

Italian Style Lands in India: ‘Italian Fashion Days’ Launch a New Chapter in Bilateral Ties

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Italian fashion made a vibrant entrance into India with the inaugural **Italian Fashion Days**—a first-of-its-kind three-city showcase that opened on **October 28 in New Delhi** and continues through **Mumbai and Ahmedabad**. Hosted by the **Italian Embassy in New Delhi** in partnership with Italy’s Consulate General in Mumbai, the Italian Cultural Institute, and **The Platform** media group, the event marks a significant step in strengthening **cultural and economic ties** between the two countries through fashion and design.

A Celebration of ‘Made in Italy’ and Cross-Cultural Exchange

Far from being just a display of luxury brands, the Italian Fashion Days highlight fashion as a **vehicle for business, cultural exchange, and creative collaboration**. Aurora Russi, Minister Counsellor at the Italian Embassy, said the initiative brings some of Italy’s best fashion and industry examples to New Delhi, Mumbai, and Ahmedabad, portraying fashion as a **driver of cultural dialogue and economic enrichment** at all levels.

High-Profile Delegation and Industry Exchange

The launch event in New Delhi featured a prominent Italian delegation, including industry leaders and executives from top Italian fashion houses and organizations. They engaged with Indian designers, including David Abraham and Vinu Singh, fostering **creative dialogue** and showcasing the potential for deeper collaboration between Italian and Indian fashion ecosystems. The opening also included the exhibition “**Italia è Moda**,” curated by Clara Tosca Manfini, spotlighting the heritage and innovation of Italian fashion.

Dialogue in Three Cities

Following its New Delhi debut, Italian Fashion Days moved to **Mumbai—where it featured fashion gatherings and sector discussions**—and concluded in **Ahmedabad**, with events that emphasized **craftsmanship, innovation, and industry education**. Designed as a **global format** under Italy’s *Giornate della Moda Italiana nel Mondo* (Italian Fashion Days in the World) initiative, the Indian edition focused on fostering partnerships, promoting sustainability, and enhancing business opportunities in the fashion sector.

Strengthening Bilateral Relations Through Style and Creativity

The Indian edition of Italian Fashion Days aligns with a broader strategy of **diplomacy and growth**, reinforcing the strategic partnership between Italy and India. By creating platforms for designers, brands, and industry professionals to connect and collaborate, the initiative underlines fashion’s role not just as a cultural expression but also as a **bridge for economic and creative cooperation** between nations.

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