

Italy to celebrate craftsmanship this fashion week with Milano XL

By [Dominique Muret](#) - 19 July 2017

Milano XL or Milan, synonymous with excellence and being extra large! The upcoming Milan Fashion Week is already looking jam-packed and full of life with major 'made in Italy' industry professionals uniting for the first time over ten days, September 16 to 26. Fashion week will be different this season with tradeshows including Micam, coupled with an event celebrating Italian creativity, dubbed 'Milano XL'.



Made in Italy jewellery will be promoted inside the Galerie Vittorio Emanuele - Milano XL

The project, with an investment of more than 3 million euros, was unveiled this Tuesday in Milan. It will take the form of seven giant installations, conceived by the director and creative artist Davide Rampello with scenography by

Margherita Palli. The installations will be shown in the heart of Milan at the Duomo, as well as at the Galerie Vittorio Emanuele, La Scala and along the very chic Montenapoleone street.

"The idea is to highlight the Italian craftsmanship linked to fashion, elegance and excellence. We wanted, therefore, to encourage the industry professionals who aren't usually present at fashion week to take part, each with their own specialty, across this initiative," explained Ivan Scalfarotto, undersecretary of the Ministry of Economic Development.

Participating in the project, alongside the Ministry, is the city of Milan; the Italian employers' federation and national chamber of commerce, Confindustria; the foundation dedicated to the luxury industry, Altagamma; and ICE, the Italian agency for foreign trade.

Jewellery, eyewear, textiles, cosmetics, leathersgoods and bridalwear; the best of 'made in Italy' will be represented across the seven installations.

"In September, you will see all the items we produce," said Scalfarotto, recalling the vastness of "Italian elegance" as a sector. It's an industry worth 104 billion euros, with 64 billion euros worth of exports, employing more than 600,000 people across 70,000 businesses.

"We are an open, unique city. We want to keep this positive atmosphere which gives our city an international perspective," said the Mayor of Milan, Giuseppe Sala.



The fabrics library, one of the seven installations - Milano XL

Among the proposed installations is the fabrics library, which will feature as an eye-catching facade on the Palazzo della Ragioneria, across from the Scala theatre. It will be made in collaboration with textile tradeshow Milano Unica, using real textiles and features long curtains suspended from the windows.

Then, there's the octagonal structure dedicated to jewellery -- built in the centre of the Galerie Vittorio Emanuele from the reproduction of paintings and historical portraits -- which will display engraved jewels and pearl necklaces.

"With the Milano XL project, Milan confirms it really is Italy's creative capital," said Andrea Illy, president of Altagamma.

By Dominique Muret

Translated by Benjamin Fitzgerald

Copyright © 2018 FashionNetwork.com All rights reserved.