



**ITALIAN WOMEN'S
EMPOWERMENT**
THROUGH FASHION

1920s

A REJECTION OF FORMALITY AND MULTIPLE LAYERS IN FAVOUR OF CONFORT AND LIGHTER EFFECT.

"NO MORE AN ISOLATED WOMAN OF RESTRICTED DRESS BUT FREEDOM OF MOVEMENT IN THEIR CLOTHES"



1930s



WOMEN WEAR TROUSERS AS SYMBOL OF EQUALITY TO MEN. THEY EVEN STARTED TO MAKE THE CLOTHES FOLLOWING PAPER PATTERNS.



1940s-1950s

THE LOOK WAS SIMPLE BUT STYLISH WITH GOOD PROPORTION AND LINE. SORELLE FONTANA EXPRESSE THE CONCEPT OF "MADE IN ITALY", THEY DESIGNED DRESSES FOR AUDREY HEPBURN, JAQUELINE KENNEDY AND GRECE KELLY.



1960s-1970s



EVERYONE KNOWS VALENTINO! HE IS BEST KNOWN FOR DRESSING WOMEN. HE UNDERSTANDS THE FEMALE FORM AND WHAT WOMEN WANT.

1980s-1990s

ARMANI INTRODUCED THE BLAZER – traditional men's jacket – IN WOMEN'S WARDROBE. THROUGH IT, HE ENCOURAGED THEM TO BE EMPOWERED, SEXY, POWERFUL.



2021s

CHIARA FERRAGNI CONFIRMS HERSELF, YEAR AFTER YEAR, A FREE WOMAN ABLE TO BUILD A REAL EMPIRE AND MAINTAIN IT. ACCORDING TO HER, THE WORLD IS NOT YET FULLY READY OR OPEN TO FEMALE LEADERSHIP. WE CAN ONLY AGREE WITH YOU, AND FIGHT TOGETHER TO OVERCOME THE DISPARITY WITHIN THE WORKING SECTORS...



A black and white photograph of a textile factory. The image shows a long, narrow aisle lined with rows of spinning machines. Numerous women are seated at these machines, working. The perspective is from a slightly elevated position, looking down the aisle. The lighting is somewhat dim, and the overall tone is historical and industrial.

IN THE NINETEENTH CENTURY WOMEN BEGIN TO WORK IN FACTORIES

WITH THE INDUSTRIAL REVOLUTION WOMEN WERE
ALSO EMPLOYED IN FACTORIES

SWITCHBOARD OPERATORS

THANKS TO THE INVENTION OF THE TELEPHONE, WOMEN, WITH THEIR SWEET VOICE, ARE REQUIRED AS SWITCHBOARD OPERATORS.



THE TEACHER

*THE TEACHER IS THE PROFESSION
IN WHICH, THE WOMAN PROLONGS
HER ROLE AS A MOTHER*



an Ferrari

A woman in a black dress stands at the head of a conference table, addressing a group of business professionals seated around the table. The scene is dimly lit, with the woman's figure highlighted against the background. The text is overlaid on the image.

WOMAN AS TEAM MANAGER

*IN THE PAST THE WOMEN IN THE FACTORY WERE
ONLY WORKERS AND TODAY THEY ARE ALSO MANAGER*



THE RECEPTIONIST

*WITH THE WELL-BEING DEVELOP TOURISM AND THE HOTEL INDUSTRY.
HERE WE FIND AS RECEPTIONIST WOMEN WITH GREAT ORGANIZATIONAL SKILLS.*



CAREER WOMAN

IN THE 2000s THE WOMAN IS:
DOCTOR, SOLDIER, MAGISTRATE, ASTRONAUT; BUT THERE IS STILL MUCH
TO IMPROVE...

YESTERDAY AND TODAY

*ITALIAN GRANDMOTHERS TODAY AND YESTERDAY
CHEER THE PALATES OF THEIR FAMILY PREPARING
TAGLIATELLE AND ORECCHIETTE.*





BRIDES' DRESSES THROUGH HISTORY

IN THE PAST THE WEDDING DRESS
REPRESENTED THE SOCIAL STATUS OF A
WOMAN. SO BRIDES' DRESSES WERE MADE
OF THE MOST PRECIOUS FABRICS: SILK, FUR
AND LINEN

TODAY THE BRIDE-TO BE 'S DRESS IS A REFLECTION OF HER PREFERENCES AND PERSONALITY. SHE CAN CHOOSE FROM CLASSICAL BALL DRESS TO A SEXY ONE

