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Milan Fashion Week SS27: a comprehensive overview of collections and events

Milan Fashion Week concludes, highlighting a balance between major brands and small labels, with a focus on product quality.



Silvana Armani with models during the Giorgio Armani SS27 show Credits: Courtesy of Giorgio Armani, credit Sgp

A fashion week of some contradictions. It ranged from Diesel's 'performance' shows with 200 dancers from (La)Horde, the Marseille-based artistic collective, to smaller brands like Biagini. Biagini is a historic made-in-Italy leather goods label that builds customer relationships through an intimate and passionate narrative of its work. The week also featured media events like Vogue World, which focus on fashion's 'big names' and 'VIPs', alongside trade fair stands like White Milano, where the products and the entrepreneurs behind them do the talking.

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