

MILLA JOVOVICH OPENS 'THE TALENT STORE'

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MILLA JOVOVICH OPENS 'THE TALENT STORE' AT FIDENZA VILLAGE IN COLLABORATION WITH VOGUE ITALIA

The hotly anticipated 'The Talent Store' at Fidenza Village is back for the second year! Supermodel, actress and style icon Milla Jovovich hosted the launch of the innovative concept boutique together with *Vogue Italia's* Editor-in-Chief, Franca Sozzani, and Value Retail's Chief Executive, Desirée Bollier.

Now in its second year, 'The Talent Store' is an exclusive collaboration between Fidenza Village, one of the nine *Chic Outlet Shopping*[®] Villages in Europe by Value Retail, and *Vogue Italia*. It creates a platform for promising young international fashion designers to retail their collections from a dedicated pop-up boutique in the Village, less than an hour from Milan.

'The Talent Store' presents limited-edition pieces from 18 of Italy's most coveted emerging designers selected by the 'Vogue Talents' programme, a *Vogue Italia* initiative by Editor-in-Chief Franca Sozzani.

A large group of international press, personalities and supporters of the project were on hand to celebrate the opening, including: Candela Novembre, Maria Host-Ivessich, Umberta Gnutti Beretta, **Laura Morino Teso**, Patrizia Lorena D'Asburgo, Mila Anufrieva, Silvio Pinto, Luca de Ambrosis and the young participating 'Talents'!

Niki Winspeare Guiccardi guest DJ'ed, celebrated chef Stefano Pinciaroli curated the catering, and the big hit Smoothie Bar offered custom-made fresh fruit drinks.

In the heart of Fidenza Village, home to more than 100 boutiques of Italian and international luxury fashion brands, the 'Talent Store' offers a rare opportunity to view and purchase limited-edition pieces by some of Italy's hottest young design talents. Colourful, graphic and pop-inspired, this directional retail space is the Village's chic summer hangout concept, with a lounge-style patio space and health bar.

"Italy is renowned for its exceptional creative talent and we are delighted that Fidenza Village has once again joined forces with Vogue to launch The Talent Store, showcasing the very best of a new generation of designers. We are thrilled to continue our support of young designers in what is Chic Outlet Shopping[®] and Fidenza Village's 10th anniversary year. There is much to celebrate."

Desirée Bollier

"I am thrilled to be attending and supporting the launch of The Talent Store at Fidenza Village. It's a wonderful initiative which will give a huge boost to the designers. I am a big fan of both young talent and shopping so I am personally looking forward to combining the two!"

Milla Jovovich

"Belief in young talents, supporting and helping them to achieve their dream is one of the missions of Vogue Italia. The magazine, in its DNA, has innovation and research priorities that make this mission a daily project. Fidenza Village shares the same values and works together with great enthusiasm to promote the best international fashion talents and confirms their continuing support with this second edition of The Talent Store."

Franca Sozzani

The Talent Store at Fidenza Village will be exclusively open for a three-month period until the end of August 2013. For more information visit FidenzaVillage.com. **'The Talent Store' Designers 2013 include:-**

- ADELE DEJAK by Adele Dejak (BAGS)
- ALCOOLIQUE by Rocco Adriano Galluccio (WOMENSWEAR)
- AQUAZZURA by Edgardo Osorio (SHOES)
- AZZURRA GRONCHI by Azzurra (BAGS)
- BENEDETTA BRUZZICHES (BAGS)
- COLIAC by Martina Grasselli (JEWELLERY)
- COME FOR BREAKFAST by Francesco Alagna and Antonio Romano (WOMENSWEAR)
- DANA LORENZ by Dana Lorenz (JEWELLERY)
- DANIELE CARLOTTA by Daniele Carlotta (WOMENSWEAR)
- FLAVIA LA ROCCA by Flavia La Rocca (WOMENSWEAR)
- FRANCESCA EVANGELISTA by Francesca Evangelista (BAGS)
- KZENIYA by Kzeniya (BAGS)
- L'F UNISEX by Licia Florio and Francio Ferrario (SHOES)
- PAOLO ERRICO by Paolo Errico (WOMENSWEAR)
- ROBERTO FRAGATA by Roberto Fragata (WOMENSWEAR)
- ROSA CLANDESTINO by Silvia Arguello (WOMENSWEAR)
- SAN ANDRES MILANO by Andres Caballero (WOMENSWEAR)
- THOMAS BLAKK by Thomas Bambagioni (BAGS)

About Fidenza Village

Fidenza Village, one of the *Chic Outlet Shopping*[®] Villages by Value Retail, is located just 60 minutes from both Milan and Bologna, and offers Italy's leading luxury outlet shopping experience. With more than 100 outlet boutiques providing fashion and luxuries for the home, Fidenza Village offers the authentic previous seasons' collections of a unique selection of Italian and international brands with savings of up to 70% on the recommended retail price, seven days a week and all year round. Brooks Brothers, Guess, La Perla and Trussardi Jeans are just a few of the international brands present, as well as boutiques of Italian designers including Baldinini, Furla and Simonetta. Services offered by the Village include the Shopping Express[™] daily coach service from Milan and Verona, a Tourist Information Centre and personal shopping. With a selection of restaurants, a delicatessen and café, the Village has become a destination for visitors seeking a superior shopping experience and an enjoyable day out. To find out more, please visit FidenzaVillage.com

About *Chic Outlet Shopping*[®]

Chic Outlet Shopping[®] is a unique concept in outlet shopping created by Value Retail, the only company to specialise exclusively in the development and operation of luxury outlet shopping destinations, the Collection of *Chic Outlet Shopping*[®] Villages. The Villages offer the authentic previous seasons' collections of leading luxury fashion and lifestyle brands with savings of up to 60%, and sometimes more, on the recommended retail price, all year round. Within easy reach of some of Europe's and China's favourite gateway cities – London, Dublin, Paris, Madrid, Barcelona, Milan, Bologna, Brussels, Antwerp, Cologne, Frankfurt, Munich and, in early 2014, Suzhou and Shanghai – the Villages are defined by high fashion, superior service and hospitality, a calendar of celebrated events, and exceptional value for money. Located in regions of cultural and historic renown, the Villages have become international tourist destinations in their own right. Value Retail's new venture – Value Retail China – to bring the distinctive *Chic Outlet Shopping*[®] Villages to China will see the first Village – Suzhou Village[™] – located in historic Suzhou, 50 miles west of Shanghai. As with other members of the Collection, Suzhou Village[™] will be defined by its offer of international luxury fashion and lifestyle brands, together with an exceptional level of service.

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