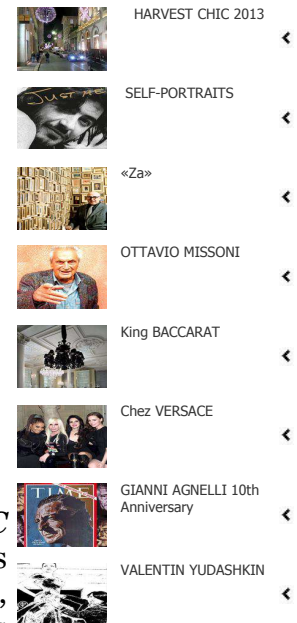


HARVEST CHIC 2013



Via Montenapoleone Harvest Chic 2013 4th Edition. In Vino CHIC Veritas, but only in Via Montenapoleone, where Excellence comes as standard. **La Vendemmia of Via Montenapoleone 2013** - 10th, 11th, 12th and 13th of October - is the chicest event which brings together **Couture, Fashion, Haute Joaillerie and Fine Wine**. An immersion in the *Luxury, Elegance, Glamour, Excellence, Cool Lifestyle, Chic Shopping, Comfort and Oenology.....*You name it.

VIA MONTENAPOLEONE PINK CARPET. SHOPPING IS GOOD FOR YOUR HEALTH. 10 PER CENT OF THE PURCHASE PRICE GOES TO LILT, THE ITALIAN BREAST CANCER RESEARCH FOUNDATION.



Via Monte Napoleone, Milan

Film:
In Vino CHIC Veritas
director: **Matt Dowson**
LA VENDEMMIA 1st EDITION



Film:.

In Vino CHIC Veritas

director: **Matt Dowson**

LA VENDEMMIA 1st EDITION

starring: Letizia Moratti, Guglielmo Miani, Benedetta Zegna, Laurent Gaborit, Benoit de Crane d'Heysselaer, Luca Gardini, Kevin McDonald

shot on location: Via Montenapoleone

key screenplay partners: Cartier, Ermenegildo Zegna, Larusmiani, Louis Vuitton
Impossible Music Sessions: Filarmonica della Scala - Director Riccardo Chailly featuring
 'La Strada' by Nino Rota for Federico Fellini, Omer Avital & Band of East

LA VENDEMMIA OF VIA MONTENAPOLEONE 2013



Hotel Principe Di Savoia
 ★★★★★
 Piazza Della Repubblica 17
 Milan. 20124 [BOOK NOW](#)

In Vino CHIC Veritas, but only in Via Montenapoleone, where Excellence comes as standard. The Milan opening of the **'La Vendemmia'** (A vintage crop) event, organised by the **Via Monte Napoleone retailers association** and supported by the **City of Milan** and the **Lombardy Region**, is an occasion for celebration as the excellence of our street and wine culture – the art of “bon vivre” – came together. As in all great capitals, high-quality events are essential to ensure the attractiveness of a town district. This sophisticated event is modelled on the “Vendanges Montaigne” which has since 1990 been organised every two years on the Avenue Montaigne, the chiquest boulevard of Paris.



As **Guglielmo Miani**, President of the **Via Montenapoleone Retailers Association** emphasised, *'Luxury and Oenology have several points in common: a world of prestige and a mutual passion for excellence. For our business people, it is an unifying project.'*

La Vendemmia, at its fourth edition, aims at proposing again its characteristics of exclusivity and elegance at the basis of its success in the first, second and 3rd editions.

Every Boutique of the **Via MonteNapoleone**, **Via Sant'Andrea** and **Via Verri** participating to the event, will host one or more prestigious Italian or foreign wineries. The event is organized by the **Associazione della Via MonteNapoleone** under the patronage of the **Region of Lombardy**, the **Province of Milan**, the **City of Milan**, **EXPO MILANO 2015**, **COMITATO GRANDI CRU D'ITALIA** and the **Unione ConfCommercio** with the support of **BMW**, **SAN PELLEGRINO**, **ACQUA PANNA**, **DHL**, **BORSA ITALIANA**.

