



ON THE OCCASION OF  
ITALIAN DESIGN DAY 2019



*The Consulate General of Italy in Johannesburg*

## Press Alert

### *Italian Retrospective – Celebrating 70 years of Italian Genius*

The Italian Consulate General Johannesburg presents the Italian Retrospective, celebrating 70 Years of Italian Genius in an unparalleled collaboration between Sandton City and themselves.

A decadent display of 30 coveted vintage pieces, bringing together the best in artisanal *Italian* craftsmanship; the *Italian Retrospective*, curated by Francesco Lofaro, taking place on *Italian Design Day*, the 3<sup>rd</sup> March 2019; is dedicated to celebrating and honouring 70 years of achievement and genius in *Italian* fashion and will run until the 7<sup>th</sup> of April 2019.

Designed to honour a timeless movement, thanks to the skilled hands that define every moment of every *Italian* masterpiece; and housed in *Sandton City's* prestigious *Diamond Walk*, the *Italian Retrospective* provides the perfect platform to celebrate 14 designers and their mastery in *Italian* design across the ages, who have not only made their mark in *Italy* but have had global impact. These include: Roberto Capucci, Ken Scott, Renato Balestra, Curiel, Roberta di Camerino, Franco Moschino, Irene Galitzine, Sorelle Fontana Alta Moda s.r.l, Gianni Versace, Valentino, Gianfranco Ferré, Emilio Pucci, Giorgio Armani, and Ferragamo.

The *Italian Retrospective* will be woven in wonderment, with the common thread of every fashion story being the woman, who has a central role as a symbol of inspiration and a creator of change. A number of the pieces being exhibited, were worn by iconic fashion sirens, including the late Princess Diana, Sophia Loren, and Audrey Hepburn to current fashion icons including Madonna, Gisele Bündchen and Kate Moss.

Launched to the world in the 1950s, *Italian* fashion, whose creativity draws on the rich cultural heritage and craft traditions, has become a symbol of resilience, rebirth and growth; embodying the feeling of its people, a palpable passion for art and the ingenuity of adapting to change; while preserving its territorial identity of being "*Made in Italy.*"

The *Italian Retrospective* is something to inspire, excite and indulge lovers of *Italian* fashion, with the nostalgia of the pieces amidst the iconic *Italian* Fashion Houses of *Dolce & Gabbana*, *Gucci*, *Prada*, *Giorgio Armani*, *Salvatore Ferragamo* and *Versace* in the *Diamond Walk*.

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