Milan returns to a physical format for its women’s fashion week in February

By Dominique Muret · 7 February 2022

After two years of restrictive measures due to the pandemic, Milan Women’s Fashion Week will return in an almost entirely physical format. The Italian Chamber of Fashion (CNMI) announced along with the publication of its provisional calendar that the event will present no less than 71 shows; 65 live shows and only six presented digitally. The week-long event dedicated to women’s ready-to-wear collections for Fall/Winter 2022-23 will take place from February 22 to 28.
All the major Italian brands will make an appearance, from Armani to Cavalli, Prada, Moschino, Dolce & Gabbana, Missoni, among others. Bottega Veneta will make a memorable comeback along with Gucci, Trussardi, Plein Sport, and Dsquared2, which will once again present their men's and women's collections separately. In addition to these brands, two notable newcomers will showcase their collections for the very first time in the Lombardy capital: Diesel, under the creative direction of Glenn Martens, and Ferrari, which recruited designer Rocco Iannone last June to help launch its new luxury fashion line.

The spotlight will shine on the new young names participating, starting with the very cool Japanese label, Ambush, founded by American-Korean designer Yoon Ahn together with her partner Verbal (DJ, producer, and Japanese hip-hop star) who usually present their collections in Paris but opted for a change of scenery this season. Another noteworthy entrant to the women’s edition of fashion week is Palm Angels, Francesco Ragazzi’s high-end streetwear brand which up until now has showcased its collections during the men’s week.

The other brands debuting their first “physical” presence in the Milanese catwalks include AC9, Andreadamo, Aniye Records, Cormio, Hans Kjøbenhavn, Onitsuka Tiger and Tokyo James, all of which have already been part of the fashion week’s presentation calendar or have participated digitally.

The CNMI stated in a press release that, according to the latest implemented health regulations, “fashion shows, presentations and events can be held in person, provided that the procedures and protocols to avoid the spread of Covid-19 virus are applied, including an obligatory presentation of a health pass and the wearing of a FFP2 mask mandatory for all attendees.”

The Italian fashion industry is also pleased with the recent measure adopted by the government on Thursday, February 3, which “allows buyers from countries where the vaccines are not recognized by the EMA (European Medicines Agency) to participate in the next Milan fashion shows.” Russians vaccinated with Sputnik, in particular, were not allowed to travel to the European peninsula in January to attend Pitti Uomo nor the Men’s Fashion Week.

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