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

September 25–26, 2026
Cinema Arlecchino, Milan

Artistic Director: Gian Luca Farinelli
Patron: Chiara Mastroianni

Milan, July 15, 2026 – Cinema and fashion come together once again through the lens of culture. Vogue Italia announces the second edition of **Cinemoda**, a festival celebrating the dialogue between two creative languages that have long inspired one another and continue to interpret the evolution of society through the power of images.

Following the success of its inaugural edition, Cinemoda returns to Milan on **September 25–26**, during **Milan Fashion Week**, reaffirming its place as an annual event dedicated to visual arts and the interconnection between cinema, fashion, and contemporary creativity.

The festival will take place at **Cinema Arlecchino**, one of Milan's landmark venues for film culture. Over two days, audiences will be invited to rediscover the seventh art through a curated selection of twelve films that explore fashion as a cultural expression, a narrative language, and a reflection of social change.

The programme will feature screenings, alongside talks and in-depth conversations exploring the relationship between costume, image, and cinematic storytelling. The full programme will be announced in the coming weeks.

Artistic direction is once again entrusted to **Gian Luca Farinelli**, critic and director of the Cineteca di Bologna, one of Italy's most respected voices in cinema, whose work in preserving and promoting the country's film heritage has helped redefine how cinema is experienced and understood today.

"This second edition of Cinemoda is an exciting challenge. After last year's feast of films, this edition will offer a journey shaped by the tastes and curiosities of Chiara Mastroianni – an exceptionally sensitive actress and the daughter of two icons who left an enduring mark on the history of fashion and elegance in Europe and around the world. It is a privilege for me to collaborate with such a unique and brilliant artist", said **Gian Luca Farinelli**.

This second edition welcomes Chiara Mastroianni as its Patron, whose career embodies the connection between the great tradition of European cinema and a distinctly contemporary sensibility. Throughout her work, she has consistently combined artistic integrity, elegance, and creative freedom.

“This festival will be a journey through legendary films and iconic costumes, celebrating the directors, costume designers, fashion designers, and actors whose creative visions have shaped the history of cinema. Through their work, they have not only transformed the language of film but also influenced the lives of women and men, offering new perspectives, new representations, and new possibilities through the power of costume and storytelling”, says **Chiara Mastroianni**.

Cinemoda represents the natural evolution of Vogue Italia's longstanding commitment to celebrating moving images and visual culture. Building on the experience of Nouvelle Vogue and its inaugural edition in Milan last year, the festival further reinforces the magazine's ambition to extend its editorial vision beyond the printed page, transforming it into a shared cultural experience that is open to the city and to new generations.

"The extraordinary response to the first edition confirmed the strong desire for a space where cinema and fashion could engage in a meaningful cultural dialogue. Cinemoda was created with exactly this purpose: to build connections, encourage new perspectives, and bring audiences back to the cinema through stories that have shaped our collective imagination. Continuing this project means continuing to tell the story of fashion within its broader cultural context, one that encompasses art, culture, and creativity", said **Francesca Ragazzi, Head of Editorial Content, Vogue Italia**.

Under the patronage of the **Camera Nazionale della Moda Italiana**.

To stay up to date: eventi.vogue.it/cinemoda-club-2026

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