

60 ANNI DI MADE IN ITALY

EMILIO SCHUBERTH SORELLE FONTANA GATTINONI
VALENTINO SARU GALITZINE LANCETTI RENATO BALESTRA
RAFFAELLA CURIEL LORENZO RIVA EGON FÜRSTENBERG
GAI MATTIOLO MARELLA FERRERA ANTONIO MARRAS
FRANCO CIAMBELLA BRIONI MAISON MARGIELA ROMEO
EMILIO PUCCI WALTER ALBINI GIORGIO ARMANI LAURA
BIAGIOTTI MARIELLA BURANI ROBERTA DI CAMERINO
ROBERTO CAVALLI ENRICO COVERI DOLCE & GABBANA
ETRO FENDI SALVATORE FERRAGAMO GIANFRANCO
FERRÉ ALBERTA FERRETTI NAZARENO GABRIELLI GENNY
GHERARDINI GUCCI KRIZIA LA PERLA MAX MARA MISSONI
MOSCHINO PRADA ERMANNO SCERVINO LUCIANO
SOPRANI TRUSSARDI VERSACE HELIETTA CARACCILO



Gianfranco Ferré



5 June -17 September 2025
Italian Cultural Institute,
Rue de Livourne 38 - 1000 Brussels

On the occasion of Italian Design Day 2025, the Italian Trade Agency (ITA) in collaboration with the Italian Cultural Institute in Brussels produces the exhibition project “ 60 anni di made in Italy”- devised and curated by journalists Fiorella Galgano and Alessia Tota - pays tribute to the genius and sartorial know-how of leading figures in haute couture and peninsular design who, as well as contributing to the birth of Made in Italy, have succeeded over time in imposing their own style and aesthetic taste throughout the world, determining what is today the unmistakable “Italian style”.

‘60 Years of Made in Italy’ presents **40 unique dresses**, real archive creations, worn by celebrities in films or on international red carpets, the synthesis of stylistic and sartorial research, starting from the birth of glorious Haute Couture to the present day, in an exhibition designed to show both the progressive development of Italian fashion and the autonomous research areas of each designer.

The exhibition is completed by an institutional film that recounts the most evocative moments in the history of Italian fashion, through an exclusive interview with Micol Fontana of the Fontana Sisters, who offers a direct testimony of the era in which Italian haute couture was actually born.

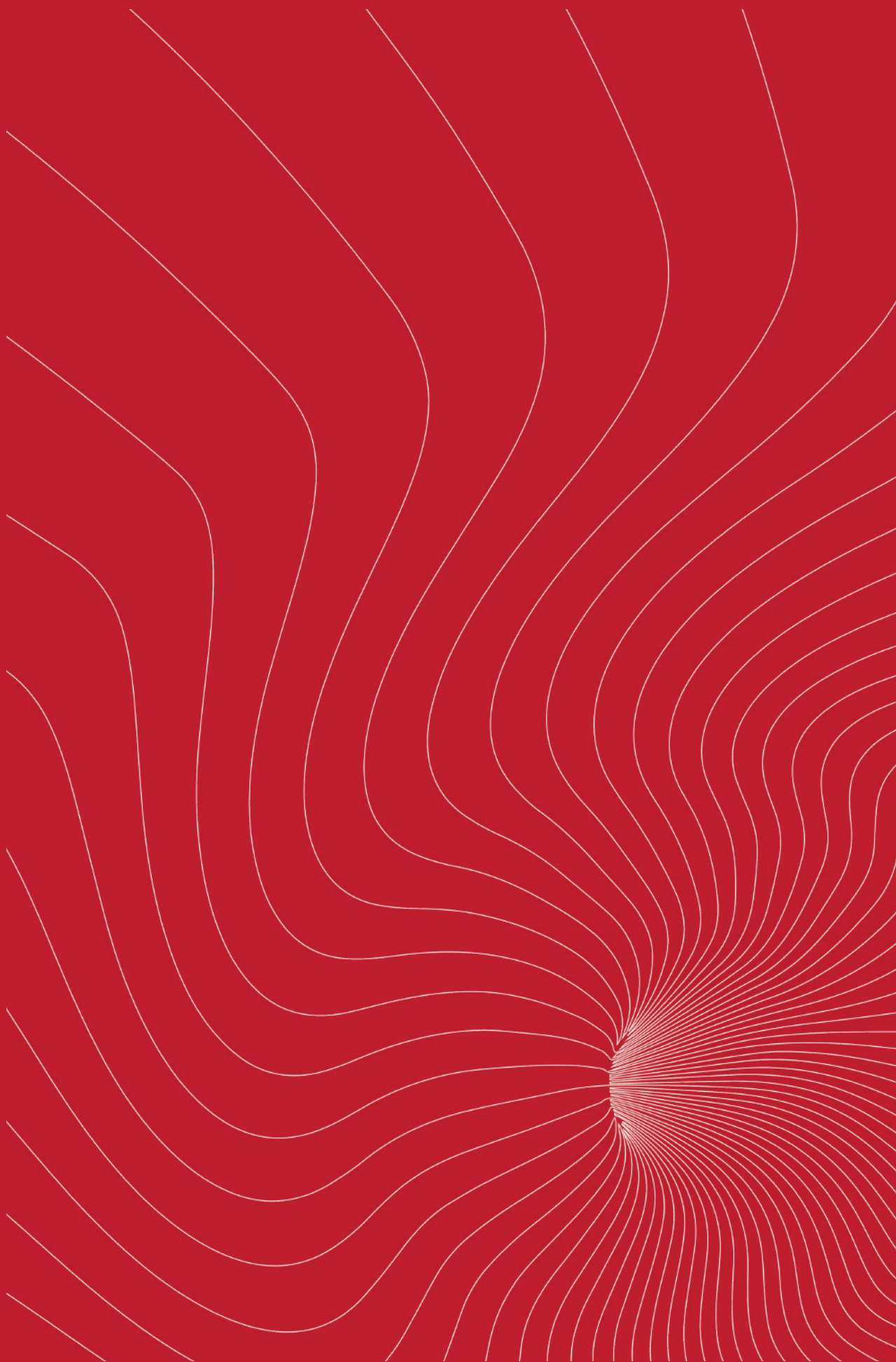
'60 Years of Made in Italy' presents 40 unique dresses, real archive creations, worn by celebrities in films or on international red carpets, the synthesis of stylistic and sartorial research, starting from the birth of glorious Haute Couture to the present day, in an exhibition designed to show both the progressive development of Italian fashion and the autonomous research areas of each designer.

