At the end of the Fashion Week shows in Milan, on 4 March in the Sala Montenapoleone of the Milano Fashion Center, MIFUR will present ITINERA. 15 brands representing the International Fur and Leather Exhibition will be on the catwalk, conveying a trend with an international theme: from Milan to Tokyo, from Paris to Los Angeles, from London to New York, an interpretation of fashion that increasingly reflects the different aspects of societies around the world.

**ITINERA**: a fashion show or round-the-world trip?

On the MIFUR 2009 catwalk you will see the big fashion capitals go by, each with its own exclusive and personal character.

On the catwalk the style of Milan: never too much, never over-the-top. Fast-moving and pragmatic: a London that likes to play with history by mixing the rules with transgression; Moscow moving and developing quickly, combining modernity, tradition and folklore. As well as New York, the business capital, the epitome of dynamism and globalisation.

15 fur collections tell their story, each one reflecting its own style, each one playing the part of a unique image that is fashion: expression of a collective way of thinking, of a language, of a lifestyle, with strong cultural roots and an ever-evolving history. And then there’s Berlin, Tokyo, Paris, Los Angeles, Dubai and many more, on the MIFUR 2009 ITINERA catwalk people can come together and observe those around them, in a setting in which diversity stimulates curiosity and creativity. All in the name of Fashion.

**MIFUR 2009**’s and **ITINERA**’s message is clear: a fashion show that will take place for the first time during the Milano Moda Donna calendar and in the heart of the fashion week. Because fur is fashion and fashion is also fur.
Acting as a background, as well as a frame, Holophones: a project by CRM – Centro Ricerche Musicali in Roma– for the first time in Milan. A new way of experiencing music, a sound and music show that conveys the relationships between nature and man, man and artifice, the real and the imaginary…

The “sound theatre” of the Holophones, devised and directed by the maestro Michelangelo Lupone, envelops the ITINERA catwalk with the complex musical texture of sound reproduced through special multiphonic systems, holophones: instruments that diffuse sound, creating incredible effects.

On the MIFUR catwalk: the quality brand of the auction house and research centre Kopenhagen Fur; Antonio Didonè; Avanti; Braschi; Joy.A by Cavaggioni; Diego M; Karl Lagerfeld; Lacompel; Mala Mati; Manoel Cova by Jun; Mazzi Overwear; Sonia Rykiel; Thes Tziveli; Tsoukas; Vinicio Pajaro.

4 March 2009 - Via Gattamelata, 5
-Sala Montenapoleone -
Fashion show 9.00 p.m.
Cocktails and Light Dinner
Invitation only