

**M A P**

**MODA**

**MILAN**  
**FASHION WEEK**  
**SPRING/SUMMER 2010**  
**READY TO WEAR**

**1A CLASSE - ALVIERO MARTINI**

**ALBERTA FERRETTI**

**ALBINO**

**ANGELO MARANI**

**ANTONIO MARRAS**

**BLUMARINE**

**BRIONI**

**BYBLOS**

**DSQUARED2**

**ENRICO COVERI**

**ERMANNO SCERVINO**

**FISICO**

**FRANKIE MORELLO**

**GAETANO NAVARRA**

**ICEBERG**

**JO NO FUI**

**JOHN RICHMOND**

**JUST CAVALLI**

**KRIZIA**

**LES COPAINS**

**LOVE SEX MONEY**

**LUCIANO SOPRANI**

**MARIELLA BURANI**

**MAX MARA**

**PAOLO ERRICO**

**ROBERTO CAVALLI**

**ROCCOBAROCCO**

**SPORTMAX**



Gaetano Navarra



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Antonio Marras

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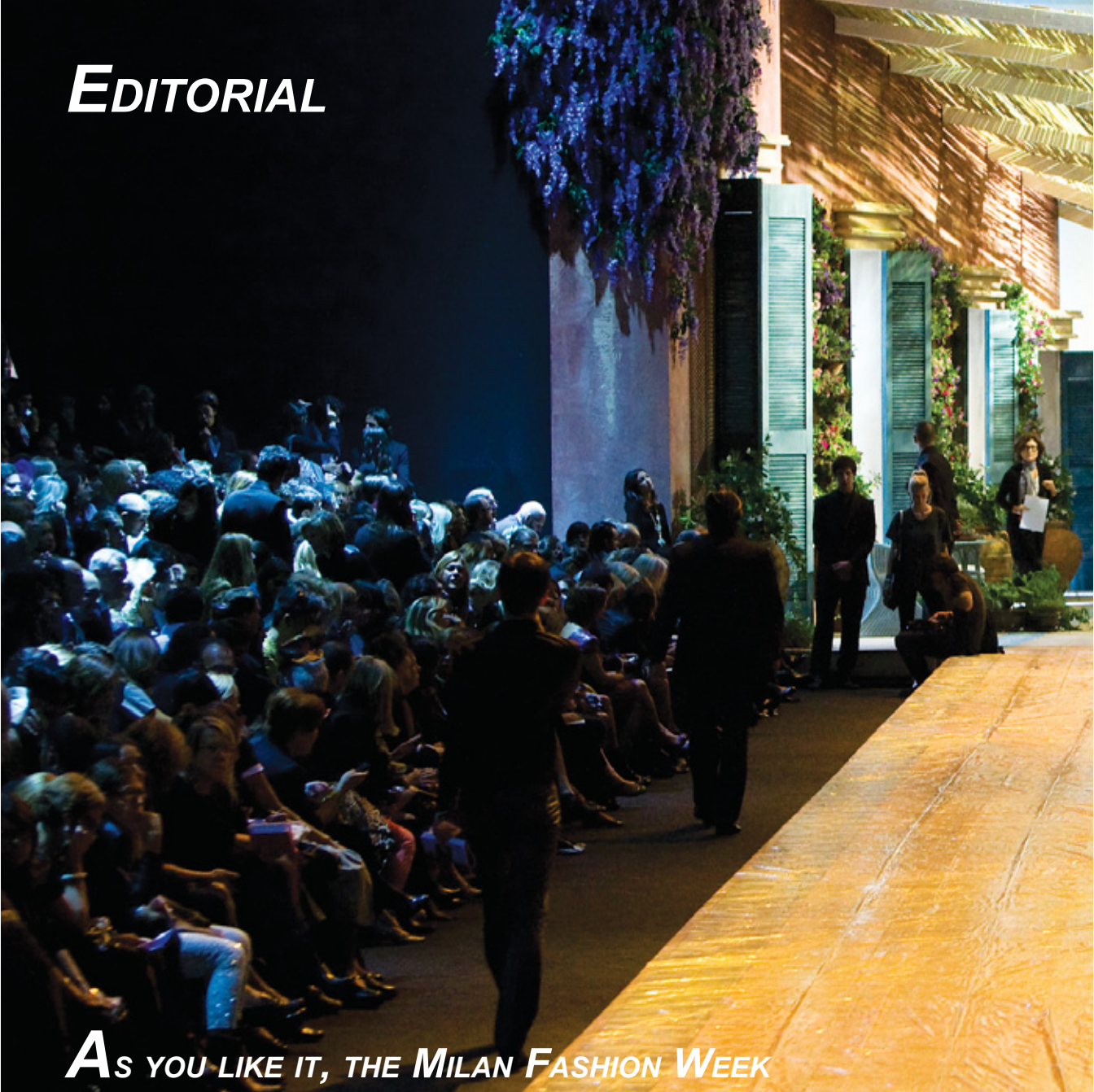
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# EDITORIAL