VIA MONTENAPOLEONE PINK CARPET



SHOPPING IS GOOD FOR YOUR HEALT. 10 PER CENT OF THE PURCHASE PRICE GOES TO LILT, THE ITALIAN BREAST CANCER RESEARCH FOUNDATION.

"Via Montenapoleone - says Guglielmo Miani, Chairman of the Via Monte Napoleone retailers association - is now on the front line in the battle against the breast cancer, by participating with commitment and enthusiasm to the LILT project (Italian Breast Cancer Research Foundation) through a fundraising initiative with our retail partners; 10 per cent of the purchase price made on Saturday October 5th 2013 goes to LILT"

FOREVER AMONG US

CANCER VICTIM AND BLOGGER, ANNA LISA RUSSO DIES

15:41 04 OTT 2011 (AGI) Rome - Anna Lisa Russo, 33, the cancer-stricken woman from Montecatini whose blog about her daily struggle with the disease moved Italy, died today. She married this summer in the Livorno hospital's palliative care ward, which was a sign of hope and courage that attracted attention from Italian and international media, including the BBC which did a story on her.



LA VENDEMMIA 2013 AGENDA

LUXURY BRANDS AND VINEYARDS

AGENT PROVOCATEUR

Wine producer **Terenzi**, at Via Verri, 1



ALBERTA FERRETTI

Wine producer **Contadi Castaldi**, at Via Montenapoleone 18

ANGELO GALASSO

Wine producer **Podere Castorani**, at Via Montenapoleone 21/A

ASPESI

Wine producer **Il Pollenza**, at Via Montenapoleone N. 13

BERLUTI

Wine producer **Altesino**, at Via Verri N. 5

Berluti
Paris



© BERLUTI



BALLY

Wine producer **San Felice**, at Via Montenapoleone N. 8

BANNER

Wine producer **Zenato**, at Via S.Andrea N. 8/A

BOTTEGA VENETA

Wine producer **Marchesi Antinori**, at Via Sant'Andrea, N. 15

BREGUET

Wine producer **Gruppo Meregalli Cantine Elvio Cogno, Fratelli Speri, Ciacchi Piccolomini d'Aragona**, at Via Montenapoleone N.19

BUCCELLATI

Wine producer **Tenuta Kornell e Tenuta Genagricola**, at Via Montenapoleone N. 23

BULGARI

Wine producer **Bellavista**, at Via Montenapoleone N. 2



BURBERRY

Wine producer **Franz Haas**, at Via Montenapoleone 12

CARTIER

Champagne Cartier e Saia Feudo Maccari, at Via Montenapoleone N. 16/A

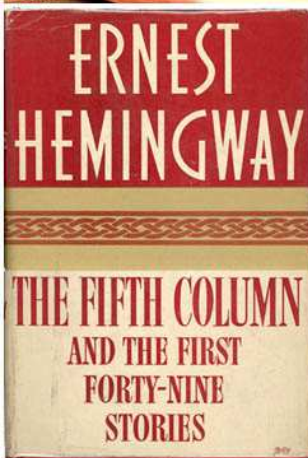
CHANEL

Champagne **Château Canon**, at Via Sant'Andrea N. 10/A

CHRISTIAN DIOR

Champagne producer **Dom Perignon** at Via Montenapoleone N. 12



CORNELIANIWine producer **Cantina Castelbuono**, at Via Montenapoleone N. 26**COVA MONTENAPOLEONE**Wine producer **Moët & Chandon**, at Via Montenapoleone N. 8Forty-nine stories

by Ernest Hemingway

"In Another Country"

"There were three boys who came each day who were about the same age I was. They were all three from Milan, and one of them was to be a lawyer, and one was to be a painter, and one had intended to be a soldier, and after we were finished with the machines, sometimes we walked back together to the Café Cova."

"We ourselves all understood the Cova, where it was rich and warm and not too brightly lighted, and noisy and smoky at certain hours, and there were always girls at the tables and the illustrated papers on a rack on the wall. The girls at the Cova were very patriotic, and I found that the most patriotic people in Italy were the café girls - and I believe they are still patriotic."

