompany this ancient and aesthetic research futuristic at the same time.





GIANNI CIRILLO

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The second ready-to-wear season of the Neapolitan brand was born under the sign of the lines, volumes and proportions that bring back to the 50s.

Cocktail and evening dresses deliberately retro develop the winning mood of the maison, modulating the new proposals in the color range spiced: from amber to cinnamon, yellow turmeric, saffron and curry.

The peau pink accents enhance the most precious garments, which combine lace with full-bodied silks to tread the prestigious red carpet scenes.



Gianni Cirillo

Gianni Cirillo

mediterranean couture

LUCIA PI

www.newpopcollection.com Info@newpopcollection.com ****

Gloryfing not only the charm and the elegance, but also the unique personality of every woman, is the mission of "Lucia P", which was born in 2004 with the passion for embroidery and creates dresses reaserching precious materials such as paillettes, jais, stones..", designing on women's body drawings entirely made by hand, making them, this way, always glamourous and sparkling in every



MAJÀ BY KIARA & CO.

www.majaevents.it info@majaevents.it ****

Majá takes care of your event at 360 °, from the style to the realization of your special day.Majá is a brand created for romantic and dreamy women who are looking for a unique and exclusive look.

Our atelier offers ceremonial dresses, suits, tailormade or hand-sewn suits, personalized combinations in pure Made in Italy style with great attention to details. To complete the look, unique accessories, clutches, headbands, masks and many other products.





MELINA BAFFA

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Melina Baffa has been producing handmade dresses since 1987. Each dress, as well as each suit from Baffa menswear collection, is created in the company headquarters in Santa Sofia d'Epiro hills, an ancient historical place acknowledged for the contamination of Byzantine traditions.

Melina Baffa 2020 Collection, called "Butterfly" draws inspiration from butterflies' elegance and colors.





MICHELE GAUDIOMONTE

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Michele Gaudiomonte Couture, a brand that has always stood out for the great craftsmanship of the product starting from its hand-painted silks that make each dress a "masterpiece".

In fact, its clothes have been defined by critics as "paintings to wear". Everything is treated in detail. Embroidery, crystals, refined materials complete the precious Gaudiomonte Couture dresses.





MICHELE MIGLIONICO

www.michelemiglionico.com info@michelemiglionico.it ****

Michele Miglionico is a brand present in the high craftsmanship segment that offers collections that include a set of unique creations, absolutely flawless using extremely precious materials.

The production of the high quality which is entirely made in Italy, constitutes an interesting part of the new made in Italy as it intends to recover artisan skills in a slow fashion key, combining them with current trends.



MICHELEMIGLIONICO

NINO LETTIERI

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The maison of Pompeii, for the spring-summer 2021 presents a line of precious and floating kaftans. Made with light and fluffy georgette and silk satin, the new outfits focus on exclusive prints that incorporate geometric designs and motifs of butterflies, bows and elephants.

There is no shortage of solid color creations edged with organza micro and macro ruffles, equipped with contrasting raffia elements. A timeless collection for women who love to feel comfortable without sacrificing elegance.





NN COUTURE

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NN Couture was born with the precise aim of reinterpreting the traditional costumes of the various cultures around the world through the use of the most precious fabrics and with the most sophisticated atelier techniques.

Elio Ferraro is the artistic director of the Palermobased maison, founded in 2016; Since its debut in Paris, NN Couture has caught the sign of cultured and sophisticated nomads, recreating, in every season, the magical combination of contemporary elegance and ethno-chic impulses.





PAOLO SEMERARO

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The "Paolo Semeraro" brand was born over 60 years ago from the passion for men's fashion made in a traditional way, where Made in Italy is a founding value, expressed through attention to detail, the high quality of the manufactures, the refinement of the materials.





SOFIA COLASANTE

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"Sofia Colasante" is an Italian Fashion Brand founded in 2015. The Brand DNA is a composition of the Italian excellence in craftsmanship and quality with the innovation of materials and manufacturing.

Each single garment is carefully created by expert artisans and embellished by detailed embroidery and modern workmanship in order to render each piece unique and special.

The textiles used are exclusively natural, such as silk and cashmere, which are subsequently manufactured with modern techniques, resulting in innovative and experimental garments with a sartorial and elegant appeal.





