

intimissimi

INTIMISSIMI IS A SUPPORTING SPONSOR OF THE 82ND VENICE INTERNATIONAL FILM FESTIVAL – LA BIENNALE DI VENEZIA

Intimissimi announces its participation as a supporting sponsor of the 82nd Venice International Film Festival – La Biennale di Venezia. More than just a formal sponsorship, this presence reflects the brand's identity – rooted in beauty, forward-thinking values and a deep connection with one of the most iconic places in contemporary culture: Venice. A brand that has always stood alongside women, Intimissimi reaffirms its commitment to supporting and celebrating talent in all its forms—from everyday life to the world's most prestigious international stages.

Founded in 1996 as part of the Oniverse Group, **Intimissimi quickly made its mark in the lingerie market thanks to its distinctive expertise and a style that reflects women's evolving tastes. The brand continues to evolve its communication style, challenging industry norms with innovative storytelling that highlights inspiring and engaging female figures.** This approach has cemented its reputation as a visionary brand, attuned to social transformation and constantly seeking new ways to promote its values.

Intimissimi's Venetian roots are much more than just geographical: they represent a deep connection with a region rich in history, culture, creativity and artistic innovation. **Within this context, the brand's support of the 82nd Venice International Film Festival – La Biennale di Venezia becomes a statement of refined cultural engagement and a celebration of global creative talent.** It reflects a natural dialogue between the brand and an event that shares its core values: elegance, discovery and the celebration of individuality. Intimissimi continues to embody these values through cultural initiatives with local roots but always with a global perspective.

*"For Intimissimi, being part of Biennale Cinema 2025 means far more than an institutional commitment," says **Matteo Veronesi, Brand Leader.** "It is an opportunity to reaffirm our founding values—beauty, art and talent—within a setting that embodies Italian creativity and excellence recognized around the world."*

Through this participation, **Intimissimi celebrates the power of imagery, freedom of expression and the value of culture as an open, inclusive and authentic space. Because excellence is never improvised: it is cultivated, shared and lived.**

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