

# elena miro

PRESS RELEASE

## Elena Mirò: “Take your time!”

*A different view on life,  
a call to action against the frenzy of today's world  
by investing in “time” in pursuit of genuine serenity,  
not just in our everyday lives but also through what we wear.*

Milan, February 18th 2019 – Elena Mirò opens Milan fashion week in its Piazza della Scala Flagship Store by presenting the capsule collection designed in collaboration with Vanessa Incontrada. Continuing along the path set by its Slow Living philosophy-led approach, the central theme of the fashion show is to be Elena Mirò's **brand manifesto** dedicated to the rediscovery of the **value of time**.

Elena Mirò's Spring Summer 2019 is inspired by that feeling of peace you get when you can find a bit of time for yourself and relax in the sun. It is a genuine invitation to pursue this sensation. The free time people are able to enjoy is crumbling under the hectic pace of modern life, and only a few succeed in escaping its grasp. According to **a recent Doxa survey, just one woman in three manages to carve out at the most 2 hours a week to dedicate to themselves**, while 7.3% of the female population say they do not even find one minute. And research by “Istat – Eurostat” shows that **women** are the hardest hit, with **one hour less free time than men**.

Hence the **invitation to slow down**: a call to live life **devoting your attention to those moments which can be short-lived yet significant**, making our existence unique and adding value. Our friendships, time spent with the family, a special dinner, a trip, a dress associated with a memory we love. And in this world dominated by speed, the frenzy of consumption and an obsession with disposable garments worn for less than a season, Elena Mirò chooses to take the time that is necessary to create a high value product with attention given to the smallest details which is made to last.

While fast fashion **takes an average of 5 weeks from design to delivery in store, Elena Mirò's Atelier invests 6 months in developing a high quality product in which nothing is left to chance**. The collections are designed and developed in keeping with tradition and the times that have made Italian fashion famous throughout the world. The utmost care is taken over every detail in the garments so that the women who wear them can experience that feeling of wellbeing and serenity that is so hard to find nowadays.

“With this collection” says **Martino Boselli, Elena Mirò Brand Director** “the Brand is focusing even greater attention on the quality of the details, on the fitting, on the materials. The Atelier stylists and pattern-makers work to create perfect garments. Not for nothing do our **values speak of know-how, premiumness and femininity, and are the expression of an Italian lifestyle envied the world over**. Creating garments like these takes *savoir-faire*. **You need time**. The promise we make to our customers is to do our utmost to guarantee a perfect garment that when worn treats them to a feeling of wellbeing”.

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**Vanessa Incontrada**, the public face and designer of this capsule collection, underlines the concept: *“To design this year’s Spring Summer collection I took inspiration from something very close to my heart: feeling good in myself and making others feel good. Working with the Elena Mirò Atelier style team helps me enormously in this: we have all the time we need to choose a fabric, a yarn. A garment may be made and re-made several times to get it exactly to where we imagined and be certain that when it is worn it will give a feeling of wellbeing. I fully embrace the idea of taking time: I love Milan, and its frenzy and fashion, but sometimes I take a break in the peace and quiet of Follonica, where I can think about the collection without unnecessary distractions”*.

The Piazza della Scala Flagship Store in Milano is being transformed for the fashion show into an enchanting, sun-drenched outdoor space where you can slow down, stop, lounge and manage to finally appreciate the details that will make Spring Summer 2019 intriguing.

## **The “Elena Mirò disegnata da Vanessa Incontrada” Spring Summer 2019 Collection**

Taking your time to stop, remember and relive special moments. Journeys, emotions, rediscovered notes, photos that warm the heart.

*“For Vanessa it was a bit like opening a diary telling the story of journeys to faraway places”, says the Brand’s Creative Director, Roberto Baracco. “Reliving impressions, letting herself be carried away by memories, and capturing some of them to make them come to life again in a dress, a print. Not a precise place. Just echoes of the world, reworked in total relaxation with clothes that reflect that feeling of freedom only summertime is capable of giving us”*.

The mood of the Elena Mirò disegnata da Vanessa Incontrada capsule embodies this getaway to far-off lands, mixing and matching different cultural expressions. Sophisticated foliage prints carry the imagination to the Zen-like atmospheres of oriental mountain chains crossed by women clothed in natural, flowing materials such as wispy drawstringed dusters made of precious silks.

The colourful ceramics of Tunis come to life in three-dimensional prints for long dresses and lightweight caftans, only for us to be carried off then to the other side of the world, towards the clear horizons of the west in jeans and bandana prints with a flavour of azulejos...

Travelling with memories, yellow African sunsets make an appearance, featuring a mix of tribal prints like small backlit shadows, linen bush jackets that become blazers, safari shirts that turn into smock dresses, and elaborate jacquard cardigans inspired by Nairobi rugs.

They are places that have left their mark on the traveller, portrayed in lightweight cotton t-shirts bearing Vanessa’s Instagram notes. Read “I wish August was ninety days long”, and you are in the mood straightaway. An exciting journey, with each garment a memory, because it is when you travel that “you meet people who enter your heart and stay there forever”. Everything is expressed following the Brand’s style code: a relaxed, easy, deconstructed way of dressing, always attentive to prints that are stylish and have character.

The great consideration that has always been dedicated to the fit, quality of materials and richness of tailoring are the cornerstones of a collection that gives a pleasant feeling of comfortable familiarity while conveying a serene sensation of positivity.

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## **Elena Mirò**

For 34 years, Elena Mirò has been the Italian prêt-à-porter Brand dedicated to curvy women, and today it is the best-known Brand in Italy in this market. (\*source Eurisko)

The Atelier that works with care and dedication on the Brand's collections is made up of 15 stylists, 42 pattern-makers and 11 dressmakers who dedicate every day to the development of garments with a perfect fit that enhance women. Roberto Baracco is its Creative Director.

The Brand is present in 28 countries with 244 branded stores (147 of which are in Italy) and 872 multi-brand stores (542 in Italy) through wholesale channels. The main countries where Elena Mirò is distributed are: Italy, Spain, France, Germany and Russia.

Elena Mirò is one of the 12 brands from Miroglio Fashion, the number three company on the Italian womenswear market, and part of the leading textile and fashion Miroglio Group founded in 1947.

## **Roda**

The leading Italian make of outdoor furniture, RODA, has made the quality of its products and attention to details its strengths in presenting its vision of Italian design to the world.

The time we dedicate to ourselves is the real luxury of our day: spending time in the garden, on the terrace, under a portico in total comfort is not just a way of reclaiming an outdoor spatial dimension; it becomes a moment of pleasure and wellbeing.

These affinities have led Elena Mirò to choose the brand as partner for the fashion show, sharing its sophisticated, cosmopolitan style.

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