## AS YOU LIKE IT, THE MILAN FASHION WEEK

If Shakespeare were alive today, the Milan Fashion Week would be a gay cross between the 'Comedy of Errors' and 'As you like it'. And as anticipated, there's lots of fashion, errors and yes, ass. Err!

Fashion and Milan are so synonymous with one another that one can be pardoned for mistaking the two to be Siamese twins. The story of how the two came to be so is one comedy of errors. Like you'd innocently think Milan, fashion's Mecca is where fashion originated. Well, you're wrong.

If you care, ask Giovan Battista Girogini. 'Who's that?' asks a bewildered you. He's fashion's very own Dennis, the Menace. Giovan started the menace of 'fashion parades' in 1951 in the living room of his Florence 'Villa Torrigiani' home.

It was the aristocratic fashion entrepreneur's kinky own way of wooing the American buyers. He's also introduced today's



fashion menaces of mixing business with pleasure. Sexy dancing and candle-light dining amidst fashion business agreements. Ahem!

The following year, the fashion designers presented their collections on a larger scale at the historical Sala Bianca at Palazzo Pitti in Florence. And Italy's first fashion capital was born. Florence! A- Ha!

Let's go to Rome now! Mama Mia, why Rome? Before you silently gasp if the Pope started a fashion revolution of sorts, be assured your nightmares are not going to come true in this tiny corner space. This is not a horror story. Tickle your bone, silly! It's comedy...

Hahahaha.

Roberto Cavilli

Bring out the red roses, the violin and the champagne for its romantic comedy time. Romance started brewing between the film industries of America and Rome in the 60's. Hollywood actors and actresses flew down to Rome to work with famous Italian directors like Federico Fellini. Hollywood beauties Ava Gardner, Anna Magnani, Sofia Loren became brand ambassadors for Italian fashion designers such as Giovanna Fontana, Giovanna Gattinoni, Zoe and Micol when they started wearing the elegant Italian creations not just in their movies but also in their private lives. The spotlight fell on the humble Italian designer and he grew famous overnight. So out flew Florence and in came, Rome, Italy's new fashion capital of 'haute couture' for nearly a decade.

And then something happened.....

*'O wonderful, wonderful, and most wonderful wonderful! and yet again wonderful, and after that, out of all whooping'*

Oh yeah baby, it was booty whooping time for Milan finally....French booty to be precise.

*'Do you not know I am a woman? when I think, I must speak'*

And so they spoke and shout loud. The 'battle of the sexes' revolution started in France in 1968 and rapidly caught fire in Italy. Women, French or not, pulled down their skirts and lifted their pants. Not theirs, really. Their men, Silly! Saving the men from the embarrassment of groping without their pants and the women from the torture of their men's smelly pants, Elio Fiorucci opened a store selling women's jeans in San Babila square, Milan.

Around the same time, there was a comic mishap involving the Missoni fashion house's showing at Florence in 1967. Their lingerie and their outfits were mismatched and it was all one royal mess. But, it was too late to change and so they took the bold decision of letting their models flaunt their lingerie during the show. The Florence fashion show organizers cried foul and they were not invited for the following year's show.