TINARENA FASHION ATELIER

www.tinarena.it info@tinarena.it ****

The Messina brand was born in the Tina Arena atelier that produces unique garments and accessories for the exclusivity of high-end fabrics.

The search for the precious element, attention to detail, craftsmanship, are the essence of every creation both for the evening and for the bride and the ceremony.

Host of many international reviews, the Sicilian brand is among the most appreciated in the European red carpets.



inarena'

VIA DELLA SPIGA MILANO

www.viadellaspigamilano.it info@viadellaspigamilano.it ****

The new limited edition collection of Via Della Spiga Milano is born under the sign of art, one of the brands of excellence in the evening-ceremony sector, with roots deeply rooted in the Italian tailoring tradition. Inspired by the works of the artist Omar Galliani, the clothes were made with cutting-edge techniques, prints and fabrics, interpreting the ever-changing trends.

The art of know-how expressed by the Apulian brand expresses its uniqueness in embroidery, designs, hand-made details on high-end fabrics. A hymn to Made in Italy elegance for very special evenings and occasions.



VIA DELLA SPIGA



VUSCICHÉ

www.vusciche.com vusciche@gmail.com ****

Vuscichè is an independent sustainable artisan brand who manufacture in Abruzzo, Italy. Vuscichè recycles ancient and precious fabrics, using vintage wool and cotton, and production processes which respect the environment.

Giving back to the territory, celebrating the artisan history, tradition and heritage values. The SS21 collection shows how "Extinction" fabrics can be transformed into garments where ready-to-wear, haute couture and tailoring coexist in a new and organic mix.





YOU ARE U

www.youareu.it info@youareu.it ****

YOUAREU is a brand for men, women and children founded in Naples by Salvatore Fonzo and Lilia Kolesnikova who have patented exclusively for Italy and other countries, a very practical removable, fast, practical and fun magnetic closure system that makes you close any garment in one click and that goes beyond the traditional shirt with buttonholes and buttons.

The M-shirt (Magnetic Shirt), the leading product of the collection, is a casual shirt, with a smart closure and refined fabrics.





EXHIBITORS

EVENING MINDS ADELAIDE C. ALEXANDRA

PELLEGRINO ANDREA CARDONE CALZOLERIA MARINI CIVICO LXXV EFI D'ANGIÓ BY CORIUM_HUB EVEN LANGELLA FERRANTE 1875 KILESA LEDEFF LEDURAN MARZÙ NINNI RARA SARTORIA74





evening minds

ADELAIDE C.

www.adelaidecarta.com info@adelaidecarta.com

Adelaide C. is the meeting, without sacrifice, of ethics and aesthetics. The attention to ecological and vegan materials is intertwined with the enhancement of the culture of Sardinia, in the cork's and traditional prints details.

From the conviction that elegance and respect for the environment can coexist, accessories come to life that are rooted in the territory to look far, towards a world of fashion able to go beyond style and contribute to global change.



ALEXANDRA PELLEGRINO

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The "Alexandra Pellegrino" brand creates an "explosive" women's collection for the S / S 21 season! It is explosive in its colors, shapes, volumes and weaves without ever forgetting the refinement and elegance that distinguishes its garments.

The collection is entirely tailored and the main fabric is pure silk that gives high comfort in the entirety of its eco-sustainability. Alexandra Pellegrino is a Sicilian stylist, researcher of art and beauty since her academic studies.



Alexandra Pellegrino

ANDREA CARDONE

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Andrea Cardone launched his namesake label in 2006. His dream was 50 years in the making. A dream that is rendered in each creation, giving shape to the skills of Neapolitan artisans, by consistently renewing a tradition for creating products that are elegant, modern and defined by a commitment to quality.

The collection is an expression of impeccable design and elegance. The fine quality of the leather in these collections of women's handbags and accessories defines what makes Made in Italy so unique.



andrea cardone

CALZOLERIA MARINI

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Calzoleria Marini is a small artisan company that boasts almost a century of tradition. Marini brand established itself on the high-end shoes market, selling highly desired products.

Our high quality shoes are sought, entirely handmade by master craftsmen, with love and passion following the most true Italian tradition.

The same tradition that boosts "MADE IN ITALY" shoes so famous all over the world.