**CRUCIANI**Wine producer **Arnaldo Caprai**, at Via Verri N. 2**DAMIANI**Wine producer **Jacopo Biondi Santi – Castello di Montepò**, at Via Montenapoleone N. 10

DSQUARED2

Wine producer **Castello delle Regine**, at Via Verri N. 4

DIOR HOMME

Wine producer **Dom Perignon**, at Via Verri N. 4

ERES

Wine producer **Denis Dubourdieu Domaines**, at Via Sant'Andrea N. 3

ETRO

Wine producer **Bellavista**, at Via Montenapoleone N. 5

FEDELI

Wine producer **Biondi Santi-Tenuta Greppo**, at Via Montenapoleone N. 8

FENDI

Wine producer **Ruinart**, at Via Montenapoleone N. 3

ERMENEGILDO ZEGNA

Wine producer **Cantine Gaja, Ca' Marcanda, Pieve S. Restituta**, at Via Montenapoleone N. 27/C

GIORGIO ARMANI

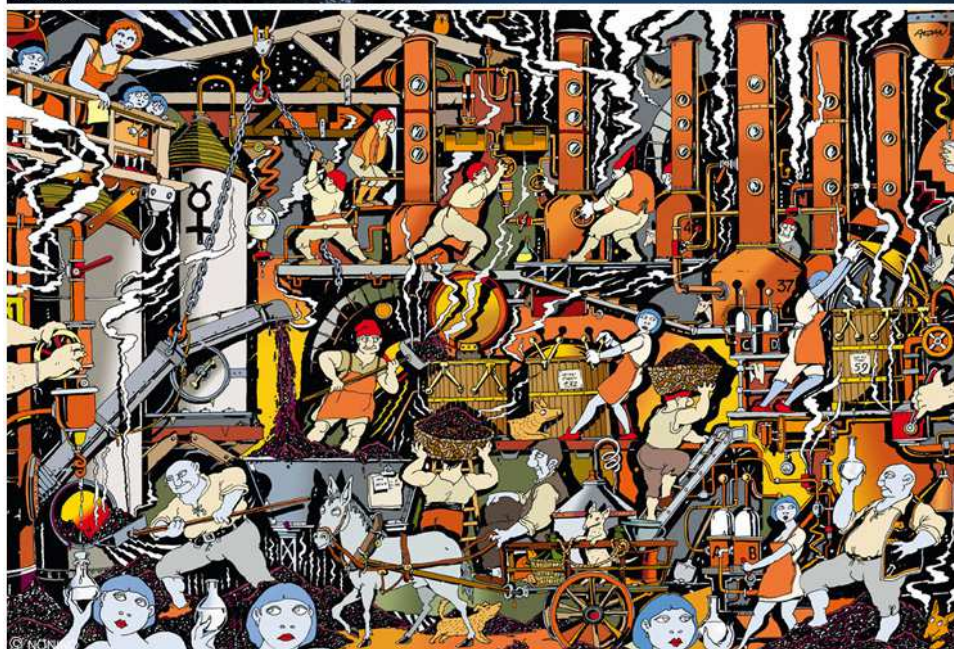
Wine producer **La Spinetta**, at Via Montenapoleone N. 2