*'I am not a slut, though I thank the gods I am foul'*

The Missoni group went ahead and showcased their collection at a swanky swimming pool in Milan. They started a trend of sorts and Milan suddenly became fashion's new big bad city. Alongside social revolutions, Milan was the epicenter of silent fashion revolution. It was boom time for fashion business in Milan with textile industries manufacturing affordable and stylish creations for everybody. International airports, swanky hotels and budding designers in the form of Gianni Versace and Giorgio Armani paved Milan's fashion roadmap. 1975 saw the successful launch of the first official calendar of fashion shows by the Italian Camera della Moda. Milan was the world's new fashion capital promising truly all 'Made in Italy' – genuine quality, 'true to tradition' tailoring, finesse, sophistication and class. And it continued to be that way for several decades later.

*'Can one desire too much of a good thing'*

Probably no! Today, there's a mad tug of war with the ropes being pulled in different directions – New York, London, Milan and Paris. Paris is the current 'haute-couture' world capital for fashion. But Milan comes a very close second on the stiletos. The vicious circle of comedy of errors continues. Tsk...tsk!

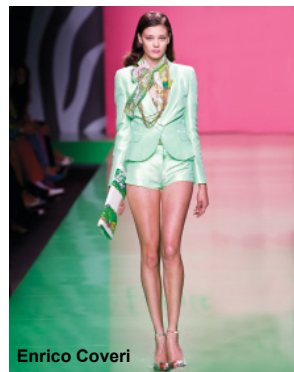
*'As we like it, some rump meat on the ramp!'*



Blugirl



La Classe



Enrico Coveri



Albino



Fisico



Blumarine

Ma Ma



MaxMara

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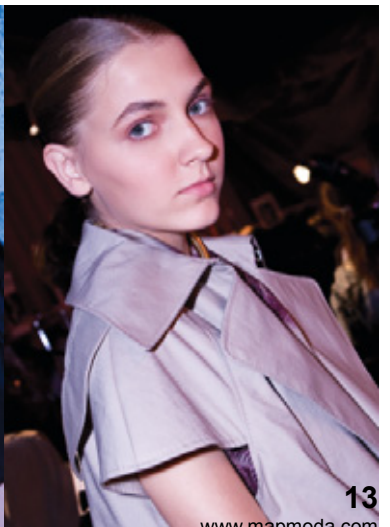


Albino

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# CAMERA NAZIONALE DELLA MODA ITALIANA

## Milan Moda Donna Opens on a High Five!

The city of Milan twinkled under the spotlights of five stars on Wednesday night. It was the opening night of the high priestess of all fashion weeks - Milan Moda Donna. Oh yes, in true Milano style, Milan Moda Donna was a toast of fashion to celebrate life at large. And at large were the paparazzi, the glitterati and the spaghetti.

The Milan Fashion week Spring/Summer Collection 2010 opened on a high five note at the Milan Fashion Center. Setting the ramp ablaze were the Fashion Incubator's fashionable five flying high – A Lab Milano, Cristiano, Christina Miraldi, Mauro Gasperi and Paolo Errico. Keeping them celestial company were Massimiliano Finazzer Flory, the Commissioner for Cultural Affairs of Milan, Giovanni Terzi, Milan City Councillor for Productive Activities, Mario Boselli, president of Camera Nazionale della Moda Italiana and Giulia Pirovano, director of Camera Nazionale della Moda Italiana. The opening show was hosted by the ethereal beauty Serena Autieri, Italian singer-actress. She was the brand ambassador of the Fashion Incubator initiative promoted by CNMI and financed by Comune Di Milano.

Fashion Incubator's five repeated their success story at Milan close on the heels of their Tokyo show on 3 Sep 2009. While the paparazzi went into frenzy, the buyers went into a trance and lapped up.

Canon, Milan Moda Donna's principal sponsor, held an exhibition of exquisite eyewear designed by the six upcoming designers specially chosen by Camera Nazionale della Moda Italiana – A Lab Milano, Chica Lualdi BeeQueen, Cristiano Burani, Cristina Miraldi, Mauro Gasperi, Paolo Errico. The young designers teamed up with three eyewear powerhouse companies in the world – Vanni, Mu&do and Nouvelle Vague to challenge their creative limits and form new lasting impressions.



