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**CINEMODA CLUB:
VOGUE ITALIA AND KERING'S FIRST FILM SERIES PREMIERES IN MILAN
CELEBRATING THE CREATIVE DIALOGUE BETWEEN CINEMA AND FASHION**

**VALERIA GOLINO, PATRON OF THE INITIATIVE,
IN CONVERSATION WITH GIAN LUCA FARINELLI,
SEPTEMBER 25, 5PM, CINETECA MILANO ARLECCHINO**

[OFFICIAL PROGRAM](#)



Milan, September 11, 2025 - 3 historic cinemas, 3 days of screenings, 36 films to explore the creative dialogue between fashion and cinema. From September 25 to 27, during Milan Fashion Week, **Cinemoda Club** debuts: the first film series promoted by [Vogue Italia](#) and [Kering](#), curated by **Gian Luca Farinelli**, critic and director of the Cineteca di Bologna, together with actress and director **Valeria Golino**, patron of the initiative.

“Cinema and fashion speak the same language: one of imagination, transformation, and desire. Being the patron of Cinemoda Club, in a city like Milan and in a vibrant setting as Fashion Week, is both an honor and a true pleasure for me” affirmed **Valeria Golino**.

The **program**, [available starting today](#), offers a selection of movies that have broken the rules, influencing fashion and society, and above all narrating it through historical context and desire. From masterpieces such as *8 ½* by Federico Fellini, *Roman Holiday*, and *Marie Antoinette* by Sofia Coppola, to rare and lesser-known works, like silent shorts and medium-length films such as *Rapsodia Satanica* by Nino Oxilia, a female reimagining of Faust, and *La Mode de Paris*, a compilation of rare footage shot in legendary Parisian ateliers and hand-colored using the pochoir technique.

A lineup moving through **icons and archetypes** that shaped the collective imagination, like Audrey Hepburn descending the grand staircase of the Opéra Garnier in a red Givenchy gown in *Funny Face*; **designers who dressed cinema**, from Elsa Schiaparelli for *Moulin Rouge* (1952), to Coco Chanel in *The Greeks Had a Word for Them*, and Giorgio Armani who, alongside Karl Lagerfeld, designed the costumes for Pedro Almodóvar's *High Heels*. The journey continues into the very **world of fashion** itself: from the conversations between Wim Wenders and Yohji Yamamoto, to *Yves Saint Laurent, Mademoiselle C* with Carine Roitfeld, and a documentary on Franca Sozzani. In between, stories of friendship and defiance told through the details of costumes that represented identity struggles: from the streetwear of Spike Lee's *Do the Right Thing*, to the disco style of *Saturday Night Fever*, and the cult visuals of *The Rocky Horror Picture Show*. A path that captures cinema and fashion as a reflection of life itself, from the romantic fantasies shaped by the qipaos worn by Mrs. Chan in *In the Mood for Love*, to the young women of Agnès Varda, Greta Gerwig, and Alice Rohrwacher, who grew up and came of age through their clothes.

Screenings will take place in three symbolic locations of Milan's film scene: **Cineteca Milano Arlecchino**, **Cinema Mexico**, and **Cinema Palestrina**. All films will be shown in their original language with subtitles and will be introduced by experts and the *Vogue Italia* editorial team. The event is a meeting and exchange opportunity for the fashion community. Students from some of the most important **fashion and design schools** will be invited to join the project, engaging with the visual and narrative codes of cinema as tools of learning, inspiration, and contemporary culture.

"Cinemoda Club is one of many possible stories about the magical relationship that has nourished cinema and fashion for 130 years: a story of extraordinary collaborations, fascinations, love at first sight, missed marriages and infinite creativity. The Fondazione Cineteca Bologna enthusiastically welcomed the opportunity to offer Fashion Week audiences the chance to enter three Milanese cinemas and step into the cinema time machine, discovering the inventions of this indissoluble relationship in films" said **Gian Luca Farinelli**.

On **September 25 at 5PM**, at Cinema Arlecchino, **Valeria Golino** and **Gian Luca Farinelli** will inaugurate Cinemoda Club with a **Talk open to the public upon registration**. A dialogue on the symbolic power of costume in film storytelling, and on how fashion and cinema have accompanied, reflected, and at times anticipated, the aesthetic and social changes of our recent history. The evening will continue after the conversation with a selection of restored short films and the screening of *Rapsodia Satanica*.

"Cinemoda Club is the place where clothing becomes language and the screen its most faithful mirror. With this project, we continue to tell the story of fashion through the cultural currents that carried it, the society that wore it, and the people who dreamed, created, and revolutionized it. An initiative that celebrates the DNA of our magazine and reflects Vogue Italia's ongoing commitment to its audience and its desire to give space to all forms of creativity, creating dynamic and meaningful experiences for our readers, on the page and beyond, now also in a movie theater" declared **Francesca Ragazzi**, **Head of Editorial Content at Vogue Italia**.

"At Kering, we see fashion and cinema as two creative disciplines in constant dialogue, each drawing strength from the other. Both use style, stories, and images to move us, to inspire, and to shape the

way culture is felt and seen. They don't just reflect the world, they reinterpret it, reframe it, and reveal its hidden layers. Cinemoda Club celebrates this profound exchange between two art forms that endlessly enrich one another" said **Laurent Claquin, Kering Chief Brand Officer**.

With the support of the **Camera Nazionale della Moda Italiana** and the **City of Milan**.

Cinemoda Club

September 25–27, 2025, Milan

Cineteca Milano Arlecchino, Cinema Mexico, Cinema Palestrina

Tickets: €5, available directly at the box office of participating cinemas; for Cineteca Milano Arlecchino, also available online.

Program, schedules, and more information: [Cinemoda Club](#)

#CinemodaClub

[Download Cinemoda Club Press Kit](#)

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