



**WALKING
TOUR**

Milan

MILAN IS IN VOGUE

[Tour by Maria Canella, Professor of History of Costumes]



Fashion is a material form of culture which has taken on a pivotal role in our society since the mid-twentieth century. But fashion has always been tied to the aesthetic and ethical values and to the expressive and artistic forms of each era. It's an instrument that shapes bodies and suggests the standards of beauty. It's a form of identity able to communicate messages, express social conformity or the very desire to change it. Our Milan is in Vogue Walking Tour offers a captivating interpretation of the multiple dimensions the fashion system has generated in Milan, from the birth of prêt-à-porter in the aftermath of WWII to the stylists who made Milan one of the world's fashion capitals. You can develop your own original itinerary and follow it to your heart's content, trusting your personal taste and aesthetics.

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DISCUSSED TOPICS
Fashion and costume

WALKING TOUR AREA

The Walking Tour allows you to choose specific themes (clothing, accessories, etc.) and to get possible locations for your shopping for each of these themes

HOW TO PARTECIPARE

Free download OpenCITY App and buy the Walking Tour – activated through the code you will receive. Follow the virtual expert taking you to the discovery of the most beautiful and evocative places in the city, from a special fashion point of view. You will manage all the contents autonomously, having the chance to interrupt them or listen to them repeatedly. Even at home.

SUPPORTED DEVICE Starting from IOS 10 and from Android 5

LANGUAGES OF THE WALKING TOUR Italian and English

RECOMMENDED FOR Everyone

There might be some architectural barriers: we do not recommend Walking Tours to people with severe disabilities, unless they are accompanied