

WOMEN'S FASHION WEEK

ti». «Ovvero: più styling che stile», chiosa Angiolini. A livello di must-have, **Manuel Marelli** fashion director di **Stefaniamode.com**, indica «le vestaglie in tutte le salse, le pellicce, meglio se ecologiche, esagerate, oversize, stampate o multipatch, i maxi sherling. E sul fronte scarpe sicuramente i camperos e gli unkle boot: di tutti i colori, ma in velluto il materiale della stagione». Marelli, che ribadisce il ruolo di assoluto protagonista di Gucci alla fashion week, cita come talento più fresco e vivace Marco De Vincenzo, suggerisce di tenere d'occhio **Ports 1961** e si complimenta con le nuove stiliste Gilda Ambrosio e Giorgia Tordini di Attico, «due ragazze italiane e cosmopolite che sono riuscite a portare in città qualcosa di nuovo, moderno e soprattutto chic». Sulla stessa lunghezza d'onda Silvia Bini degli omonimi multimarca a Viareggio (Li) «Milano Moda Donna è migliorata molto, ma per fare un ulteriore passo avanti è indispensabile che si mescolino ancora di più i brand importanti con quelli giovani - afferma Bini -. E, piuttosto di inserire nel calendario nomi inadeguati pur di riempirlo, proporrei di lasciare libero un giorno per permettere ai buyer di vedere i saloni **White** e **Super**, che offrono un'altra visione contemporanea del prodotto». «La sinergia su ogni fronte resta imprescindibile - conclude **Mario Dell'Oglio**, presidente di Camera Buyer e titolare di **Dell'Oglio** a Palermo -. Fermi restando gli ottimi risultati di questa settimana, all'insegna del fortissimo impegno, dell'eccellenza del made in Italy e anche dell'apertura nei confronti delle nuove proposte». Certo, non mancano margini di miglioramento.

GUCCI AND PRADA
 LEAD MILAN'S REBIRTH

This time Milan Fashion Week really outdid itself. It has been years since the top Italian and foreign buyers interviewed by Fashion have declared themselves so satisfied with the fashion shows in the shadow of the Madonnina. Almost all of them considered Alessandro Michele's Gucci as "the collection that has changed the way fashion is done." Prada embraced this challenge, successfully relaunching and staging the season's other top collection. The wave of



Missoni



Marco De Vincenzo

strong energy and proactiveness in pursuit of what best represents made in Italy - preciousness, decorations, exclusive materials and incredible workmanship - impacted the whole autumn-winter 2016/2017 fashion week dedicated to womenswear. The shows by Dolce&Gabbana, Etro, Fendi, Marni, Missoni, Salvatore Ferragamo, Versace received special applause, along with the presentations by Brunello Cucinelli and Gianvito Rossi. Marco De Vincenzo dominated among the talents of the Italian new wave. Fausto Puglisi, Msgm, N.1 and Philosophy di Lorenzo Serafini also met with acclaim. Peter Dundas and Massimo Giorgetti divided opinion with their second fashion shows as creative directors of, respectively, Roberto Cavalli and Emilio Pucci: some buyers praised them for having renewed the brand while remaining true to its identity, but others were unimpressed. It was hard luck for young designers, like Arthur Arbesser and Lucio Vanotti, who were scheduled for last - after Giorgio Armani who traditionally closes the event in great style - when the buyers had already left: the few who remained appreciated them. With re-



Mario Dell'Oglio
 DELL'OGGIO



Beppe Angiolini
 SUGAR

gard to brands in their early stages or making their debut during the six days in Milan, retailers pointed to Attico by Gilda Ambrosio and Giorgia Tordini (who reinterpret a classic in the woman's wardrobe, the robe, among the must-haves for next winter), Rossella Jardini, who has returned to fashion with her own brand, Sansovino 6 by Edward Buchanan (beautiful total knitwear, now produced by Loma) and Agnona, designed by new creative director Simon Holloway.

**NEXT WINTER'S TRENDS?
 WE ARE SPOILED FOR CHOICE**
"It's incredible to see how Gucci has managed to set the pace for the

whole week, and, together with Prada, has influenced the fashion industry," comments Roopal Patel, fashion director of Saks Fifth Avenue, who, among his other favourite brands, lists Dolce&Gabbana, N.21, Brunello Cucinelli and Gianvito Rossi. With regard to trends, Patel says: "Next winter you'll be spoiled for choice: from glam-punk to grunge glamor to romanticism that dilutes a military taste". The highlights for the New York buyer were the brocades, eveningwear, sporty outerwear and iconic accessories, including bags and shoes by