

## Armani Privé Unveils Silvana Armani's Green-Infused Couture

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The revered fashion house *Armani Privé* took centre stage this week at **Paris Haute Couture Week**, unveiling a highly anticipated spring/summer 2026 collection under the creative direction of **Silvana Armani**, niece of the late Giorgio Armani. The collection, informally dubbed “*40 Shades of Green*” for its vibrant use of verdant hues, marked a symbolic and stylistic new chapter for the maison.

Silvana’s debut haute couture show was a celebration of both legacy and innovation, honouring Giorgio Armani’s enduring design language while introducing a distinctly feminine sensibility. A refined palette dominated the runway, with soft greens — inspired by jade and nature’s tranquil tones — woven throughout the lineup. These shaded pieces ranged from pale celadon to deeper emerald nuances, giving the show its unofficial green-focused identity.

The collection balanced fluid tailoring and couture elegance, blending tradition with modern ease. Lightweight suits with relaxed silhouettes, breezy organza blouses, and trousers made from luxurious chiffon and cady fabrics underscored Silvana’s vision of haute couture that feels both accessible and sophisticated.

Design elements such as delicate embroidery and refined draping were featured alongside more structured tailoring, suggesting a seamless dialogue between classic Armani refinement and Silvana’s own creative voice. Observers noted that the collection emphasized **wearability without sacrificing the precision and craftsmanship synonymous with Armani Privé**.

Perhaps the most poignant moment of the evening was the finale: a stunning bridal gown designed by **Giorgio Armani himself** — shown publicly for the first time since his passing. Its inclusion served as both tribute and bridge to the maison’s future.

Fashion insiders applaud Silvana’s debut as a thoughtful evolution for the couture house, one rooted in heritage yet attuned to contemporary feminine identities. With this collection, Armani Privé reaffirms its position in the couture calendar while entering a new era of creative direction

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