

institut FRANÇAIS de la MODE

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October 12, 2026

Session 2 – Milan, New York and London as fashion capitals

CFDA & Italy:

https://cfda.com/fashion-calendar/about

Giovanni Battista Giorgini

Italy

Milan

Simona SEGRE REINACH, in BREWARD Christopher & GILBERT David (ed.), 2006, *Fashion's World Cities*, London: Berg, page 124:

'Milan was the very centre of this process that gave rise to the prêt-à-porter of the fashion designers, a fashion system that was to enjoy international commercial and media success. (...)
Milan's role in fashion should not be taken for granted. The fact is that between the 1970s and 1980s Milan did not become the capital of fashion, as it often claimed, but the capital of prêt-à-porter. (...)

Page 125:
Ahead of other Italian cities, Milan was also able to combine the strengths of the manufacturing industry and the service industry. On the one hand, the city stood at the centre of an archipelago of specialized areas, the industrial districts, of which it is to a certain extent the capital. The industrial districts, on which the Italian prêt-à-porter rests, are highly specialized, often vertically organized production areas: for example, Como for silk, Biella for wool, Carpi for knitwear, Castelgoffredo for hosiery, and the Italian Marches for footwear.
On the other hand, Milan was also the leading Italian centre for communications: commercial TV channels started up in Milan, the editorial staffs of the leading press were in Milan, as were the numerous advertising agencies and PR studios.

Italy

Milan

Simona Segre Reinach:

Milan in the 1980s

(...)

In the 1980s the fashion show dominated the Milan stage. (...)

The Armani story is in many ways a parable of Milanese ready-to-wear with the contract with GFT (1978) sealing the new relationship between fashion design and industry. (...) Armani, born in 1934, is part of the first generation of fashion creators who made their name in the new fashion city of Milan. Stefano Dolce and Domenico Gabbana are representatives of the second.

Milan in 1990s

Miuccia Prada.[1]

The apparent plurality of fashion capitals

Milan

- ⁞*Camera Nazionale della Moda Italiana* ⁞,

A positioning on the ⁞beautiful, well done⁞,

The ⁞unique⁞ is presented in Paris.

The apparent plurality of fashion capitals

New York

A professional coordination structure, the CFDA (created in 1962), by Eleanor Lambert

Creation of an 'Arts Forum'

Diane Von Furstenberg (2009)

2014: Bought the calendar.

Lack of selection rules,

A foothold in the domestic market in all its diversity.

The apparent plurality of fashion capitals

London

1981: informal 'Fashion Industry Action Group',

1983: creation of the British Fashion Council,

A close link with créative schools,

A difficulty in perpetuating the economic model of young brands,

The search for 'heritage brands': Burberry, Mulberry.

Tokyo

Acknowledgements: Tomoko Okawa.

Reference: Nobuyuki Ota, Fashion Business no Maryoku, Mainichi Shinbun Sha, 2009, pages 145-184.

'The first form of Tokyo collection, has been organized as the 110 years' celebration of establishment of Yomiuri Shinbun (one of the major newspaper in Japan) in April 1985.

It was an occasion to have a presentation gathering the major designers such as Issey Miyake, Rei Kawakubo, and Yohji Yamamoto in Tokyo. It was held for 11 days and with the participation of 37 designers.'

Tokyo

'However, an independent organization was needed, without attribution to a company such as Yomiuri Shinbun.
The same year, in July 1985, "Council of Fashion Designers of Tokyo" (called "CFD") was founded.

This organization had: Issey Miyake as representative (at the beginning), Nobuyuki Ota as executive director (future the chair).

There were 4 purposes of this council:
1.the organization of the Tokyo Collection (a fashion presentation in a short period),
2.International exchange, 3. Industry and government advocacy, 4.Voluntary mutual research and enlightenment. '

Tokyo

'The first 'Tokyo Collection' was held in November 1985.

After 20 years of CFD's activities, in order to enforce the organization under global fashion textile competition, the Tokyo Collection has been absorbed in the activity of the Japan Fashion Week in Tokyo (called JFW) in October 2005. This organization is one of the METI's subsidised projects, and is operated by public organizations and by private companies. After 5 years, METI decided to stop financial support to JFW. JFW has contracted with IMG (they also operate New York Collection) for the sponsorship in July 2010. In the next year, they contracted with Mercedes-Benz Japan as a crown sponsor, Tokyo Collection has restarted as "Mercedes-Benz Fashion Week in Tokyo." Also, after 5 years, Amazon Japan became a crown sponsor for Tokyo Collection in July 2016. However, since 2019, Rakuten replaced a crown sponsor.'

Copenhagen

https://copenhagenfashionweek.com/about

Thank you for your attention!

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