



**VOGUE ITALIA AND KERING, FOUNDING PARTNER,
PRESENT THE SECOND EDITION OF CINEMODA,
THE FESTIVAL CELEBRATING THE DIALOGUE
BETWEEN CINEMA AND FASHION**

25–26 September 2026
Cinema Arlecchino, Milan

Artistic Director: Gian Luca Farinelli
Patron of the Festival: Chiara Mastroianni

Milan, 1 September 2026 – Cinema and fashion come together once again through the lens of culture. **Vogue Italia** presents the second edition of **Cinemoda**, the festival celebrating the dialogue between two creative languages that have always influenced one another and helped shape society's evolution through the power of images.

Following the success of its inaugural edition, Cinemoda returns to Milan on **September 25 and 26**, during Milan Fashion Week.

The artistic direction is once again entrusted to **Gian Luca Farinelli**, film critic, director of the Cineteca di Bologna and artistic director of the Italian Academy of Cinema, one of the most authoritative figures in Italian cinema. His work in researching, preserving, and promoting film heritage has helped redefine the way cinema is presented and narrated over the years.

The patron of the festival is **Chiara Mastroianni**, an actress who embodies the connection between the great tradition of European cinema and a contemporary sensibility. Her artistic journey has been defined by auteur cinema, elegance, and expressive freedom. She is also among the cast of *Un peu avant minuit*, which is competing at the 83rd Venice International Film Festival.

The festival will take place at **Cineteca Milano Arlecchino**, one of the iconic venues of Milan's cinematic culture. Over two days, audiences will be invited to rediscover on the big screen a selection of twelve films that portray fashion as a cultural expression, a narrative language, and a reflection of social change.

The program, available [online](#), features a selection of works that have helped shape the collective imagination through the interplay of cinema and fashion, combining great classics, documentaries, and moments of discussion with festival guests and Vogue Italia editors.

The program includes ***The Philadelphia Story*** by George Cukor, one of Chiara Mastroianni's favourite films; ***Belle de Jour*** by Luis Buñuel, featuring the iconic costumes designed by Yves Saint Laurent; ***The Hunger*** by Tony Scott, starring Catherine Deneuve, David Bowie, and Susan Sarandon; and ***Marc by Sofia***, Sofia Coppola's documentary dedicated to Marc Jacobs, presented at the 2025 Venice International Film Festival.

The selection continues with ***8½*** by Federico Fellini, a symbol of Marcello Mastroianni's elegance; ***À Bout de Souffle*** by Jean-Luc Godard, a manifesto of the French New Wave; the rare documentary ***Yves Saint Laurent, tout terriblement***, dedicated to the great French

couturier; **Paris, Texas** by Wim Wenders; and **Suspiria** by Dario Argento, a masterpiece that has also had a profound influence on fashion imagery.

Cinemoda represents the natural evolution of Vogue Italia's long-standing editorial vision and reflects the magazine's desire to extend its storytelling beyond the printed page, transforming it into a shared experience open to the city and to new generations.

In this spirit, Vogue Italia renews its commitment to creating opportunities for exchange and engagement with emerging talent and strengthening its connection with educational institutions and the creative community of the future. For this reason, it has involved Milan's leading fashion schools, inviting students to attend the screenings and explore cinema as a source of inspiration, a research tool, and an opportunity for deeper reflection.

A selection of young talents, identified by the schools themselves among their most promising students, will also be invited to develop original content inspired by the films in the program: reviews, articles, and in-depth pieces dedicated to the elements of the works that have most inspired their creative perspective.

The initiative stems from the desire to highlight the ability of younger generations to interpret the dialogue between cinema, fashion, and contemporary imagery, offering them a space for expression and a concrete opportunity to engage with the practice of editorial storytelling. The contributions will be reviewed by the Vogue Italia editorial team, and the most compelling submissions will be published throughout September on Vogue.it and the magazine's social media channels.

To register and discover the full program, visit: <https://eventi.vogue.it/cinemoda-2026>

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