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April 20, 2016

OVS Unveils Fashion Capsule 'Arts of Italy'

By Francesca Bonfanti

MILAN — OVS unveiled on Wednesday a new limited fashion capsule called "Arts of Italy," which celebrates some of the country's most precious cultural masterpieces. The collection was presented at Milan's stunning 18th-century Biblioteca Braidense, one of the city's most expansive libraries.

The men's and women's apparel collection will make its debut on the Italian retailer's e-commerce Web site on May 19 and will then be available at selected OVS stores across Italy starting from the following day.

"The project Arts of Italy was born with the desire to pay homage to the beauty that we see everyday in our squares, churches and in the different Italian landscapes," said OVS chief executive officer Stefano Beraldo.

The items included in the capsule feature prints of a number of Italian cultural treasures that are in need of restoration. Selected by a team led by Italian artistic director Davide Rampello, these include the mosaics of the Cathedral in Salerno and the cupola of Rome's Sant'Ivo alla Sapienza church. Part of the revenues from the sales of the clothes will finance the restoration of these Italian masterpieces.

Photographer Pierpaolo Ferrari shot the advertising campaign promoting the projects, which features designer Marta Ferri and actress Margareth Madè, among its testimonials. In addition, during an event hosted by OVS on May 4 at Milan's Auditorium, classical musician Giovanni Allevi will offer an exclusive preview of his latest composition "Under The Same Sky."

"Other companies should take the choice of OVS to collaborate with public institutions as an example, since our cultural heritage is a common good which we all have to protect and exalt," said Dario Franceschini, the Italian minister of cultural heritage and tourism.

OVS also teamed up with Fondazione Ente dello Spettacolo, a foundation focused on promoting and developing the movie culture in Italy to launch a video contest open to the public. The best three videos submitted will be presented at the Venice Film Festival, running from Aug. 31 to Sept. 10.

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Giovanni Allevi, 2016

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