

# 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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