

Milla Jovovich Opens 'The Talent Store' at Fidenza Village With Vogue Italia

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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 on Monday 27 May together with [Vogue Italia's](#) Editor-in-Chief, Franca Sozzani, and Value Retail's Chief Executive, Desire 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."

Desire 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 Villages](#) 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](#)