

ITALIAN FASHION

The phenomenon of performance in Southern Italy

A PLACE SURROUNDED BY FASHION

PRADA



GIORGIO ARMANI

GUCCI



FENDI

D&G
DOLCE & GABBANA





ACCORDING TO YOU,
WHAT MAKES ITALY A
FASHION CAPITAL?

LA BELLA FIGURA--BEPPE SEVERGNINI

“The Italian flight attendant sometimes takes her job title literally—the plane flies, she just attends. But she's always pleasant, elegant, and ladylike, so much so that she can appear intimidating.”

“ The Alitalia attendant, an attractive brunette from Naples, was strutting up and down like a model on a catwalk thirty thousand feet above the ground.”

“If this passion for beauty stopped at saleswomen, clothes, table lamps, and automobiles, it would be no big deal. Sadly, it spills over into morality and, I repeat, induces us to confuse what is beautiful with what is good. Only in Italian does there exist an expression like fare bella figura. Think about that. It's an aesthetic judgment—it means "to make a good figure"—which is not quite the same thing as making "a good impression.””

What is your observation on performance of fashion in Italy since you came here?

MY OBSERVATION ON ITALIAN FASHION

“Authority has been making Italians uneasy for centuries, so we have developed an arsenal of countermeasures, from flattery to indifference, familiarity, complicity, apparent hostility, and feigned admiration.”



EVEN THOUGH WE NEVER KNOW FASHION IN ITALY IS NATURALLY KEEN
LOVE OR OBLIGATED PERFORMANCE, IT IS STILL A AMAZING COUNTRY
THAT MANY PEOPLE LOOK UP TO, AND I AM READY TO EXPLORE MORE AND
MORE IN THE FUTURE