



PRESS RELEASE

MONTENAPOLEONE DISTRICT: the event that showcases wine and fashion is back in Milan.

Montenapoleone's Vendemmia takes centre stage from 5 to 11 October

Milan, 21 September 2020 – “La Vendemmia”, the event conceived and promoted by MonteNapoleone District in partnership with Comitato Grandi Cru d'Italia, and now in its 11th year, will be back in Milan from 5 to 11 October.

This year, luxury Brands and the most prestigious Italian and international wineries will come together in Italy's shopping and lifestyle mecca with the aid of a new digital **app** designed to allow guests to pre-register for all the events in the calendar in complete safety and full compliance with health regulations.

For the entire week, Milan's fashion district, and with it, the heart of the city, will be enlivened with exclusive events and sensory experiences in the name of excellence. From Via Montenapoleone to Via Sant'Andrea, Via Santo Spirito, Via Gesù, Via Bagutta and Via San Pietro all'Orto, boutiques will welcome their guests for wine tastings by appointment.

Every day, restaurants of luxury 5-star hotels such as Armani, Bvlgari, Four Seasons, Mandarin Oriental, Westin Palace, Park Hyatt, and Principe di Savoia, as well as Pasticceria Marchesi, Pasticceria Cova and illy Caffé, will offer a special La Vendemmia menu at a cost of Euro 35.00 for lunch, and Euro 75.00 for dinner.

One of this year's new features will be the partnership with **Tannico**, the wine shop with the world's most extensive range of carefully selected Italian wines, with over 16,000 labels available. Using the “Wine Shop” section of the new app, visitors will be able to buy the wines tasted in the boutiques.

For the very first time, participation in La Vendemmia is also going digital – Instagram TV will feature encounters with fashion and wine industry entrepreneurs, spokespersons from some of the most renowned fashion houses, and global ambassadors for Italian lifestyle.

One of the most eagerly-awaited La Vendemmia events is the Charity Auction held by **Christie's in aid of Dynamo Camp**, scheduled for 6.30 pm on 6 October at the Hotel Principe di Savoia, and simultaneously live on the Instagram account @MonteNapoleoneDistrict. Proceeds will go to help support the Recreational Therapies, especially performing arts activities – theatre, musicals, radio, music, rap, hip-hop, photography, video and YouTube workshops – offered free of charge to children with serious and chronic pathologies who are both in therapy and the post-hospitalization stage. Montenapoleone District and the Hotel Principe di Savoia have had the pleasure of supporting Dynamo Camp Non-Profit Association for several years now. The chance to place telephone bids while following the auction live on line not only means collectors can bid for unique Comitato Grandi Cru d'Italia special vintage wines and art works by contemporary artists, but above all, will expand the invited audience to include all those taking part digitally.

Scheduled for the first day of the week is a Master Class organized by Gambero Rosso, whose highly respected guides and books have made it a benchmark in food and wine publishing over the years.

This year will once again feature guided tours, rounded off with a wine tasting, of some gems among the museums in the heart of Milan. The first, at 6.30pm on Tuesday 6





October at Gallerie D'Italia, will focus on masterpieces by Canova, Hayez and Boccioni, while the second, at Casa Manzoni at 6.00pm on Wednesday 7, will give a glimpse into Alessandro Manzoni's private life at home. A double appointment at 7.0pm on Wednesday 7 and Thursday 8 at Museo Bagatti Valsecchi will feature family anecdotes and a sensory tasting.

In addition, the highly rated Wine Tasting of Comitato Grandi Cru d'Italia's finest wines is scheduled from 5.30pm on Friday, 9 October at the Four Seasons Hotel.

Among other scheduled activities are winery tours that offer the chance to visit Italian wineries located in some of the country's most enchanting places.

The Alba White Truffle Fair Organization will once again be part of the event, with sensory analysis of the highly-prized truffle's organoleptic characteristics to be held on Monday 5 at 5.00pm in the MonteNapoleone VIP Lounge. A new addition this year will be a cooking class with a chef in the evocative setting of Castello di Roddi, where guests will try their hands at making a dish with Alba White Truffle, during November by reservation.

The **President of MonteNapoleone District, Guglielmo Miani** said *"We are proud to confirm MonteNapoleone's eagerly-awaited Vendemmia as the opening event of Milan's autumn season. We have put all our energy and expertise into organizing this event in full compliance with health and safety measures to ensure our guests and all those involved are able to experience it with the same spirit as always"*. Miani went on: *"Going digital will be this year's strong point. We've launched a new app to register for taking part in the numerous activities scheduled for the week, including the very popular Charity Auction and wine tastings in the Fashion District boutiques. The positive response and support we have received from our associated brands and hotel partners with regard to this initiative are a demonstration of their willingness to always be players in promoting Milan as one of the world's top cities"*.

Valverde, La Vendemmia's official mineral water, will be present all week in participating boutiques and in the elegant display case situated in Via Montenapoleone, fitted for the occasion with two maxi backlit panels depicting the "Lightness Trilogy" campaign – by Milanese photographic studio Gilda & Bodha – and which interpret the unique natural properties of this pure, light and precious water.