GIUSEPPE ZANOTTI

Wine producer **Giardini Ripa di Versilia**, at Via Montenapoleone N. 8

GUCCI

Wine producer **Nonino**, at Via Montenapoleone N. 5



HERMES

A Wine producer **Tasca d'Almerita**, at Via Sant'Andrea N. 21

HOGAN

A Wine producer **Ca' del Bosco & Il Violone**, at Via Montenapoleone N. 23

ICEBERG

Wine producer **Castello Bonomi**, at Via Montenapoleone N. 10

JAEGER-LECOULTRE

champagne producer **Maison Louis Roederer**, at Via Montenapoleone N. 1

JIL SANDER

Wine producer **Tenuta San Guido**, at Via Verri N. 6

JIMMY CHOO

Wine producer **Tenuta l'Impostino**, at Via Sant'Andrea N. 1

JOHN RICHMOND

Tenuta San Pietro, at Via Verri N. 4

LA MARTINA

Fattoria Dianella, at Via Verri N. 4

LARUSMIANI

Wine trader **Colle Manora**, at Via Montenapoleone N. 7



LORO PIANA

Wine producer **Biondi Santi**, at Via Montenapoleone N. 27/c

LOUIS VUITTON

Champagne Ruinart Blanc de Blancs e Ruinart Rosé, at Via Montenapoleone N. 2

MASSIMO SFORZA

Castello di Vicarello, at Via Montenapoleone N. 23

MIKI HOUSE

Cleto Chiarli, at Via Montenapoleone N. 8

MISSONI

Wine producer **Gregoletto**, at Via Sant'Andrea N. 2/B

MONCLER

Wine producer **Tenuta San Leonardo**, at Via Montenapoleone N. 1

MONT BLANC

Wine producer **Planeta**, at Via Montenapoleone N. 27

OFFICINE PANERAI

Wine producer **Ceretto**, at Via Montenapoleone N. 1

OMEGA

Wine producer **Gruppo Meregalli Tenuta San Guido**, at Via Montenapoleone N. 25

PAUL & SHARK

Wine producer **Abbazia di Novacella**, at Via Montenapoleone N. 16

PEDERZANI

Wine producer **Castello di Cigognola**, at Via Montenapoleone N. 1

PRADA

Wine producer **Tenuta Sette Ponti**, at Via Montenapoleone N. 6

PRADA

Wine producer **Tenuta Sette Ponti**, at Via Montenapoleone N. 8

RALPH LAUREN

Wine producer **Domini Castellare di Castellina**, at Via Montenapoleone N. 4

PROMEMORIA

Wine producer **Livio Felluga**, at Via Montenapoleone N. 8 / Via Bagutta N. 13

SABBADINI

Wine producer San Patrignano, at Via Montenapoleone N. 6

SALVATORE FERRAGAMO

Wine producer **Castiglion del Bosco**, at Via Montenapoleone N. 3

SALVATORE FERRAGAMO

Wine producer **Tenuta il Borro**, at Via Montenapoleone N. 20

**SANTONI**

Wine producer **Umani Ronchi**, at Via Montenapoleone N. 6

SERGIO ROSSI

Wine producer **Franciacorta-Montenisa**, at Via Montenapoleone N. 27

SIMONETTA RAVIZZA

Wine producer **Pommery**, at Via Montenapoleone N.1

STUART WEITZMAN

Wine producer **Conte Spagnoletti Zeuli**, at Via Sant'Andrea N. 10/A

TOM FORD

Wine producer **Ca' del Bosco**, at Via Verri N. 3

TOM FORD



VALENTINO

Wine producer **Franciacorta Vintage Collection Satèn 2008**, at
Via Montenapoleone N. 20

VENINI

Wine producer **Tenuta Luce della Vite Montalcino**, at Via Montenapoleone N. 9

VERSACE

Wine producer **Vranken Pommery**, at Via Montenapoleone N. 11

VETRERIE DI EMPOLI

Wine producer **Tenuta Parentini**, at Via Montenapoleone N. 22

VIERRE

Wine producer **LaBellanotte**, at Via Montenapoleone N. 29

HOTELS

ARMANI HOTEL MILANO

Via Manzoni 31, Milan, Italy

The Armani style and philosophy defines every detail of the 95 guestrooms and suites. Each element has been personally designed by Giorgio Armani and chosen for sculptural, aesthetic and sensual qualities.

The rooms embody the hallmarks of the Armani brand: elegance, comfort and sophistication, and provide in-room amenities that are specially tailored for the utmost convenience of our guests. The hotel features: 24 Armani Deluxe Room 40 Armani Première Room 19 Armani Classic Suite 6 Armani Executive Suite 2 Armani Ambassador Suite 2 Armani Signature Suite 2 Armani Presidential Suite.