# NEW DESIGNERS

## ITALIAN SIGNORINAS RULE THE ROOST IN MILAN

Fashion Incubator continued its spectacular show of its protégés way into the second day of the Milan Fashion Week Spring/Summer Collection 2010. The protégés in question are two Italian signorinas and winners of the prestigious 'Best Upcoming Designers' by the Camera Della Moda Italiana in 2008 - Chica Lualdi and Gilda Giambra. These two upcoming designers are known for their truly 'Made in Italy' collections. And that translates as sheer elegance, premier quality, feminine luxe' and an unbridled love for fashion.

Chica Lualdi is no naïve novice when it comes to fashion. Living up to her brand's name, she is fashion's chic Queen Bee with over ten years of credible experience in the most prestigious fashion houses in the world. In 2006, she went solo with her own brand 'BeeQueen' and ever since this sophisticated venture has surged ahead sweeping several awards including 'Young Fashion Manager' in June 2009 and a special 'High profile Stylist Manager' award from Camera Di Commercio Di Milano. Today, the 'BeeQueen' is amongst the most coveted boutiques in the world.

Gilda Giambra is the other formidable Fashion Incubator find whose key forte is versatility. A sure shot winner in today's times of economic recession where less is truly more, her creations are versatile wonders that take on different avatars to suit any given occasion. She's been awarded by Luisa Via Roma, the boutique for futuristic



fashion trends. Besides, her dresses occupy many a deserving spot in the editorials of various fashion magazines.

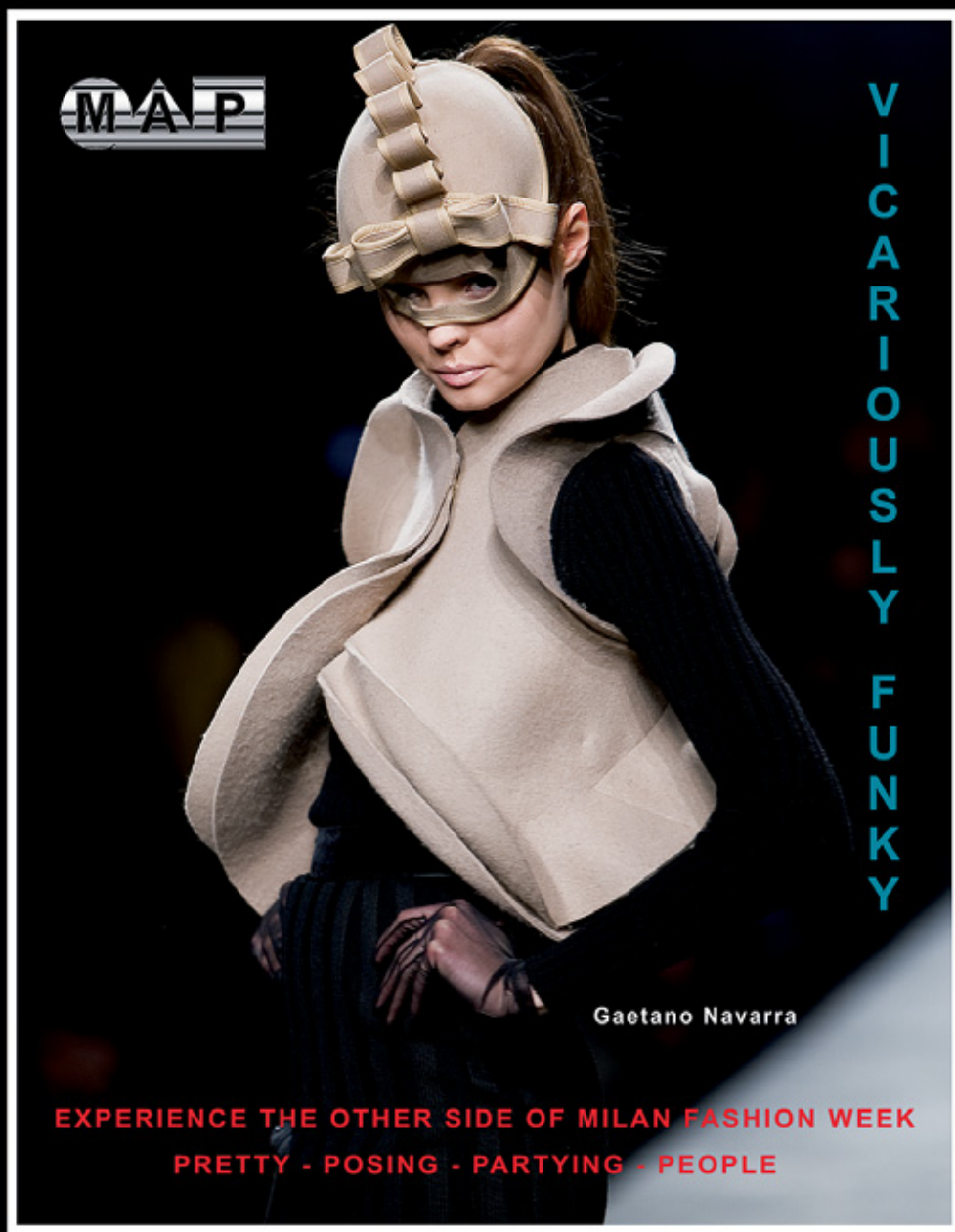
It all began in March early this year when the five new creative designers participated in the Fashion Incubator project which encourages and promotes new talent and guides them in their professional fashion career path. The new winners were judiciously chosen by an esteemed committee comprising of fashions' who's who.

