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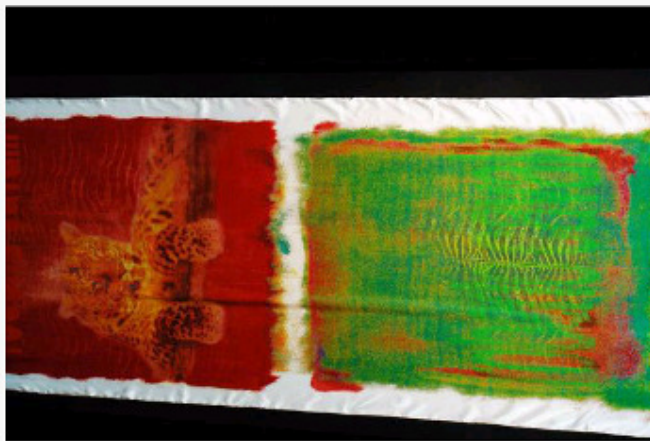
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## Il tricolore degli stilisti

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Roberto Cavalli

S'intitola "Espressioni di stile sul tema della bandiera italiana" la mostra con il tricolore interpretato dagli stilisti che sta facendo il giro del mondo dal 2004. Arricchendosi ogni anno di nuovi contributi illustri, oggi è arrivata a Hong Kong nel prestigioso Landmark Atrium. "Sono molto lieto di annunciare l'attuale collaborazione con il Consolato d'Italia a Hong Kong - ha affermato il Presidente Boselli per l'occasione. "Ringrazio il Console Generale Alessandra Schiavo per aver supportato questa nostra iniziativa che celebra insieme l'eccellenza del Made in Italy e i 150 anni dell'Unità d'Italia". *di Simone Marchetti*

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## Il tricolore degli stilisti

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Max Mara

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Publication : The telegraph  
 Client : Consulate General of Italy in Hong Kong  
 Date : 15<sup>th</sup> July, 2011  
 Section : Story



# The Telegraph

calcutta, india



Monday, July 18, 2011

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 Min : 27.4°C (+1)  
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Rainfall : 5 mm  
 Relative Humidity:  
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 Sunrise : 5:4 AM  
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Today  
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### Italian Designers on Show at the Landmark

PR Newswire

HONG KONG, July 15, 2011 /PRNewswire-Asia/ -- The Italian flag took on a new stylish and sophisticated look today with the official opening of the "Homage to the Italian Flag: Interpretations and Expressions of Style" exhibition at The Landmark Atrium. On show is the design work of 24 famous Italian luxury fashion brands and designers, expressing their own interpretation of the Italian flag and capturing the true spirit of Italian culture and style.

(Photo: <http://www.pmasia.com/sa/2011/07/15/20110715488014.html> )

(Photo: <http://www.pmasia.com/sa/2011/07/15/20110715482777.html> )

The idea of the exhibition was a response to the brilliant initiative of Camera Nazionale della Moda Italiana (National Chamber of Italian Fashion) and the President Cav. Mario Boselli, whose relentless enthusiasm provided the opportunity to present it here in Hong Kong.

Participating designers include Alberta Ferretti, Albino, Anna Molinari, Byblos, Brioni, Costume National, Emilio Pucci, Enrico Coveri, Ermanno Scervino, Etno, Francesco Scognamiglio, Frankie Morello, Gattinoni, Iceberg, Krizia, Laura Biagiotti, Luciano Soprani, Max Mara, Missoni, Moschino, Roberto Cavalli, Rocco Barocco, Salvatore Ferragamo and Trussardi.

The exhibition's opening cocktail party began with a performance of Santa Lucia and All Things Bright and Beautiful by the Hong Kong Music Development Association's children's choir. As the guests of honoured, Ms Alessandra Schiavo, Consul General of Italy in Hong Kong and Macau and Mr David Martin, Head of Retail of Hongkong Land then welcomed the guests with their speeches. This was followed by a cake-cutting ceremony featuring a spectacular multi-tiered, special commemorative cake which was designed and created by the famous Italian restaurant, COVA, to celebrate the 150th Anniversary of Unification of Italy. It was made with classic sponge and rich butter cream, and decorated with three-coloured icing and white-chocolate-flavoured Italian Lady Kisses cookies.

Guests attending the opening event included Mr Manuele Bosetti, General Manager of Italian Chamber of Commerce in Hong Kong, Mrs Michelle Ong, well-known jewellery designer, Mr David Ho, Managing Director of fashion boutique The SWANK, Professor Kevin Thompson, Director of the Hong Kong Academy for Performing Arts, Consul Generals from various consulates in Hong Kong, representatives from participating Italian fashion brands as well as many celebrities. They all enjoyed Italian wine and canapes provided by Grappa's Cellars.

The flag exhibition was originated in Milan in 2004. It is unique not only because of its visual impact but also the fact that Hong Kong is the only city in China to host this unusual exhibition. The exhibition in Hong Kong, as one of the highlight activities to celebrate the 150th Anniversary of Italy's Unification, is organised by The Consulate General of Italy in Hong Kong and Macau in collaboration with Hongkong Land, and supported by the GENERALI Group and OMLOG Supply Chain Solutions. The exhibition will be displayed between the 13th and 21st July 2011.