CIVICO LXXV

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The jewelery-sculpture brand created in Alberobello by the goldsmith Giulio Cerqua presents his new Nature collection for spring-summer 2021 which brings the theme of sustainability.

The collection consists of jewelry-design creations created with natural and recycled materials such as fabrics, woods, stones and without any industrial impact in total respect of the ecological system, keeping high technology in the materials research chain.



EFI D'ANGIÓ BY CORIUM_HUB

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Carl Jung said that "uniqueness is what makes human beings identical". This is the philosophy behind the new Efi D'Angiò by Corium collection, the company from the Solofra district, famous worldwide for the tanning of haut de gamme leathers.

Instead, it is entirely in the fabric of the Efi D 'Angiò collection, fluid in volumes and luminous in the textures that refer, even in the palette, to the fashion of the glittering eighties.



EFI D'ANGIO'





EVEN LANGELLA

www.evenlangella.com info@evenlangella.it

We have been active for over 30 years in the field of jewellery and fashion accessories, with our work involving a high degree of specialist Italian craftsmanship.

Our children have also joined the business in recent years, and we have now established new our own brand. We have chosen to combine the tradition of Vesuvian jewellery with youthful, cutting-edge ideas, in line with tradition, our products involve meticulous and skilled workmanship, although we also keep an eye on the latest trends in the market.



FERRANTE 1875

www.ferrante1875.it salvatore@ferrante1875.it ****

Since 1875, five generations of experience in luxury handmade footwear. Behind every pair of shoes there is a story worth knowing.



KILESA

www.kilesa.fashion info@kilesaitalia.it

The new line Rinascimento was born from the desire to restart, creating splendid collection of bags full of fun & character recognized by the K logo embossed representing KILESA the shoulder strap and bag handles with Lotus the symbol of Kilesa, printed full of colors and enriched with charms for the unconventional woman.

The colors of the lotus flower represent a call to nature that nourish us with beauty every day. Green of grass, yellow of the sun, passion of purple and red, innocence of pink. To restart one has to glow with "Passion".



LEDEFF

www.ledeff.it info@ledeff.it

LedefffortheSpringSummer2020collectioncontinues to focus on the high quality of the raw materials and the neapolitan craftsmanship and evokes the luxury of the past trough different sensibilities, colors and shapes.

Velvet sourced from interior design and leathers from the best Italian tanneries are combined with vintageinspired brass decorations that bring authenticity and uniqueness to the finished product.





LEDURAN

www.leduran.com leduran@leduran.com ****

"It's not always essential to be savage, but to feel savage". Leduran represents a trip of the hidden and primordial excellence.

Meticulousness in research of extraordinary skins help to create an exclusive and unique product. Make a radical change in your lifestyle.



MARZÙ

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The bow tie becomes a jewel, much more than a simple clothing accessory. An element of distinction in masculine elegance that makes the wearer protagonist. Precious materials come together to create a unique and inimitable bow tie.

The search for detail, the experience of master craftsmen in the care and workmanship of the finest elements, the elegant and refined design.





NINNI

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Ninni is a capsule of fashion and strong footwear created by the Neapolitan designer Ninni Mancone, worked by Neapolitan and the Sorrento coast master craftsmen.

Precious materials, from reptiles printed to calfskin, but also chamois treated by the masters themselves with special techniques. The new tranche with Ninni label is composed of décolleté, with or without plateau, Texan-style ankle boots and the inevitable flat sandals in perfect Mediterranean mood.







RARA

www.raraborse.it rara@raraborse.it ****

It is the rare beauty of the Amalfi coast that inspires every single creation. Freshness and simplicity are the guidelines that distinguish this collection. We keep an eye to tradition but never stop searching for contrasts between tradition and innovation.

This enriches the product without ever changing its identity. Precious Silks, warm wool, and lush marabou sequins will be the dominant themes of RARA bag collection.





evening minds

SARTORIA74

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A feminine line of tuxedos only, a direct expression of the Neapolitan sartorial tradition. Francesca Ciccarelli, creator of the Giugliano brand, in the province of Naples for the fourth consecutive season reinterprets the iconic tuxedo in a feminine key declined in jackets, trousers, but also in clothes and robe-manteau with a contemporary appeal.

The range of colors for next summer ranges from sorbet shades to the more classic blue and black of Italian haute de gamme fabrics.



SARTORIA 74

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