During the Vendemmia event at Armani Hotel Milano, it will be possible to taste a special dish made by the hotel's chef for the Vendemmia with a special glass of wine.

booking: http://milan.armanihotels.com/special_packages/vendemmia_en.html

BVLGARI HOTEL MILANO

Via privata Fratelli Gabba 7/b

On a private street between Via Montenapoleone, Via della Spiga, La Scala and the Accademia di Brera, in a tastefully renovated 18th-century Milanese palazzo is the Bulgari Hotel Milan, situated in the cultural and commercial heart of a city that, behind its austere façades, hides delightful and unexpected courtyards and green spaces. One such space is the Bulgari Hotel's 4,000-square-meter private garden, a natural extension of the nearby Botanical Garden, a restorative oasis of serenity and relaxation in the midst of Milan's busy pace.

During the Vendemmia event, on Sunday, it will be possible, during the evening brunch at the hotel, to experience the Gaja's wine tasting.

Booking: <http://www.bulgarihotels.com/it-it/milan/the-hotel/overview>

FOUR SEASONS HOTEL MILANO

Via Gesù 6, Milan, Italy

In one of Italy's sleekest and most fashionable shopping districts, find a 15th-century convent transformed into an urban sanctuary of luxury and comfort. Get caught in Milan's excitement and attractions by day, fall asleep to soothing breezes and quiet serenity at night.

Booking: <http://www.fourseasons.com/milan/>

**GRAND HOTEL ET DE MILAN**

Via Manzoni 29, Milan, Italy

The Grand Hotel et de milan is located in the heart of the city, just a stone's throw from the financial district, the scale opera house, the fashion district and the Duomo cathedral. With its bars and restaurants – gourmands enclaves of Milan – this is the ideal place to stay, whether for business or for pleasure. It is the perfect venue for guests in search of luxury, discretion and privacy, set in the cosy and pleasantly retro atmosphere of this aristocratic old milan building.

Booking: <http://www.grandhoteletdemilan.it/>

HOTEL PRINCIPE DI SAVOIA

Piazza della Repubblica 17, Milan, Italy

Each of the 400 among spacious guest rooms and suites at the Hotel Principe di Savoia is decorated to blend the warm and elegant atmosphere of 19th-century Lombard interior design with the unobtrusive integration of modern technology. The rooms feature wireless high-speed Internet access, air-conditioning and thermostatic heating control, a refrigerator bar and a direct dial telephone. All our bedrooms have large opening windows allowing fresh air to circulate. We offer 333 exclusive rooms and 67 suites on ten floors. During the Vendemmia, the hotel will organize in its restaurant Acanto, a unique gastronomic event, with special selections of wines.

Booking: <http://www.hotelprincipedisavoia.com/Default.aspx?treeid=14&oid=51>



PARK HYATT

Via Tommaso Grossi 1, Milan, Italy

Discover one of the most opulent hotels in Milan; a 5 star Milan hotel that was recently named one of the “Top 25 European hotels” by Travel + Leisure. Whether you’re travelling on corporate business, a leisurely holiday or romantic getaway, Park Hyatt Milan offers a splash of contemporary style and colour steps from Milan’s most famous attractions and landmarks, including Galleria Vittorio Emanuele II, Piazza Duomo, Teatro alla Scala and Brera Art Gallery. Situated just a short stroll from the celebrated fashion houses and boutiques of Via Montenapoleone and Via della Spiga, few luxury hotels in Milan can offer such perfect positioning.

Occupying a palace-style building dating back to 1870, our boutique Milan hotel showcases eye-catching interiors designed by Ed Tuttle and a remarkable glass cupola where Lucio Fontana’s ‘Head of Medusa’ serves as a stunning centrepiece. Not to be outdone, Park Hyatt’s expansive 5-star rooms & suites, some of the most luxurious accommodation in Milan, beautifully blend authentic Italian finishes with sleek amenities and state-of-the-art technology.

