



FIERA MILANO



**SPOSAITALIA COLLEZIONI
MILANO BRIDAL WEEK**

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SI SPOSAITALIA COLLEZIONI PRESENTS A NEW CAMPAIGN SIGNED BY ARTIST JACOPO ASCARI

Past and future come together in the celebration of beauty that combines architecture and fashion: brides, the protagonists of the event from 5 to 8 April 2024

Milan, 26 June 2023 - It starts with beauty, understood in an architectural and stylistic sense and encapsulated in the image of a bride surrounded by the iconic sites of Milan, is the creative heart of the new **Sì Sposaitalia Collezioni** campaign, signed by artist **Jacopo Ascari**.

The fine line between architecture and fashion interpreted in an emotional and artistic key becomes a vision that celebrates the inescapable correspondence between Milanese icons and the noble fabrics that characterise the proposals in the exhibition.

The artwork designed by Ascari is dedicated to a contemporary bride heading to the altar. Her dress ideally sums up a romantic appearance with a touch of modern femininity thanks to an embroidered veil and a sensual slit. Her captivating figure is captured in the frame made up of a patchwork of symbolic places of Milan's past and future: the Duomo, the Galleria Vittorio Emanuele and the Bosco Verticale towers. The spirit of Sì Sposaitalia Collezioni is similar: a tale of fashion and beauty, emotion and excellence, tradition and experimentation that joins in with the city of Milan.

This is the trademark of **Jacopo Ascari** who, with his drawings and vividly coloured illustrations, draws a line between fashion and architecture, two apparently distant yet so close disciplines that he has always investigated in his artistic career. A trait that **Sì Sposaitalia Collezioni** has come to know and appreciate since its last edition when it entrusted the creative artist with the collector's cover of its **Yes, I Do**, its first book dedicated to the trends and fashions showcased at the fair.

The new campaign of **Sì Sposaitalia Collezioni** anticipates the announcement of the dates of the next edition to be held in **Milan, from 5 to 8 April 2024 at Allianz MiCo**.

The event, which represents an international opportunity for the bridal sector, has always involved companies that are ambassadors of made in Italy together with the most important ones operating in the bridal, groom and ceremony sector worldwide that see the fair as a fundamental platform for dialogue and



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business. A showcase for the bridal sector: the event features a calendar full of events, novelties and fashion shows where the most famous names choose to preview their collections before an international audience of buyers.

Jacopo Ascari was born in Modena in 1993. He grew up in a creative and stimulating environment and started working as a freelance illustrator as soon as he turned 18. Having always been in love with architecture and the city, in 2018 he obtained his Master's degree with honours in Urban planning at the Politecnico di Milano. He first spent several years training in the world of Contemporary Art and behind the scenes of major international exhibitions at the Venice Biennale and the studio of the well-known Milanese artist Chiara Dynys. In 2020, Jacopo founded Atelier Ascari, an illustration studio and creative atelier. The Atelier boasts dozens of publications and collaborations, with a specific focus on Fashion, Architecture and Design. Since 2020, he has been teaching 'Illustration for Fashion' at the Politecnico di Milano. ASCARI ATELIER MILANO, in March 2022 at the Winarts Gallery in Milan, is his first solo exhibition. At the centre of his work is a specific focus on the representation of the city, architecture, fashion and beauty, always proudly maximalist and baroque. The only common medium in all his work is illustration. Illustrations that reject a style yet become every day a way to discover new feelings in the hope of giving life to an image that has something to say, that can provide answers to the questions that emerge, giving meaning to effort, research, and passion.