The exhibition is completed by an institutional film that recounts the most evocative moments in the history of Italian fashion, through an exclusive interview with Micol Fontana of the Fontana Sisters, who offers a direct testimony of the era in which Italian haute couture was actually born

Thirty-four tailors and brands on show:

Giorgio Armani, Renato Balestra, Laura Biagiotti, Sartoria Bonfanti, Brioni, Roberto Capucci, Roberto Cavalli, Franco Ciambella, Enrico Coveri, Roberta di Camerino, Dolce & Gabbana, Etro, Salvatore Ferragamo, Gianfranco Ferré, Marella Ferrera, Alberta Ferretti, Sorelle Fontana, Prince Egon Fürstenberg, Galitzine, Gucci, Krizia, Lancetti, Andrè Laug, Antonio Marras, Gai Mattiolo, Max Mara, Missoni, Moschino, Prada, Emilio Pucci, Sarli, Emilio Federico Schuberth, Valentino, Versace.

The exhibition format, inaugurated for the first time in Rome in 2012 under the patronage of the National Chamber for Italian Fashion, has started a travelling path that - under the aegis of the Ministry of Foreign Affairs and International Cooperation - has led it to be hosted in the most prestigious exhibition venues in the world: from Washington to Mexico City, from Kuala Lumpur to Singapore, from Moscow to Canton... to now land in the headquarters of the European institutions.





HAUTE COUTURE

EMILIO SCHUBERTH



Evening dress in gold lamé with gold brocade overcoat in mossgreen and golden lamé patterns (1958)



Heavy satin evening dress designed for famous actress Gina Lollobrigida(1950); portrayed inside "The Italian Fashion" book

SORELLE FONTANA



"Priest dress" designed for Ava Gardner in "The Barefoot Contessa" movie (1954), with hat and cross, and again proposed in a new style by Federico Fellini in "La Dolce Vita" (1963)



Quilted pink sheath dress, with a pink light organza skirt on top with flounces and flowers handmade (1985)

ROBERTO CAPUCCI



Quilted pink sheath dress, with a pink light organza skirt on top with flounces and flowers handmade (1985)

VALENTINO



Evening dress in red-silk crêpe, bordered in pleated satin (Haute Couture-S/S 1998) worn by top-model Claudia Schiffer. Realized for actress Elizabeth Hurley and shown at the F.I.T. Museum during the "Red Exhibit" exhibition (2002 – USA)

ANDRE' LAUG



**Tulle and Gazar Evening gown
with black/dark green stripes (1998)**

SARLI



**Long embroidered evening dress
modelled by Valeria Mazza (1996)**

GALITZINE



“Palazzo Pyjamas” created for the famous Italian actress Claudia Cardinale while shooting “The Pink Panther” movie (1963)

SARTORIA BONFANTI



Precious gray taffeta gown with the bodice entirely embroidered with small beaded and sequined gray and pink flowers by Sartoria Bonfanti. Property Isabella Rossini Foundation (1975).

