



15 September 2022 – The Embassy of Italy in Pretoria and South African Fashion Week (SAFW) are pleased to announce the second edition of the ‘**Fashion Bridges – I Ponti della Moda**’ project, launched in 2021 together with the Italian fashion school Polimoda in Florence and Camera Nazionale della Moda Italiana (CNMI), with the support of Italian Trade Agency, Centro di Firenze per la Moda Italiana and Nelson Mandela Forum in Florence, to foster partnerships between the fashion systems in South Africa and Italy.

In this framework, the talented Italian fashion designer Marianna Rosati, alumna of Polimoda and now Creative Director of the Italian brand “DROME” (www.drome.it), was selected by Polimoda and CNMI to present her latest collection to the forthcoming South African Fashion Week in Johannesburg. Her fashion show will take place at “Mall of Africa” on October 20th, at 20:00 hrs.

“DROME”’s collection will then move to Cape Town, where a special fashion event will be organized at the Residence of the Ambassador of Italy the following week.

Furthermore, building on the fruitful B2B meetings held during its first edition, this year too ‘Fashion Bridges’ will aim at enhancing cooperation between companies of the two Countries. To this end, the Italian Trade Agency in Johannesburg is organizing a mission to South Africa of 14 Italian entrepreneurs of the textile, leather and machinery sectors. Next October, they will visit several South African provinces to meet local producers and retailers, and establish new commercial and industrial synergies.



Embassy of Italy
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