On July 13 2009, the designers held a preview of their collection to the buyers and showroom representatives and on 14 July, they were launched at a press conference at the Town Hall of Milan. On September 3, the designers showcased their presentations for the very first time at the Spiral Hall in Omotesando, Tokyo. They were critically and commercially acclaimed. Over the next few months, this year's edition winners will showcase their presentations in various cities around the globe like Moscow, Paris, Berlin and Delhi.

Only time will tell if this year's Fashion Incubator's finds will repeat the success of its previous years finds. They have one vociferous supporter in Mario Boselli, Chairman of Camera Nazionale Della Moda Italiana who is confident of this edition's new brigade. He is sure that they will soar high and set the cash registers ringing just like the earlier year's winners.



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# FASHION AMIDST THE DARK!



The year opened on a bleak note for the Italian fashion industry with the major sectors taking a beating and consumer confidence lowest since 1982. The first quarter of 2009 saw the production down by 28% and turnover down by 24% for the upstream sectors of textiles and leather and the production was down to -8% and turnover to -6% for consumer goods of apparel, footwear and accessories. Compared to the first quarter of 2008, the turnover fell down by -12.3% and production by 15.5% in the first quarter of 2009. Exports were down by 8% compared to the 2008 first quarter. Imports were down by -7.9%

But this dark cloud has a silver lining. The second quarter of 2009 brought hope and some cheer for the Italian fashion industry. A sure sign of increased consumer confidence, sales during the summer soared beyond expectations. The good news from the retail sector passed on to the upstream sectors as well.

According to OECD indicators, Italy, besides France is among the first European countries on the way to macro-economic recovery. UK has just entered the stabilization

zone while Germany was still lagging behind. In the apparel category, France and Germany recorded positive growth while Russia and the US performed badly. France showed a positive trend even in footwear. As per forecasts, Italy and France are poised to enter the recovery phase just around the Christmas corner. The positive trend was also attributed to the government policy interventions in monetary and fiscal areas apart from growing consumer confidence.

Though the consumer confidence is still negative, it is picking up with a positive trend. There was some cheer from the US markets where the index of the expected orders crossed the line that separates recession from recovery in the second quarter.

The forecasts predict a lower rate of turnover of 3% in the second quarter of 2009 as compared to the second quarter of 2008. Upstream markets will be worse hit than the downstream market. On the whole, the turnover for 2009 is predicted at -6.5% closing it above its performance in 2008.

