

Luisa Viola

PRESS RELEASE

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MARA VENIER DESIGNS THE A/W 2016 CAPSULE FOR LUISA VIOLA **Continuing success for the partnership between this TV star and the brand**

The new A/W 2016 “**Mara Venier per Luisa Viola**” capsule collection will be presented tomorrow, Thursday 20 October, with a press-only event at the “Miroglio Piazza Scala” concept store in Milan, lending strength and continuity to a partnership that started at the beginning of the year.

*“I am happy with this new project”, says **Mara Venier**, “and especially to have had the chance and the time to consider in detail the direction taken by this new collection, with support from the Luisa Viola style team. I have tried to create looks for special occasions, elegant but that can then be reused to add a glam touch to everyday outfits. Versatile articles, therefore, like the velvet jacket that becomes super sophisticated if worn over a sequined top and trousers in cady, or everyday when paired with jeans and a t-shirt. The collection comprises 25 garments. Their main characteristic is the brilliance of the materials and fluid volumes that caress the body. As far as colours go, black is obviously the central attraction of special winter occasions. I really like total black, but I decided to add flashes of gold and ruby red that, together with the satins, touches of glitter and Lurex, lend character and preciousness to the capsule”.*

Alberto Damian, Business Unit Director, says: *“We are proud and happy to continue working with Mara Venier. Our partnership began last Spring/Summer, with a hugely successful summer capsule, presented at the end of April. Mara and our team hit it off immediately, due to her extraordinary simplicity and genuineness and her ability to understand the needs of the Luisa Viola brand consumer”.*

Tiziana Lanzetti, from the Luisa viola style office, adds: *“After just a few meetings with Mara, we were already playing from the same score, aware of her tastes and following through her wishes. Right from the start, she had very clear ideas on style, fabrics and fit, and enthusiastically guided the various stages in creation of the collection.*

The new collection will be distributed throughout Italy from the end of October, to the over **300 multi-brand stores** that sell Luisa Viola. It will also feature as a ‘special guest’ in **all Elena Mirò stores** and online at **elenamiro.com**.

The launch of the new “**Mara Venier per Luisa Viola**” capsule collection will be backed by an advertising campaign put together with photographer **Giovanni Gastel** (who in parallel will be celebrating 40 years in business), planned to appear in the most important Italian fashion magazines from 20 October.

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