Milan Fashion Week Men to feature 37 labels with 5 physical shows

By Dominique Muret - December 18, 2020

Not a great deal appears to have changed since the beginning of the Covid-19 pandemic. In January 2021, the fashion weeks will start off their seasonal marathon again, and will be chiefly staged virtually, as they were for their last summer sessions.

The Milan Fashion Week Men is scheduled on January 15-19 and will again feature a hybrid format, with a mix of digital and physical events, and the same number of participating labels as in the summer, 37. The announcement was made on Thursday by Carlo Capasa, president of the Italian Fashion Chamber, in a video conference.

Five labels will stage genuine physical catwalk shows, and seven new names - presenting their menswear (and womenswear too for some) collections for the Fall/Winter 2021-22 - are included on the official Milanese calendar, which features about 10 presentations each day.

As they did in recent editions of the Milan Fashion Week, Dolce & Gabbana, Fendi and Etro will stage physical shows. K-Way and Korean label Solid Homme by designer Woo Young Mi, both showing for the first time in Milan, are the other two names on the physical show list.

The other debut labels on the Milanese calendar are Italy-based Moldovan designer Dina Leu, who won the menswear prize at this year's Who's On Next competition; emerging label Vaderetro, created in 2019 by designer duo Hanna Boyer and Antonio D'Andrea; Dalpaos, by talented emerging designer Nicola D'Alpaos; New Delhi-based Indian designer and entrepreneur Dhruv Kapoor; and Tokyo James, the label by Nigerian-born British designer Ineyie Tokyo James.
All the top Italian fashion names are of course on the calendar, like Ermenegildo Zegna, which will stage the fashion week's opening event on Friday January 15, followed by Les Hommes. Prada, Tod's and MSGM will follow suit on Sunday January 17. Some labels are mulling whether to take part in the January fashion week or in the February one, presenting their men's and women's collections together.

As in July, the Italian Fashion Chamber (CNMI) will deploy a website dedicated to the event with plenty of content. Besides featuring the official calendar and the labels' video presentations, the site will also give access to pages with various conferences and interviews. Each participating label will also have its own digital showroom on the site.

A big novelty of this Milan Fashion Week is the joint staging of the Fashion Film Festival Milano, launched seven years ago by Constanza Cavalli Etro, who has picked for this edition 220 films from 58 countries.

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