Not bad at all!

DSQUARED2 - DAN & DEAN CANTEN



# 'LET'S GO OUTSIDE AND PLAY'

- *Play* -

*I think I'm done with the sofa,  
I think I'm done with the hall,  
I think I'm done with the kitchen table, baby*

*Let's go outside in the sunshine  
I know you want to,  
Let's go outside in the moonshine  
Take me to the places that I love best*

*You say you want it, you got it  
I never really said it before  
There's nothing here but flesh and bone  
There's nothing more, nothing more  
There's nothing more*

*Back to nature, just human nature  
When the moon is high and the grass is jumpin'  
Come on, just keep on funkkin', keep on funkkin', just keep on funkkin'*

- *Pause* -

Okay! Let me clarify that we're not doing a music review of George Michael's 90's hit 'Outside' here. But Jeez, I couldn't help humming this number while watching the Caten brother's Spring/ Summer 2010 collection at Milan. Boy oh Boy! Wasn't it one whacky, wild, adventurous, gay, non-conformist collection just like Georgie boy's song itself?

This collection is for the radical, thought-provoking and non-conformist woman who likes to experiment with the various permutations and combinations of colors, fabrics, textures, styles and aura that Mother Nature has to offer herself.

Everything from the theme to the invite to the ambience to the presentation and finally, the adrenaline rushing collection, the DSquared2 Spring/Summer 2010 collection sparkled brilliantly like a finely cut diamond etched forever in your memory.

Let's start at the very beginning. A very good place to start! The Canadian twins Dan and Dean Caten's Spring/Summer 2010 collection is inspired by well, the Outside. Hah! It is inspired by the limitless possibilities and real freedom and Nirvana which can only be experienced 'Outdoors'. And so, the twin brothers invite you Camping, the jolly good old Southern American states way in the jolly good old way, outside.

But it's not all dust, dirt and grime in the Caten's Camping trip. DSquared2 is known for its sexy glamorous looks and thus, their Spring/Summer 2010 collection is christened "Glam-Ping" indicating the arrival of the whole new 'Couture Camping' genre.

'Couture Camping, what's that?' you smirk. Picture this - Bespectacled rustic women in billowy full-bodied gowns capped with trucker hats and guzzling down a Budweiser. So much fun that it makes you want to rip the clothes off the models and have some free fun on the run.

The twins hazily and dreamily describe their pet Spring/Summer 2010 muse thus – "She's maybe his girlfriend, she's coming to visit him cos he's here too but she doesn't want to be uncomfortable. She's less rough. It's a woman's touch in nature." Now that the inspirational theme and muse is beautifully introduced, let's move on to the show invite which came creatively stitched onto a fire engine red bucket hat, aromatically incensed with a musky fragrance called "Wood", deliciously handed over by a horse-stud model and to top it, greeted in with endless rounds of absinthe spiced Champagne cocktail. What

awaits you is one heady journey into the big bad world 'outside'.

The ramp perfectly duplicates the camping site with a feel of the natural woodlands with trees and tents aplenty, lit up by chandeliers and adorning mirrors. We are treated to a natural camp play when the show opens to some adventurous souls grouped around a campfire and then, the magic unfolds...

Also labeled "The Summer Camp Collection", the DSquared2 show kick started with the incredible introductory cleavage revealing orange-red rain coat number accessorized with a green baseball cap and platform heels.

The all day hike included loads of camping fashion staples – the rugged distressed jeans and jean jackets given a DSquared2 twist with embellishments, scouting uniforms, bright vests, cutoff shorts, cargo shorts, short skirts, sun-bleached T-Shirts, Capri skinny jeans and car coats. Other whimsical creations included a short cream yellow leather jacket, colorful parkas and barely there white swim trunks with metallic ants lustily marching across the crotch. Wicked!

The camping ride took a dramatic turn midway from the casual outdoorsy chic to hot whacky evening wear - sexy evening gowns sewn from lumberjack flannel blankets, fluffy pouf ball-gowns, sensuous prom bustier dresses and LBD's with sophisticated black jackets for that perfect evening date under the starlit skies.

