

Institutional Greetings

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I'm really glad and proud as Honorary President of the Italian Fashion Chamber to participate in this international conference that celebrates the 70th year of the First High Fashion Show with the memory of its creator Giovanni Battista Giorgini.

The date of February 12th, 1951 is an important date for Italian fashion and for Italy itself, given the economic effects that the sector has generated and continues to generate in terms of turnover, trade balance surplus and employment.

The subtitle of the conference invitation says “from Artistic Craftsmanship to High Fashion...” I have indeed always considered Giovanni Battista Giorgini the creator of the high-quality Prêt-à-Porter because the development that followed since the beginning of the 50s was the series production of clothes with a high content of creativity and quality that has led to the impressive numbers we know.

Just to define this beautiful reality when I was the president of the National Chamber of Italian Fashion I had issued for these kind of productions the definition of “Il Bello Ben Fatto” (“The beautiful well made”), registered at SIAE on January 8, 2008.

During my several trips around the world, particularly in the Far East and in China above all, on the many occasions when I had to illustrate the characteristics of Italian fashion and explain the reasons for its success I have always mentioned Giovanni Battista Giorgini and the date of February 12, 1951 as a milestone of the fashion phenomenon of our country.

I end my speech of welcome with the hope that the name of Giovanni Battista Giorgini will be remembered by all operators in the fashion sector for what he did with great vision and foresight 70 years ago.

Viva Giovanni Battista Giorgini and Viva la Moda Italiana.

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