

Manila Grace

MANILA GRACE: SPONSOR OF THE 75th VENICE INTERNATIONAL FILM FESTIVAL OF LA BIENNALE DI VENEZIA

On the occasion of the 75th Venice International Film Festival, Manila Grace strengthens its bond with the seventh art, playing the role of Sponsor for the first time.

Films tell stories which stimulate people to imagine, dream and reflect themselves in others. In a film we identify with the emotions of all kinds of people and kindle our desires to be somewhere or someone else, to wear the clothes of protagonists who perhaps are almost us: to generate emotion is an art, and so is fashion. And when the two worlds collide they light a different spark... another kind of story.

Manila Grace interprets a new adventure, bringing its originality and style to an event that celebrates cinematic art and also adds a further magic layer to a city synonymous with art, beauty and history.

The allure and glamorous fascination of the brand is interwoven with the spell of the lagoon city, projecting the big screen's dreams out onto the red carpet and away into the ether of the world.

Since its debut, Manila Grace has shown great skill in interpreting the magnetism that marries these two hemispheres, by reinterpreting iconic pieces of cinema history such as the soirée dresses of the stars or the kimonos worn in cult films by divas from Marlene Dietrich to Liz Taylor... and onwards. The timeless elegance of Manila Grace garments - combined with a touch of creative eccentricity - means they're chosen by many top actresses for their international appearances... so the upcoming edition of the Venice Film Festival will see the brand showcasing some of the most talented ladies on the red carpet!

Ready to accompany the audience through new stories, discovering new stars, on a silver screen that shows us how films reveal the secrets, desires and secret hopes of everyone.

Manila Grace:

Manila Grace is a woman's, girl's and accessories brand owned by Antress Industry S.P.A, a group that for over 25 years now has specialised in Italian Quality fashion, with particular strength in textile and knitwear expertise.

Currently boasting 51 boutiques and corner stores plus 1000 points of sale in Italy and abroad, today the Group's main strategic goal is internationalisation, consolidating its network in key markets such as Europe, Russia, China and South East Asia, and the USA.

Each and every Manila Grace collection projects a versatile, original and timeless style, transcending fleeting fashions.

Made in Italy skills, top-end quality standards and an unmistakable signature design represent the values of a brand conceived for a dynamic woman, with an assertive identity, curious and independent but also always elegant.

The brand's participation in the Venice Film Festival represents an important strategic step in a communication plan aimed at creating a direct and bold experiential link with its target market.

ANTRESS INDUSTRY SPA

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