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Publication : The telegraph  
Client : Consulate General of Italy in Hong Kong  
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*PR Newswire Photo Archive 2011*

Ms Alessandra Schiavo, Consul General of Italy in Hong Kong (right) and Mr David Martin, Head of Retail of Hongkong Land (left) presided over the flag insertion ceremony to celebrate the opening of the flag exhibition.

主禮嘉賓意大利駐港領事格施嘉區女士（右）及置地公司商場業務主管馬定偉先生（左）一同參與意國國旗展覽的開幕亮燈儀式。

(Please click on the thumbnail for a higher resolution photo.)



*PR Newswire Photo Archive 2011*

The Opening Ceremony of the flag exhibition drew attention at the Landmark Atrium.

開幕當晚場面熱鬧，吸引不少途人圍觀。

(Please click on the thumbnail for a higher resolution photo.)



Publication : Sina News (Taiwan)  
 Client : Consulate General of Italy in Hong Kong  
 Date : 15<sup>th</sup> July, 2011  
 Section : News

The screenshot shows a news article on the Sina News website. The article title is "意大利時裝文化於置地廣?完美展現" (Italian Fashion Culture at置地廣? Perfect Display). The article text describes the "Homage to the Italian Flag: Interpretations and Expressions of Style" exhibition held at置地廣? (Landmark) in Hong Kong. It mentions the exhibition is organized by the Italian Consulate and Landmark, featuring 24 Italian fashion brands and designers. The article also includes a photo credit and a link to a market intelligence study.

**意大利時裝文化於置地廣?完美展現**

美通社(亞洲) (2011-07-15 13:00) 分類: 新聞, 大陸, 香港, 澳門, 台灣, 國際, 生活, 家庭, 體育, 財經, 文教, 科技, 產業

Market Intelligence Study [www.globalintelligence.com](http://www.globalintelligence.com)  
 Global Market Intelligence Survey 2011 - Download free white paper

意國國旗時裝新衣巡迴展香港站正式開幕

香港2011年7月15日電 /美通社亞洲/ -- 由意大利駐香港及澳門領事館主辦, 香港置地集團公司協辦, "Homage to the Italian Flag: Interpretations and Expressions of Style" 意大利國旗展覽於7月13日假中環置地廣?中庭正式開幕, 並於晚上舉行開幕典禮暨雞尾酒會。是次活動展出由24個意大利時裝品牌及設計師為意國國旗所設計的「時尚新衣」, 賓客可於2011年7月13至21日期間親臨置地廣?, 一睹各設計大師的作品之餘, 亦可見證意大利時裝精神與國家文化的完美結合。

(Photo: <http://www.prnasia.com/sa/2011/07/15/20110715488014.html>)  
 (Photo: <http://www.prnasia.com/sa/2011/07/15/20110715482777.html>)

大會在開幕儀式前, 安排來自香港音樂發展協會的兒童合唱團獻唱 Santa Lucia及All Things Bright & Beautiful 兩首歌曲。其後, 意大利駐港領事格施嘉鳳女士(Ms. Alessandra Schiavo)及置地公司商?業務主管馬定偉先生(Mr. David Martin)分別上台致詞並主持開幕切餅儀式。三層蛋糕由著名意大利廚師COVA特別為意大利統一150週年慶典設計, 以傳統海綿蛋糕及慕斯奶油製作, 面層糖衣的顏色以意大利國旗的綠、白、紅三色為主, 以同樣顏色的意大利Lady's Kisses杏仁曲奇作裝飾。

應邀出席酒會的嘉賓包括意大利商會總經理馬文先生、本地著名珠寶設計師張工幼倫女士、著名時裝店詩韻集團董事總經理陳輝?先生、香港清雲學院校長梁滄樂先生、各國駐港領事。一眾參與展覽之意大利時裝品牌代表及一眾城中商界名人, 嘉賓們一邊欣賞是次展覽, 一邊品嚐由意大利廚師Grappa's Cellar提供的意大利美酒及美食。

意大利國旗展覽首次於2004年於米蘭舉行, 當時意大利全國時裝協會(National Chamber of Italian Fashion)決定以時裝的無限創意, 為意大利的三色國旗增添華麗品味。今年, 在該時裝協會主席Cav. Mario Boselli的熱烈支持下, 並得到GENERALI Group和OMLOG Supply Chain Solutions的協助, 這獨一無二的展覽來到香港展出, 是為慶祝意大利統一150週年的重要活動之一, 而香港更是中國唯一一個舉辦該展覽的城市。

Publication : Sina News (Taiwan)  
 Client : Consulate General of Italy in Hong Kong  
 Date : 15<sup>th</sup> July, 2011  
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24個意大利高級時裝品牌及設計師把自己的鮮明風格融入其設計，為意大利國旗換上獨一無二的時尚新衣。參與的意大利品牌及設計師包括：Alberta Ferretti, Albino, Anna Molinari, Byblos, Brioni, Costume National, Emilio Pucci, Enrico Coveri, Ermanno Scervino, Etro, Francesco Scognamiglio, Frankie Morello, Gattinoni, Iceberg, Krizia, Laura Biagiotti, Luciano Soprani, Max Mara, Missoni, Moschino, Roberto Cavalli, Rocco Barocco, Salvatore Ferragamo及Trussardi.

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消息來源 意大利駐香港領事館

2011年7月15日 星期六  
 責任編輯: 蘇永滔



Publication : Asia Today  
 Client : Consulate General of Italy in Hong Kong  
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### Italian Designers on Show at the Landmark

PR Newswire Asia  
 Jul 15, 2011

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