Booking: <http://www.milan.park.hyatt.com/>

THE WESTIN PALACE MILAN

Piazza della Repubblica 20, Milan, Italy

A historic luxury hotel in the stylish heart of Milan’s business district, where finance and fashion make the perfect couple. The Westin Palace Milan with its selection of unique venues, since years represents an elegant and sophisticated meeting point for local and international travellers.

Discover a perfect mix of style and design: 228 guest rooms & suites each beautifully decorated in period style, a pure delight for the senses. Ten of our 30 suites offer the exclusivity of a private Turkish bath and a panoramic view of the Duomo Cathedral, while the 2-floor Presidential Suite has a spectacular private terrace with the new mini-pool Seaside by Teuco.

Booking: http://deals.westin.com/Westin-Palace-Milan-Hotel-49/so_it.htm?IM=SOP_IT_VENDEMMIA_49_MIL_ICM_EAME

RESTAURANTS

BACARO DEL SAMBUCCO

The bacaro is a very nice and well attended restaurant in the heart of Via Montenapoleone with a nice garden where you’ll be able to taste some typical Italian dishes and depending on the season there will be different plates. It is still run by three members of a family that will welcome you with their warm and professional habits.

During the Vendemmia event, it will be possible to taste a special wine selection.

BAGUTTA

Bagutta Restaurant, next to Via Montenapoleone is a classic Milanese restaurant, where are served typical dishes from the northern part of Italy, going from the saffron’s risotto to

the ossobuco and casseula. It's a strategic place to go if you want to stay near to the heart of the fashion district for Lunch and Dinner.



BICE

77 years ago Grandma Bice Mungai opened her first inn in San Pietro all'Orto line.

The place was immediately loved because of the savoury kitchen and the woman's cordiality, as she was the pioneer of importing the Tuscan kitchen in Milan.

Once she moved in Borgospesso line in 1939, her restaurant became a point of reference for the Milan of important and social circles (show, football and fashion) and its name was exported even beyond the oceans.

The founder died in 1996 and now the prosperous factory is lead by her granddaughters, Roberta and Beatrice. Beatrice's husband, Vincenzo Mazzone, has been in the kitchen since the eighty's.

During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

CONTI CAFFE'

The Conti Cafè is open: from monday to saturday from 8am to 11pm on sunday from 10am to 11pm.

During the Vendemmia event there will be an appositely chosen selection of wines.

DA GIACOMO BISTROT

Giacomo Bistrot offers non-stop service 7 days a week from noon to midnight. The mood of the décor that distinguishes the three rooms interconnected by arches, pairs the retro atmosphere of classic French bistrots and touches with a typically masculine, Anglophile flavour, such as the gentleman's club-style bookcases with serried ranks of Morocco leather-bound gold-stamped books. Architects Laura Sartori Rimini and Roberto Peregalli wanted to evoke the essential elements of a certain kind of décor from north of the Alps in such a way that they seem to have always been here. In reality, everything from distribution of the space to the smallest detail of the décor was created from nothing by the designer duo. The Bistrot shows itself at its very best in the evening, when the subdued lighting gives it a cosy but sophisticated nocturnal charm that invites intimacy.

During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

DA GIACOMO

Conceived and designed by architects Renzo Mongiardino and Roberto Peregalli in an evocative setting that recalls the old Milanese trattorias of the early Nineteen hundreds. Reseda green-painted ornate wooden panelling surmounted by embossed wallpaper, stucco details, arches and patterned graniglia floors make for a unique atmosphere that transports customers back in time.

During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

FINGER'S

This restaurant, owned by Roberto Okabe brazilian of japanese descent and the football player Clarence Seedorf, serves one of the best sushis in Milan. Since the first seconds that you're inside, you feel good vibes, with cool people and very good food. The restaurant in Milan is situated in Via San Gerolamo Emiliani 2.

