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Press Release

## Europeana Fashion to host second International Conference at Victoria and Albert Museum

Florence – March 18, 2014

In collaboration with the Victoria and Albert Museum (V&A), Europeana Fashion is hosting its second international conference “**Made in Italy: re-use of fashion heritage and new digital perspectives**” on 9 April 2014 in London. The conference will examine the fascinating intersection of fashion archives and the digital world.

In the light of the V&A’s latest exhibition “*The Glamour of Italian Fashion 1945-2014*”, the conference approaches the theme of the digital re-use of fashion heritage from the particular view of Italian fashion houses, museums and archives.

These institutions do not only guard brands’ patrimonies, they play an active role in the creativity and production of these brands. Nowadays managing heritage does not mean to look back nostalgically, but instead to draw codes and values from the past to make them relevant for contemporary contexts and new hybrids. The materials kept in archives inspire future collections, underpin marketing campaigns and support cultural productions, such as exhibitions, special projects or fashion film.

Ongoing dissemination of archives via the Internet now allows a continuously growing audience to discover and re-use fashion materials. This particular digital context in combination with archives’ potential to generate new forms of fashion culture and fashion communication is what this conference seeks to explore.

Speakers include Jane Reeve, CEO of Camera Nazionale della Moda Italiana, and Luca Missoni, Creative Director at Missoni as well as noted fashion historians such as Amandia Triossi from the Bulgari Heritage Collection.

The conference is the second in a series of three annual international conferences organised by Europeana Fashion that explores the relationship between the fashion industry, the digital world and the Internet. This conference is co-funded by the European Commission within the ICT Policy Support Programme.

[Register for the conference.](#) Attendance of the conference is free, but registration is required.  
[View full programme.](#)

Wed 9 April 2014 10:30-17:30  
Victoria and Albert Museum  
The Lydia & Manfred Gorvy Lecture Theatre, London



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### Note for editors

#### About Europeana Fashion

[www.europeanafashion.eu](http://www.europeanafashion.eu)

On 1 March 2012 the Europeana Fashion project was launched. This exciting three-year project, co-funded by the European Commission within the ICT Policy Support Programme, will publish online by March 2015 over 700,000 fashion-related digital objects, ranging from historical dresses to accessories, photographs, posters, drawings, sketches, videos, and fashion catalogues. Europeana Fashion is a best practice network of 22 partners, representing the leading public and private museums, archives and collections from 12 European countries.

Follow Europeana Fashion on Twitter [@eurfashion](https://twitter.com/eurfashion).

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