



PRESS RELEASE

FOR IMMEDIATE RELEASE

Milan, JAN 2026

As part of the official Camera Della Moda Italiana MFW calendar PECORANERA is pleased to announce the presentation of the new men's collection, "010".

"010" is entirely made in Milan at PECORANERA's atelier, through the use of recycled and sustainable yarns from the finest Italian spinning mills.

The presentation will take place at FONDAZIONE SOZZANI, Via Bovisasca 87, on January 19, 2026, h 16:00 during Milan Fashion Week.

Inside the spaces of the FONDAZIONE, a permanent exhibition will come to life aimed at immersing the public in the fantastic world of PECORANERA and the narration of the collection presented. Selected art pieces by KRIS RUHS will be part of the scenario.

Admission to the presentation will be granted by Personal Invitation and by RSVP.

<https://forms.gle/3KtXjtkK4UDVbf5C9>

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