

# La moda

[Design](#), [Fashion](#)



La Moda Italy is one of the worlds leading countries when it comes to fashion! Milan & Rome are Italy's main fashion capitals. In 2009 Milan was nominated the true fashion capital of the world! Fashion is almost a national passion! Think Italian fashion and the names Armani, Versace, Prada, Gucci, Dolce & Gabbana and Valentino come to mind. Women as well as men in Italy take their fashion very seriously. Both Italian women & men are known all over the world for their impeccable fashion sense! Being well groomed and having a chic style of dressing is just the basics of Italian fashion. Italians are known to be perfect right down to their footwear. Quality clothing worn with loads of attitude...that's Italian fashion! Also, the fashion magazine Vogue Italia is considered the most important & prestigious fashion magazine in the world and not to forget Italy has some of the most impressive cars in the world like the Ferrari, Mazarrati & Ducati! It was Count Giorgini who had started the craze of Italian fashion in the year 1951. He had organized a fashion show for an international audience in Florence and from there, many fashion shows in his palace. This led to the start of Italian fashion. I will write about a few of the Italian fashion icons. Firstly, the fabulous PRADA- Mario Prado started this label in 1913, as a leathersgoods shop. He designed & marketed his line of handbags, shoes and suitcases through various boutiques. But it was in 1993 when Miaccia Prada took over the business that Prada hit it big! Her unmistakable sense of fashion helped the Prada label soar, especially with the classic Prada handbag that was introduced in 1985. DOLCE & GABBANA - One of the coolest Italian designers, Domenico Dolce & Stefano Gabbana both worked as assistant designers until they decided to set up their own design studio in 1982. Dolce

& Gabbana became very successful from 1988 with new fashion launches that made their designs skyrocket across the world! GUCCI- Guccio Gucci was first known for his leather craftsmanship & accessories. He had his first leather goods company in 1921 & he felt success in the year 1930 when people from all over the world raced for his fine collection of bags, shoes, belts gloves etc. Gucci was named the European Company of the year in 1998. These are only a few of the many talented Italian fashion designers that form a huge part of the Italian fashion industry. As you can see, elegance is in the Italian blood, and most Italians would give up comfort in order to achieve it. Italy is a nation that loves appearance. Yes, it is great if you have a good heart, but Italians would expect you to have well-groomed hair, an impeccable sense of dressing and a really neat pair of shoes! I hope you enjoyed my talk on Italian fashion. I don't know about you but I'm ready to pack my bag, fly to Italy & go shopping!!