LANCETTI



Evening dress in black velvet, with long skirt in heavy satin inspired by Pablo Picasso's works (F/W 1986/87)

RENATO BALESTRA



"Carmen" dress. Black velvet dress with red taffeta ruches. A tribute to Maria Callas (1996)

PRINCE EGON VON FURSTENBERG



Black Vamp dress embroidered with crystal beads and sequins modelled by American actress, Hunter Tylo, at "Woman under the stars" (F/W 2000/1)

GAI MATTIOLO



"Harlequin" dress with handpainted bodice with embroidered lozenges in beads and sequins (F/W 1997/98)

MARELLA FERRERA



Dress with short jacket, made of embroidered tiles inspired by the decorative Steps of S. Maria del Monte, Caltagirone Unesco World's Heritage (1993)

ANTONIO MARRAS



“Black Madonna” Dress – inspired by the patroness of Sardinian miners – long black silk veil and bodice made of horseshoe- nails (1998)

FRANCO CIAMBELLA

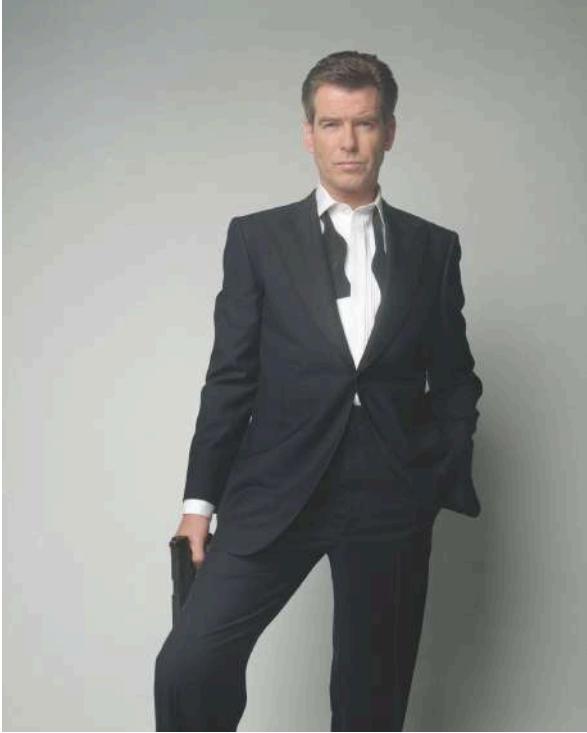


Wide overlapped and untrimmed light organza, hand-faded in the shades of reddish purple and deep black. The bustier is made of hand-embroidered chantilly lace with multicolour Swarovski crystals. From 'The Metamorphosis collection (2010).



MEN'S HAUTE COUTURE

BRIONI



**Tuxedo modelled by Pierce Brosnan
007 James Bond in the film “Die
Another Day” (2002)**



PRET-A'-PORTER

GIORGIO ARMANI



**Blue/gold “Regimental” dinner jacket,
modelled by top-model Claudia
Schiffer (1991)**

LAURA BIAGIOTTI



**Red Cashmere and taffetas “Doll” dress
(F/W 2002/3)**

LAURA BIAGIOTTI



Black Cashmere and taffetas "Doll" dress (F/W 2002/3)

ROBERTA DI CAMERINO



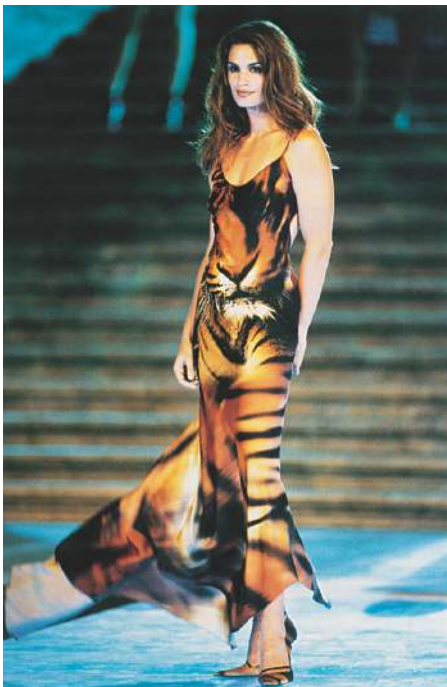
"Tuxedo" dress in greyblack hand-printed polyester jersey (1975/76)

ROBERTA DI CAMERINO



“Tuxedo” Trompe - l’oeil panel dress in red handpainted polyester jersey (2006/7)

ROBERTO CAVALLI



Printed silk “Tiger” dress from the collection modelled by Cindy Crawford at “Women under the Stars” fashion show (2000)

