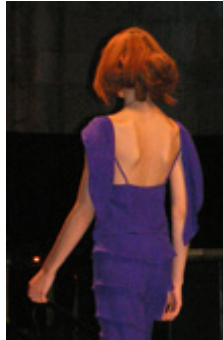


Created by: Debra C. Argen

Fashion - Naples Style

One usually associates Italian fashion with the city of Milan not the city of Naples.

However, through a series of month long events in July 2005, Naples brought high fashion to New York and demonstrated that Naples is a city that indeed knows a thing or two about fashion!



Organized and Produced by the Fondazione Mondragone, Naples, Italy, the [Italy-America Chamber of Commerce](#), New York and New York Show Producer, Hope McGrath of ASHA, a gala dinner and fashion show took place on July 28, 2005, to promote "La Moda. Napoli e dintorni...Generazioni di stile," Fashion. Naples and the Surrounding Area...Generations of Style.



This alluring event took place at Cipriani 42nd Street in New York, where the sumptuous Cipriani 42nd Street was transformed into high glamour, with a long fashion runway, and a large screen backdrop, which projected images of the models as they confidently strode the runway. Guests sat at tables decorated with turquoise tablecloths, white votive candles and tablescapes of branches of bright red-orange coral, to create a Neapolitan atmosphere.

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Models wore inspired creations showcasing the talents of new clothing designers from the Naples region including: Alessio Visione, La Parisienne a Capri, Livio di Simone, Margherita Mazzei, Flavia G. Dynamic, Amina Rubinacci, Bencivenga Agostino, Gianni Molaro and D'Alessandro, as well as beaded sandals from shoe designer Lerre, and carried leather handbag accessories from Tramontano. Prominent colors of the fashion show featured red, white, blue and purple. From bathing suits, to eveningwear, from embroidered leather halters to silks and chiffons, the clothing designs were sophisticated, sexy and exciting, with often flirty little details.



Colorful leather gloves, leather and fur coats, and gowns were also on display, as well as a collection of vintage gowns. One of my favorite vintage dresses was a white cocktail dress with an overlay of white mesh lace that was embellished with large round white pearls and rhinestone balls sewn throughout, especially at the shoulders and along the hem of the dress. An organza cream gown with black stamped design with one shoulder was another standout.



The Marco Giorgio Trio provided the music for the evening, while guests had a taste of Naples, with a Neapolitan chef working with Cipriani to create the Naples inspired menu that of course featured fresh seafood.

Although Naples has been producing linens and textiles since the Middle Ages, they are now demonstrating that they also have the talent and style to compete in the world of fashion!

Carlo Azeglio Campi, President of the Italian Republic, Provincia di Napoli, Regione Campania, European Union, Chamber of Commerce Naples, Fondazione Mondragone Polo Regionale della Moda, Italy America Chamber of Commerce, and the National Italian American Foundation, sponsored the event.

For more information on Naples, please contact the Campania Region or the [Italy-America Chamber of Commerce](#).

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