GIACOMO ARENGARIO

Giacomo Bistrot offers non-stop service 7 days a week from noon to midnight. The mood of the décor that distinguishes the three rooms interconnected by arches, pairs the retro atmosphere of classic French bistrots and touches with a typically masculine, Anglophile flavour, such as the gentleman's club-style bookcases with serried ranks of Morocco leather-bound gold-stamped books. Architects Laura Sartori Rimini and Roberto Peregalli wanted to evoke the essential elements of a certain kind of décor from north of the Alps in such a way that they seem to have always been here. In reality, everything from distribution of the space to the smallest detail of the décor was created from nothing by the designer duo. The Bistrot shows itself at its very best in the evening, when the subdued lighting gives it a cosy but sophisticated nocturnal charm that invites intimacy. During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

IL BARETTO

The Baretto al Baglioni is a legendary restaurant in Milan, transferred from its original location on Via Sant'Andrea to its now illustrious "host", the Carlton Hotel Baglioni.

It feels like being in an English club house at the beginning of the twentieth century, where businessmen take a break and converse amiably after the frenzy of business affairs in the City. This is the style of the Baretto: antique wooden friezes, elegant, typically British furnishing, paintings depicting hunting scenes and excursions on horseback through the English countryside.

The Baretto can host up to 75 people and offers light Milanese gastronomy with Mediterranean flavours: salads with bacon, Milanese cutlets, sautéed risottos and other delights.

During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

IL SALUMAIO DI MONTENAPOLEONE

Il Salumaio is a nice restaurant, situated in Via Gesù' N.5 in the old and famous "Palazzo Bagatti Valsecchi", with a beautiful open space where you can enjoy your lunch and a superlative shop where you can buy the best products of the Italian lands. The wine list is amazing with some of the best bottles you can ever imagine, and the desserts are exquisite and all homemade.

During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

PAPER MOON

Paper Moon, restaurant in Via Bagutta, Milan, boasts a thirty four year history. Pio Galligani Magrini created its innovative concept in 1977, and Paper Moon quickly became an upbeat hunt for international business, fashion, entertainment and sport personalities. Today, his wife Enrica and their daughter Stefania run the venue. But Milan was not enough. The success of Paper Moon beckoned expansion! Where did the group set the ball rolling? In the toughest country of all, Japan! This operation, dating to 1984, was a joint venture between the group's second trademark, LaRanarita, and Japanese group Asahi. The result: extraordinary success. Our approach has produced remarkable success in the highly lucrative restaurant industry, with a system of operation, promotion and management that ensures profitability. We promote and practice the same simple philosophy throughout our company: deliver the highest quality service and best tasting food in a pleasant environment, at a reasonable price.

During the Vendemmia Event, there will be two special menus with appositely selected dishes and wines.

Credits:

LA VENDEMMIA of Via MonteNapoleone
Associazione della Via MonteNapoleone

VIEWPOINT



People & Events

People & Events

People & Events

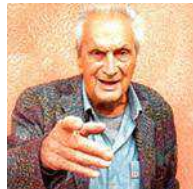
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People & Events



King BACCARAT



OTTAVIO MISSONI



Chez VERSACE

MILAN FASHION WEEK meets
VFNO 2013

HOT SUMMER SHOPPING



«Za»

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Via **M**ontenapoleone

Monday 7 October 2013 18:19:40

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VIEWPOINT

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MILAN WHERE TO STAY
MILAN SEE & DO
MILAN EAT & DRINK
MILAN 24
OUT OF MILAN

MILAN AGENDA

OPERA & BALLET OCTOBER 2013
ART EXHIBITIONS OCTOBER 2013
THEATRE OCTOBER 2013
CONCERTS OCTOBER 2013

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SHOES
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MENS'S WATCHES & JEWELRY
PERSONALISED & HYPER EXCLUSIVE
GIFTS & HAMPER CORPORATE GIFTS
GRAND GOURMET & LE BIEN VIVRE

WINDOW SHOPPING

REAL TIME WINDOW SHOPPING

VIA MONTENAPOLEONE SHOPS INFO

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MILAN FASHION WEEK meets VFNO 2013
HOT SUMMER SHOPPING
MILAN FASHION WEEK S/S 2014
WAITING "NUCLEAR WINTOUR" Milan Fashion Week Fall 2013
WINTER SALES RUSH & MILANO MODA UOMO F/W 2013-2014

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