

PRESS RELEASE

Vestiaire Collective x Fondazione Sozzani: State-of-the-art circular fashion

Milan, 17th January 2022 -As a natural outgrowth of the current exhibition at Fondazione Sozzani, "Anna Piaggi: illustrations by Karl Lagerfeld", Vestiaire Collective and Fondazione Sozzani unveil, for the first time together, a unique selection of curated pieces from Associazione Culturale Anna Piaggi and Fondazione Sozzani.

Vestiaire Collective and Fondazione Sozzani join their forces presenting this collaboration with the ambition that sharing the closets of two Italian style icons will inspire consumers to think about the impact of their own clothes on the environment and to encourage them to participate in the circular economy.

In order to better promote circular fashion and inspire their communities, the iconic pieces will be on show at Fondazione Sozzani, via Enrico Tazzoli 3, Milan and will be available exclusively on Vestiaire Collective, starting from Monday, 17th January. The proceeds will endow the cultural programs of both Fondazione Sozzani and Associazione Culturale Anna Piaggi.

Vestiaire Collective, whose mission and vision is to transform the fashion industry for a more sustainable future by empowering its community to drive change, in association with Fondazione Sozzani, highlight the intertwined worlds of art and fashion, and underlines the importance of circular fashion and sustainability for the future as well.

"The importance of our heritage, culture, education, and the awareness of fashion's history is a significant way forward now. It is one of the raison d'être of the Fondazione Sozzani – to initiate these conversations." Fondazione Sozzani . "Heritage is our culture. To enhance the heritage of fashion and to contribute to creating a culture of awareness – this is the future." Carla Sozzani

" At Vestiaire Collective we believe in the importance of driving positive change, this is why our collaboration with Fondazione Sozzani serves as the ideal scene for fashion durability and heritage, These elements are the core essences of our community and mission and vision: to spark inspiration and to bring awareness of the new circular fashion future. " **Sophie Hersan**

About Anna Piaggi

Anna Piaggi's role in fashion is legendary. Considered the "queen" of *vintage*, a word she coined herself, she had anticipated the mixing of styles and genres. Married to the photographer Alfa Castaldi, who had a great cultural influence on her, she met fashion historian Vern Lambert in London in 1967. Their encounter changed her way of thinking of dressing.

Lambert had a stall at the Chelsea Antique Market where he sold clothing by Elsa Schiaparelli, Gabrielle Chanel, Callot Soeurs, haute couture, homemade and ethnic dresses all together. He shaped Piaggi's style, transformed radically as she began to combine vintage clothing with contemporary fashion and create her spectacular and idiosyncratic wardrobe. Her way of mixing old and new would become iconic.

"When Anna puts on a dress of an earlier period, she wears the spirit of today... no one knows like her how to endow a garment with its own visual language... she invents fashion ... when dressing she automatically does what we will do tomorrow." Karl Lagerfeld, 1986

About Carla Sozzani

Carla Sozzani grew up in the fashion scenes of London and Milan in the 70's. She met Alfa Castaldi in 1969, whom she considers her mentor. Alfa and Anna had major influences also in her developing style. While working on fashion shootings with Alfa, through Anna Piaggi she met Walter Albini, Ugo Correani, Silvano Malta, Manolo Blahnik, Ken Scott, Karl Lagerfeld, Antonio Lopez, Stephen Jones, and the legendary Bill Cunningham, the ultimate archivist of the fashion "of the moment" captured for posterity.

Through Anna Piaggi and Vern Lambert she learned the freedom of mixing the past and the present and that buying, saving, storing and preserving the past is actually the future, the timeless beauty of dressing.

About Vestiaire Collective

Vestiaire Collective is the leading global app for desirable pre-loved fashion. It is dedicated to transforming the fashion industry for a more sustainable future by promoting the circular fashion movement as an alternative to overproduction and overconsumption and the wasteful practices of the fashion industry. It provides its community with inspiration, tools and features to lead the change as they sell and buy unique pre-loved pieces from each other's wardrobes. The platform is unique thanks to its highly engaged community and its rare, desirable inventory of 3 million items. Launched in Paris in 2009, Vestiaire Collective is a Certified B Corporation® with offices in Paris, New York, Hong Kong, Singapore and a tech hub in Berlin.

About Fondazione Sozzani

Fondazione Sozzani was established in 2016 by Carla Sozzani and is dedicated to the promotion of culture through photography, fashion, the fine arts, and applied arts. The Fondazione has assumed the patronage of Galleria Carla Sozzani and continues all relevant public functions that the Galleria has supported since 1990.

About Associazione Culturale Anna Piaggi

Associazione Culturale Anna Piaggi was founded in 2013 by the family of Alberto Piaggi, Anna's brother. It aims at preserving the collection of garments, hats, and accessories and promoting initiatives such as exhibitions, events, collaborations, as well as presentations at universities and fashion schools.

On view

January 20th – February 27th, 2022

Thursday to Sunday, 12.30pm – 7.30pm

Fondazione Sozzani

via Enrico Tazzoli 3, Milan

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