



## **Press Advisory**

For immediate release

### **Italian Fashion Icon speaks at L'Oréal Fashion Week** *Iconoclastic Elio Fiorucci helps Toronto Celebrate Fashion Week*

TORONTO – March 14, 2008 – One of Italy's most famous and innovative designers is visiting L'Oréal Fashion Week as part of a delegation from his hometown of Milan. At 72, Elio Fiorucci can look back on a long career which began with a famous and unique shop in the center of Milan that he opened in 1967. By the mid-seventies, he had opened a 3-storey department store in Milan selling everything from perfume to shoes to pasta (the top floor boasted a top restaurant), as well as stores in fashion hot-spots London and New York.

His success continued in the 80s, as the Fiorucci brand became synonymous for creativity, thanks in part to a series of innovative marketing campaigns. In 1981, he launched a new collection of t-shirts featuring the images of Micky-Mouse to great acclaim. In 1983, in response to the worldwide success of the movie "**Flashdance**", he responded with the concept of sports-fashion. The following year, he invites Keith Hering to redecorate his flagship store in Milan in graffiti, introducing Europe and the world to the new art form sweeping New York.

Elio Fiorucci is in Toronto as part of a delegation here for **L'Oréal Fashion Week** (March 17-22). **Talenti Moda Milano**, a project organized jointly by the City of Milan and the Italian Chamber of Commerce of Toronto will showcase work from eight Milan graduate design students enrolled in the city's top four fashion schools. Production pieces from the 8 students' lines will hit the runway on March 17<sup>th</sup> at 4 pm in the **L'Oréal Fashion Tent** at Nathan Philips Square.

Tickets for the Show can be purchased for \$20 at the door; Day passes cost \$50 and can be reserved online at [www.lorealfashionweek.ca](http://www.lorealfashionweek.ca)

**What: Talenti Moda Milano at L'Oréal Fashion Week 2008**

**When: Tuesday March 17, 2008 12:30 pm**

**Where: Talenti Moda Milano Installation, L'Oréal Fashion Tent, Nathan Philips Square**

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#### **Media Contact:**

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#### **ABOUT ICCT**

The Italian Chamber of Commerce of Toronto's mission is to promote economic and cultural synergies worldwide – between business, government and individuals, with special emphasis on Italy, Ontario and the GTA.