

50 Cheers

Marking the 50th anniversary of his business, Giorgio Armani is planning big celebrations come September, sure to headline a packed Milan Fashion Week schedule, running Sept. 23 to 29.

The Italian brand said Thursday – the day marking exactly 50 years since it was established on July 24, 1975 – that it is mounting an exhibition retracing five decades in fashion through 150 archival looks at the Pinacoteca di Brera Museum. This is the first time the cultural institution will host a fashion exhibition.

Opening on Sept. 24, the exhibit will be flanked by a broader digital project called Armani/Archivio, a platform set to launch on Aug. 30 during the Venice Film Festival filled with a

catalogue of all Giorgio Armani collections to date.

The platform will have a physical counterpart to open outside Milan in the near future, the brand said.

As for new fashion, the Giorgio Armani spring 2026 womenswear collection will be unveiled with a runway display to be exceptionally held in the storied courtyard of honor of Palazzo Brera, the 17th-century landmark home to the Pinacoteca, the Biblioteca Nazionale Braidense library and the Brera Academy.

Featuring also menswear looks already unveiled on the runway last June, the evening show will be held on Sept. 28 – one of the reasons why the Camera della Moda moved the CNMI Sustainable Fashion Awards up one day to Saturday night from

their usual spot.

This is a festivity-rich year for Armani, who also marked the 20th anniversary of his Privé haute couture collection in 2025, mounting an exhibition at the Armani/Silos space in Milan retracing his journey in couture since 2005.

Opened in May and titled “Giorgio Armani Privé 2005-2025” the exhibit runs through the end of the year.

As reported, the Italian designer skipped his Giorgio and Emporio Armani men's spring 2026 shows in Milan last June as he was “recovering at home” from an illness, the company said. He didn't attend the Privé haute couture show for fall 2025 a few weeks later in Paris either.

If Armani's milestone

celebrations are testament to the brand's continuity, many fellow fashion brands are, on the contrary, ready to write entirely new chapters in their history, reflecting a period of unprecedented creative upheaval amid a global slowdown in luxury spending.

September's Milan Fashion Week is expected to be filled with the most designer debuts in recent history. Dario Vitale is to share his vision for Versace; Simone Bellotti for Jil Sander; Louise Trotter for Bottega Veneta; Meryll Rogge for Marni, and Demna for Gucci.

– MARTINO CARRERA



Giorgio Armani