

Milan Women's Fashion Week SS26: Gucci, Armani, Jil Sander & More Headline a Historic Lineup

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Milan Women's Fashion Week Reveals a Landmark Lineup for September SS26

The fashion spotlight shifts from Paris to Milan as the **Spring/Summer 2026 women's ready-to-wear season** unfolds from **September 23 to 29, 2025**. This edition of **Milan Fashion Week** promises to be one of the most dynamic in recent years, balancing **12 new entries** with **11 absences** while presenting **55 runway shows** and **four digital showcases**.

Among the highly anticipated highlights are **Gucci's first collection by Demna**, **Jil Sander under Simone Bellotti**, and **Bottega Veneta's comeback led by Louise Trotter**. Adding to the significance, **Giorgio Armani** will mark his **50th anniversary** with a landmark retrospective and a celebratory runway show.

Key Highlights of Milan Fashion Week SS26

? Gucci's New Era

- **Demna** will present his debut for Gucci on **September 23** with a static presentation that revisits the house's codes. His first full runway show will follow in March 2026.

? Jil Sander

- On **September 24**, **Simone Bellotti** unveils his vision for Jil Sander in his first official collection.

? Bottega Veneta Returns

- **Louise Trotter** stages her debut on **September 27**, bringing Bottega Veneta back after a season's absence.

? Giorgio Armani at 50

- Celebrations begin on **September 24** with a retrospective at Pinacoteca di Brera, featuring **150 archival looks**, followed by a **grand anniversary show** at Palazzo Brera on **September 28**.

? Fendi Centennial

- Fendi continues its **100th-anniversary celebrations** with a mixed-gender show curated by Silvia Venturini Fendi.

? Versace in Transition

- Versace, now part of the Prada Group, skips a runway this season but will host a private presentation of Dario Vitale's first designs.

Emerging Names & Debuts

- **KNWLS**, the London-based label known for Y2K-inspired, body-positive designs, will make its Milan runway debut on **September 24**.
- **Newcomers in digital showcases** include **Mein Corp**, **Nadya Dyzak**, and **Zenam**.
- Designers returning after absences include **Boss**, **Calcaterra**, **Federico Cina**, **The Attico**, **Stella Jean**, **Ineye Tokyo James**, and **Phan Dang Hoang**.
- Indian talent **Dhruv Kapoor** will shift from menswear to the women's calendar, underlining the growing influence of South Asian designers.

Sustainability & Talent Recognition

- The **CNMI Sustainable Fashion Awards** return on **September 27**, honoring innovation in eco-conscious fashion.
- The **Milano Moda Graduate Show** celebrates its **11th edition** on **September 28**, spotlighting next-generation Italian talent.

Notable Absences

Versace, Marni, Bally, Fiorucci, Avavav, Susan Fang, Philipp Plein, K-Way, and DSquared2 will not feature this season due to **creative transitions or calendar shifts**.

Why It Matters

With powerhouse names like **Prada**, **Moschino**, **Roberto Cavalli**, **Dolce & Gabbana**, **Etro**, and **Max Mara**, the Milan schedule remains one of the **world's most influential fashion platforms**. The SS26 season promises not only to honor heritage but also to introduce fresh voices shaping the future of global fashion.

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