



Presentazione Internazionale di Prêt à Porter Donna
International Presentation of Women's Prêt à Porter

FASHION FUNAMBULISTS ON THE PRÊT-A-PORTER STREET OF MILANOVENDEMODA

The space devoted to young, original designers reveals its mysteries

Milan, February 21, 2008 – There was a time in which city streets were populated with surprisingly original artists whose colors and pirouetting skills brought to life the streets crossed by busy merchants.

Today, a corner devoted to funambulists returns at **MilanoVendeModa, held from February 21 to 24 at fieramilanocity**. But these are funambulists of style, fashion's talented newcomers who appear on the high-end prêt-a-porter market with their fresh, innovative ideas.

With its well-designed accessories, carefully chosen materials, original outfits, and striking colors, *The STREET* is the area exclusively dedicated to new fashion entries at MVM. Designed to launch tomorrow's designers on today's market, THE STREET presents a preview of several surprises in store for buyers visiting the show.

No bag is more faithful than **Annah Roxxah's** elegant, roomy Baggy-Dog, which has everything to become a girl's best friend. Following in the footsteps of Arnaldo Pomodoro, **Laura Volpi** presents decorator sculptures and jewels, transforming precious metals into the fabric of her artistic intuition. **Aska Scandinavia** seduces style with amazing, sleek jewelry lines.

Del Duca Maria Teresa's products, halfway between an accessory and fashion jewelry, are made from a variety of materials and evoke elegance in every detail.

New designer labels also making their debut at MVM are **Dorothea Michalk, Valentina Barberini** and the "mystical" collections of **Buddhaful**.

These "troubadours of taste" are designers but also artisans who focus on the value of actual production as an inseparable element of their creative medium. The creations of **Gabriella Parisi**, who uses mosaics as decoration, reveal how an idea is transformed into a product, while **Lecodicla** revives the tradition of Sicilian hatters, with all hats made with eight sections.

What type of woman do these new jam sessions of style address? **Luca Hettner**, who is also on The STREET, has no doubt: she is as strong as a warrior princess but as fragile as a virgin, and the ambiguous Mata Hari is one of her inspiring muses.

If the performances of these fashion funambulists aren't enough, just hit the new prêt-a-porter street at MilanoVendeModa to also see **Bid Hand Made, MarLucche**, and **Stefania Falchi**.

New style is right around the corner: all buyers have to do is find it...at MilanoVendeModa, of course.

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