The DSquared2 Spring/Summer 2010 collection is wildly witty, both in its ideation and implementation. You've got to hand it over to the duo for their meticulous attention to detail in all of their creations. The twins get you all geared and prepared for that occasional bad weather, read rainy day.

Every piece of the Dsquared2 Spring/Summer 2010 collection is rain-proofed. Yes, right from the haute denim hot pants to that blanket ball-gown, come nicely smeared and coated with a delicate but nonetheless tough layer of plastic. And for those days when you just head out for a swim and the clouds come down crackling loudly with thunder and rain, fear not coz DSquared2 Spring/Summer 2010 is at your rescue. Transparent plastic Mac raincoats worn over your eye-popping neon flimsy bikini is your prayer answered.

The collection was truly gay bubbling with rich exuberant colors of yellow and pink offset with neutral earthy tones of khaki and brown. While the color hues were bright and gay including some great blue camouflage print, the fabrics were kept basic and simple. The sex quotient was upped with skirts and Tees worn as dresses.

The fun element was omnipresent thanks to some goofy kitsch accessories and random bizarre mix-matching styles. Oversized trousers worn atop 'I love camping' sweat T-shirt, unbuttoned and tight Boy Scout shirts accessorized with cute badges, gaudy bomber jackets in shocking red and pink, dresses teamed with anoraks wrapped around the neck, purple or coral shade ball gowns accessorized with trucker hats and embellished gemstone bug brooches, similar insect inspired oversized glitter jewellery and accessories, geeky glasses, spiked belts and boots, brightly colored socks, hoods and yes, the must-have accessory of course, your very own can of Budweiser.

The amusing piece of cake has to be the towering super-high studded heels that DSquared2 recommends while going out camping in the woods. They attribute it to sheer practical purpose – "The shoes are high because we don't want our girls treading in the dirt". This is, putting it mildly, "Couture Camping" at its zenith.

A lil bit of camp! A lil bit of prom! That neatly sums up DSquared2's Spring/Summer 2010 collection.

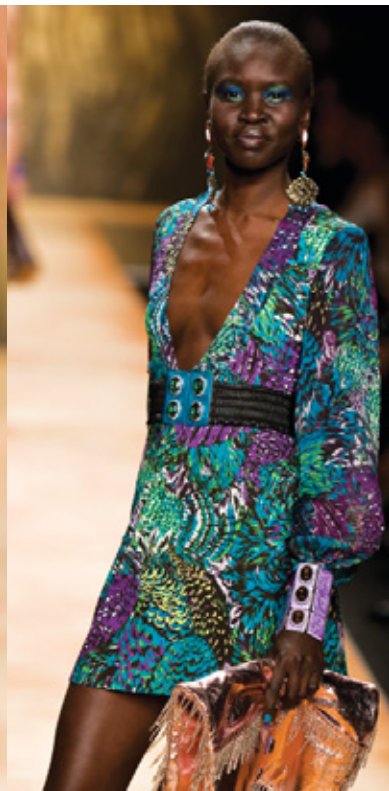
- *Play* -

*Let's go outside in the sunshine  
I know you want to,  
Let's go outside in the moonshine  
Take me to the places that I love best*

*When the moon is high and the grass is jumpin'  
Come on, just keep on funkin', keep on funkin', just keep on funkin'*

- *Stop* -





# BLACK GODDESSES GROOVE TO THE JUNGLE JINGLES

Welcome to the Piacentini Jungle! Where mongooses bravely battle the deadly snakes, where the wolves, bears and black panthers hang out regularly, where the elephants shake their big bottoms and trumpet in royal glory, where the cobra renders a sizzling salsa performance, where a kite flies high over the jungle to touch the skies, where the Jungle VIPs, the monkeys swing to the drum rolls while the friendly white fur seal plays the bongo, where the lion sleeps soundly in the mighty jungle.

Where the White and Black checkmate peacefully!