ENRICO COVERI



Orange silk knitted dress ‘Woman’s shout’, embroidered with sequins, modelled by top-model Milla Jovovich. (S/S1997)

DOLCE & GABBANA



Animal spot silk printed dress, worn by actress Helizabeth Hurley (2000)

ETRO



Jacquard paisley military outfit (F/W2001)

SALVATORE FERRAGAMO



**Oriental fantasy silk georgette blouse
and black trousers in silk jersey (S/S 1998)**

GIANFRANCO FERRE'



Black evening gown with multilayered plissé taffetta flounces and silk top with silk and lace sleeves (F/W 2005/06)

ALBERTA FERRETTI



Red chiffon caftan crystal embroidered with beads (S/S 2001)

GENNY



Precious silk georgette “Vamp” dress embroidered with gold/brown sequins which draw animal patterns. Dress modelled by Naomi Campbell (F/W 1992/93)

GUCCI



Fuxia Acid printed silk ruffle dress (S/S 1999)

KRIZIA



Gold plissé dress (F/W 1987/88)

MAX MARA



Golden Duffle embroidered with gold sequins (F/W 2007/8)

MISSONI



**"Put together" dress in multicolor linen
(1999)**

MOSCHINO



**Dress with black lace brassiere appliqué
(F/W 1988/89)**

PRADA



Sequin-embroidered dress modelled by actress Cate Blanchett on the occasion of the BAFTA Awards (London April 9th 2000)

EMILIO PUCCI



Ph Simone Santinelli

Hand-printed polyester "Vivace" jersey dress. Collection (S/S 1967)

VERSACE



Printed jersey “Jungla” patterned dress designed for Jennifer Lopez at the World Music Awards (2000)

VERSACE



Multicolored silk dress worn by stars like Beyonce and Zendaya (S/S 2003)





PARTNERS



ITA – ITALIAN TRADE AGENCY

is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses. Using the most modern multi-channel promotion and communication

tools, it acts to assert the excellence of Made in Italy in the world.

ICE ROMA

Via Liszt, 21 00144 Roma
+39 800989800

BRUXELLES OFFICE

Place de la Liberté 12, 1000 Bruxelles
+32 22291430

bruxelles@ice.it



ITALIAN CULTURAL INSTITUTE IN BRUSSELS

The Italian Cultural Institute in Brussels is a body of the Italian Ministry of Foreign of Italian Foreign Affairs and has the permanent objective of to promote and disseminate the Italian language and culture in Belgium, through the realisation of initiatives aimed at fostering the circulation of ideas, arts and sciences.

To this end the Institute:

- organises cultural events such as concerts, exhibitions, movie screening, theatre shows and many others;
- organises Italian courses;
- facilitates initiatives that promote the Italian language in Belgium, including collaboration with Italian Lecturers at Belgian and Italian Universities;
- establishes contacts with institutions, bodies and personalities in the Belgian arts and scientific communities to promote projects that further the knowledge of Italian life and culture;
- supports initiatives for the cultural development of the Italian community in Belgium to facilitate both its integration in Belgium and its cultural links with Italy;
- provides documentation and information about Italian cultural life and the institutions working in this field.

ITALIAN CULTURAL INSTITUTE IN BRUSSELS

Livornostraat 38

1000 Brussels

tel +32 2 533 27 20

icbruxelles.esteri.it

icbruxelle@esteri.it





*Galgano & Tota
Associati*

GALGANO & TOTA ASSOCIATI

Galgano & Tota Associati was founded by journalists Fiorella Galgano and Alessia Tota and is based in Rome. Since the 1990s, it has been working for the promotion and diffusion abroad of “made in Italy” fashion and craftsmanship, as a fundamental element of Italian cultural heritage, through the organization of exhibitions and events of great media impact.

Particularly in fashion, the “60 Years of Made in Italy” exhibition draws on an archive of about 300 pieces including iconic garments and accessories, along with sketches and drawings signed by some of Italy's best-known tailors and designers. This archive itself represents a cultural heritage that Galgano & Tota Associati plans to place in a permanent exhibition, to which not only those in the industry who need to carry out research activities can have continuous access, but also all those curious to understand the style and aesthetic sense that has made Italian fashion so well known and loved throughout the world.

GALGANO & TOTA ASSOCIATI OFFICE

Piazza Gandhi 3

00144 Rome

galganototaassociati@gmail.com





ITALIAN TRADE AGENCY

ROMA
Via Liszt, 21 00144 Roma
T. (+39) 800 98 98 00

BRUSSELS OFFICE
Place de la Liberté 12, 1000 Bruxelles
T. (+32) 2 229 14 30
e-mail: bruxelles@ice.it