Attached:

- **Montenapoleone's Vendemmia Programme for the Week**
- **Montenapoleone's Vendemmia boutiques and wines.**

MonteNapoleone District is the association that represents more than 150 Global Luxury Brands present in Via Montenapoleone, Sant'Andrea, Verri, Santo Spirito, Gesù, Borgospesso and Bagutta. The association's aim is to promote the streets of the Fashion Quadrilateral, not merely as a shopping and lifestyle mecca, but also as a place where history, tradition, creativity and innovation come together. By constantly striving to improve the quality of services and range of goods on offer, the association seeks to boost Milan's world primacy in those areas where it excels – Made in Italy Fashion, Design, Food & Beverage and Hospitality. **Montenapoleone's Vendemmia** is an event able to involve hundreds of fine wines in events and tastings that are hosted by the fashion district's high end boutiques. Now in its 11th year, the event lasts a week and features some of the world's most indisputably prestigious names in Fashion and Wine.

All info on the site: www.montenapoleonedistrict.it

Hashtag: #LAVENDEMMIA2020 #MONTENAPOLEONEDISTRICT

IG: @montenapoleonedistrict





App for Android and iOS: MNDistrict

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Attachment #1 Montenapoleone Vendemmia programme in brief

Monday 5 October:

Master Class with Gambero Rosso – (event still TBD)
Truffle Sensory Analysis at 5.00pm at MonteNapoleone VIP Lounge

- Tour of Bagatti Valsecchi Museum with wine tasting at 7:00pm

Tuesday 6 October:

- Charity Auction by Christie's in aid of Dynamo Camp – Hotel Principe di Savoia at 6.30pm and simultaneously on Instagram account @MontenapoleoneDistrict.
- Visit to Gallerie di Italia with wine tasting at 6.30pm
- Opening cocktail party in the boutiques, by appointment

Thursday 8 October:

- Opening cocktail party in boutiques, by appointment
- Visita al Bagatti Valsecchi con degustazione alle ore 19:00

Friday 9 October:

- Wine tasting of Comitato Grandi Cru d'Italia's finest wines at the Four Seasons at 5.30pm

Saturday 10 and Sunday 11 October:

- Winery Tours

Wednesday 7 October:

- Opening cocktail party in the boutiques, by appointment
- Tour of Casa Manzoni with wine tasting at 6.00pm

Saturday 31 October, Sunday 15 November, Friday 27 November

- Truffle Experience



89^a FIERA INTERNAZIONALE TARTUFO BIANCO D'ALBA



TANNICO



Allegato #2 Le boutique e i vini di Vendemmia di Montenapoleone:

Boutique Via Monte Napoleone		Hogan Nonino	Grappa
Acqua Di Parma	Ca' Maiol	illy Caffé	
Baccarat	Aneri	Biancavigna	
Bally Mazzei	Marchesi	Larusmiani Cesari	Umberto
Brunello Cucinelli	Antonelli	Marchesi 1824	Ferrari Maximum Blanc De Blancs, Trentodoc
Bulgari Palazzone	Podernuovo a		
Celine Rose'	Ruinart		
Cova Montenapoleone Ruinart	R De	Marni	Diesel Farm Celebrating 55
Damiani Maccario	Pico		
Dolce & Gabbana Fugata	Donna	Moncler	Tenuta San Leonardo
Ermenegildo Zegna	Ferrari Made To Measure Cuvee For Ermenegild o Zegna	Montblanc Pizzini	Barone
Etro Cataldi	Contadi	Moorer Romano	Dal Forno
Falconeri	Pasqua	Paul & Shar	Abbazia di Novacella
Fendi Donna /Uomo Brut	Ruinart	Pinko Venica	Venica &
Fratelli Rossetti	Berlucchi	Pomellato Serlini	Bersi
Herno	Coppo	Prada Donna /Uomo	Frescobaldi
		Sabbadini Patrignano	San





Salvatore Ferragamo D Il Borro	Miu Miu	Kettmeir
Salvatore Ferragamo U Castiglion Del Bosco	Moschino Vite	Luce Della
Santoni	Moroder	Sieman
Sergio Rossi Sparina	Villa	Umani
Tod's Ronchi	Umani	Stuart Weitzman Villa Sandi
Valentino	Antinori	
Van Cleef & Arpels	Rocca Di Frassinello	
Venini	Masi	

Boutique Via Sant'Andrea

Banner Castris	Leone De
Chiara Boni	Mionetto
Church's	Ricasoli
Giorgio Armani Guido	Tenuta San
Maison Margiela	Diesel Farm Rosso Di Rosso
Missoni	Champagn e Frerejean Freres

Boutique Via Santo Spirito

Carlo Tivoli Battagliola	La
Isabel Marant Feuillatte	Nicolas
Stella Mccartney	Champagn e Veuve Clicquot Rose'

Boutique Via Bagutta





Almini
Banfi

Castello

Boutique Via Gesù

Thom Browne

Krug

Boutique Via San Pietro all'Orto

Aspesi
Pallavicini

Principe



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