As the curtains drew to a close at the MFW Spring/Summer 2010 show, Alessandra and Francesca Piacentini literally screamed 'BLACK' when the duo took to the center stage wearing a simple black T-shirt reading a not-so-simple slogan 'Black is Fashion'.

It all started with the 'The Independent' one fine Sunday. A hard hitting feature by Naomi Campbell denouncing the low representation of colored models on the ramp got many a fashion head honcho thinking and thinking hard. One such CEO was Andrea Theophylact who decided to take the pet cause in her hands.

"Miss Bikini Luxe responds through social commitment in favor of black models", quoted Andrea Teofilatto, CEO of Miss Bikini Luxe as she introduced the duo's new Spring/Summer 2010 collection.

Originating their project in the ramp ways of Milan, the world's fashion capital city, Miss Bikini Luxe's Spring/Summer 2010 collection will reach out to a wider world audience spreading their unanimous socially conscious fashion verdict for the upcoming season when their "Black is Fashion" t-shirts will be made available in all shops selling their collection from April 2010 onwards.

The ramps were set ablaze by the catwalks of both the Black and the White. Offering their unbending support to the cause were White models, Carmen Kass, Sesselee supermodel Bianca Balti and Anne Vyalitsyna to name a few. Carmen, Bianca and Anne walked the ramps alongside the main black performer, Sudanese supermodel Alek Wek.

The brand decided to participate and offer support to draw attention to the Black issue yet again, glorifying the black world with an eclectic collection.

The Miss Bikini Spring/Summer 2010 collection rooted for black yet again in its quest for its root inspiration. The an-



cestral Black Africa which holds the key to exoticism was the duo's chosen theme inspiration for their S/S 2010 line. The charm of the Dark Continent is truly fascinating – the wild jungles and the lush rain forests, age-old yarns of natural fabrics, traditional artistry, exuberant colors, throbbing musical drum beats, boho chic et al.

It came as little surprise when the Miss Bikini Luxe Spring/Summer 2010 collection was titled 'African Pop', an apt title honoring the big, black, bold and beautiful continent of Africa. And so, standing up for the cause of equality, Alessandra and Francesca Piacentini presented the Miss Bikini Luxe Spring/Summer Collection 2010 amidst much fanfare. Feline coats in savage animal prints added a va-va-voom effect to the collection.

The collection's heart and soul was the crucial monochromatic dress. A whole line up of easy, comfortable ready to wear dresses will surely make the Miss Bikini Spring/Summer 2010 dress a fashion staple in many a woman's closet. Custom and handmade embroidered dresses in gentle stretches of knits of slate gray and black threads spelled sophistication in bold letters.

The evening look dictates you to drape yourself in overlaps of velvet caftans, embossed silks kimonos with micro snake gold and silver effect and evening dresses in stretch fabrics.

A 'must-have' this spring is undoubtedly the glorious Miss Bikini Luxe bikini in lush silk chiffon skillfully embossed and handcrafted to stretch elastic perfection.

The duo launched their LA MISS Couture bag at the show which serves multi-purposefully as a tote, clutch and shoulder bag coming in an over-whelming twenty version on a canvas of coconut, metal, leather and hard stone applications. Simply Wow!





*Nothing sells like an exquisitely tailored Max Mara and so when the commercially successful brand showcases their Spring/Summer 2010 collection, everyone just has to take note. The Max Mara Spring/Summer 2010 fashion statement? The answer lies in trench coats, jumpsuits with drop waists, teddy boy blazers, cropped white leather jackets and pajama pants in somber shades of sage and latte. For the chronologically younger, there were cute dungarees, pinafore frocks, cotton mini dresses and blue and white check shorts.*









*Cristina Ferrari has come up with a very high end line of beach wear for Fisico's Milan Fashion Weeks Spring/ Summer 2010 collection. For the very first ever, proudly the black models of Fisico were showing a collection of 'beach couture' lines up two exclusive lines for women. The group of wonderful "black panthers" as African queens were wearing sunny colors influenced by the colorful Brazilian lifestyle and an extra dash of sexiness is infused in this collection.*









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