

Luisa Viola

PRESS RELEASE

Alba, 28 April 2016

MARA VENIER DESIGNS THE NEW CAPSULE COLLECTION FOR LUISA VIOLA **The stylish and distinctive new collection “Mara Venier for Luisa Viola”.**

Mara Venier has designed the new Spring/Summer capsule collection of **Luisa Viola**, the Miroglio Fashion brand dedicated to women with curvy figures.

The new capsule collection is characterised by lightness, freshness and summer colours, representing the image and spirit of Luisa Viola to the full: caftans, tunics, blouses and dresses are created in viscose georgette and cotton voile fabrics characterised by floral and tribal designs. Taking inspiration from strong colour characterisations and ideal for the summer months, the garments can be adapted to different occasions, from everyday and evening wear to days at the beach.

*“The day I’ve dreamt of for such a long time has finally arrived” emphasised **Mara Venier**. “Having started my career as a model, I have always loved fashion and I have put my heart and soul into this project. Today, finally, I will have my own range for the first time, a capsule collection of 15 garments ideal for this summer. The collection has been created in collaboration with the style team at Luisa Viola and will be available in all stores from the day of the launch”.*

Distribution across **over 300 department stores** in Italy which feature a Luisa Viola section is scheduled for 28 April. The capsule collection shall also be available as a “special guest” in all **Elena Mirò stores** and online at **elenamiro.com**

The launch of the new capsule collection **“Mara Venier for Luisa Viola”** will be supported by an advertising campaign shot by photographer **Giovanni Gastel** and scheduled for launch in the leading Italian fashion magazines in late April.

The official press-only presentation of the collection will take place on 28 April with an exclusive event at the **“Miroglio Piazza Scala”** concept store in Milan.

#MaraVenierperLuisaViola

Contacts

Miroglio Group – Press Office

press@miroglio.com

[@MiroglioGroup](https://www.instagram.com/MiroglioGroup)

Via Burlamacchi 4 - 20135 Milano
tel. +39 02 5469024
fax: +39 02 5461505

Via Santa Barbara 11 - 12051 Alba (CN) - Italy
tel. +39 0173 299933
fax +39 0173 299573

Description of the “Mara Venier for Luisa Viola” Capsule Collection

The new capsule collection features 15 styles including caftans, tunics, blouses, dresses and shirts and represents a tribute to femininity. The colours have been inspired by the shades of Moroccan tiles and the green and turquoise tones of lush exotic landscapes, the tie-dyed fabrics providing inspiration for the floaty tunics and caftans embellished with studs and gems. Patterns and leaves characterise the African-inspired fabrics, realised in the tones of a desert sunset.

Batik prints on viscose marocain and large flower prints complete the collection, evoking all the colourful beauty and emotions of Bali.

The new “**Mara Venier for Luisa Viola**” capsule collection was printed at the **Miroglio Textile** factory in Italy using water-saving technology, providing 50% saving in water use compared to traditional systems.



www.luisaviola.com