



vm Travel

FROM HAUTE COUTURE TO  
ITALIAN CRAFTSMANSHIP

5-7 DAYS  
INSPIRATIONAL FASHION &  
CULTURE ITINERARY

ARMANI / SILOS

# ITALY THE ART OF FASHION AND DESIGN

A JOURNEY THROUGH THE WORLD OF ITALIAN FASHION, WHERE CREATIVITY, CRAFTSMANSHIP AND ELEGANCE HAVE SHAPED SOME OF THE MOST ICONIC BRANDS IN THE WORLD. FROM THE COSMOPOLITAN STYLE OF MILAN TO THE HISTORIC ATELIERS OF FLORENCE, AND THE ARTISAN TRADITIONS OF THE BRENTA RIVIERA, THIS ITINERARY EXPLORES THE CULTURAL HERITAGE BEHIND ITALIAN LUXURY AND DESIGN.

**VM TRAVEL SRLS**

[INFO@VMTRAVEL.NET](mailto:INFO@VMTRAVEL.NET)



## MILAN – THE CAPITAL OF ITALIAN FASHION

THE JOURNEY BEGINS IN MILAN, INTERNATIONALLY RECOGNIZED AS ONE OF THE WORLD'S FASHION CAPITALS. ELEGANT BOULEVARDS, DESIGN DISTRICTS AND HISTORIC ATELIERS REFLECT THE CITY'S DEEP CONNECTION TO STYLE AND INNOVATION.

A HIGHLIGHT OF THE VISIT IS THE ARMANI SILOS, AN EXTRAORDINARY EXHIBITION SPACE DEDICATED TO THE TIMELESS CREATIONS OF GIORGIO ARMANI, WHERE DECADES OF FASHION HISTORY REVEAL THE EVOLUTION OF MODERN ELEGANCE.

## FLORENCE – THE HERITAGE OF ITALIAN FASHION

FLORENCE REPRESENTS ONE OF THE HISTORICAL CENTERS OF ITALIAN FASHION AND CRAFTSMANSHIP. THE SALVATORE FERRAGAMO MUSEUM CELEBRATES THE LEGACY OF SALVATORE FERRAGAMO, WHOSE INNOVATIVE DESIGNS TRANSFORMED SHOEMAKING INTO AN ART FORM ADMIRERD WORLDWIDE.

JUST A SHORT WALK AWAY, THE GUCCI GARDEN OFFERS AN IMMERSIVE EXPERIENCE INTO THE CREATIVE UNIVERSE OF THE ICONIC GUCCI. LOCATED IN THE HISTORIC PALAZZO DELLA MERCANZIA IN PIAZZA DELLA SIGNORIA, THE EXHIBITION SPACES CELEBRATE THE BRAND'S HERITAGE THROUGH CONTEMPORARY INSTALLATIONS, FASHION PIECES AND ARTISTIC COLLABORATIONS.

## STRA – THE ART OF ITALIAN SHOEMAKING

THE JOURNEY CONCLUDES ALONG THE HISTORIC RIVIERA DEL BRENTA, AN AREA LONG RENOWNED FOR ITS TRADITION OF LUXURY SHOE PRODUCTION. AT THE MUSEO DELLA CALZATURA DI VILLA FOSCARINI ROSSI, VISITORS DISCOVER THE EXTRAORDINARY CRAFTSMANSHIP BEHIND FOOTWEAR CREATED FOR THE WORLD'S MOST PRESTIGIOUS FASHION HOUSES.

SET WITHIN AN ELEGANT VENETIAN VILLA, THE MUSEUM REVEALS THE CREATIVITY, TECHNIQUES AND ARTISTIC VISION THAT DEFINE ITALIAN SHOEMAKING.



### BEST TIME TO VISIT

YEAR-ROUND, WITH SPRING AND AUTUMN OFFERING IDEAL CONDITIONS FOR EXPLORING ITALY'S FASHION CAPITALS.



### IDEAL FOR

- FASHION AND DESIGN ENTHUSIASTS
- TRAVELERS INTERESTED IN ITALIAN CRAFTSMANSHIP AND LUXURY HERITAGE
- VISITORS SEEKING A CULTURAL JOURNEY THROUGH THE WORLD OF FASHION



vm travel

1930-1946



vm travel

