

ARMANI/SILOS INAUGURATES THE NEW EXHIBITION

GIORGIO ARMANI
PRIVÉ
2005 — 2025
Twenty Years of Haute Couture

Milan, 20 May 2025

The exhibition *Giorgio Armani Privé 2005-2025, Twenty Years of Haute Couture* opens at Armani/Silos: a journey curated by Giorgio Armani himself through two decades of Haute Couture shaped by an unmistakable style. The exhibition explores the themes of a vision in which pure form and precious fabrics celebrate beauty in a tale told in the present. Because, when they are authentic, fashion creations are timeless.

Presented for the first time in 2005 in Paris, the capital of Haute Couture, the **Giorgio Armani Privé** collection stems from a vision of modern creativity, expressed in refined lines, precious materials and techniques, and jewel-like embroideries. It immediately emerged as a new expression of Armani style, both complementary to and distinct from prêt-à-porter, yet unified by the pursuit of a linear, elegant, and rarefied signature aesthetic.

With his Haute Couture, Giorgio Armani offers a surprising perspective on his idea of elegance. He embraces new adventures, drawing on faraway places and atmospheres, crafting a serene and seductive allure. Here, the designer dares, experiments, and imagines freely, yet never loses touch with his proverbial pragmatism or forgets the needs of his discerning clientele. With feet firmly on the ground, he dreams and invites others to do the same. Even when reviving the magic of Hollywood nights with his designs worn by stars of cinema and entertainment.

This exhibition brings these dreamlike creations to Milan, the beating heart of the Armani universe, offering everyone the chance to admire them up close and appreciate their exquisite craftsmanship. Immersed in colour, form, sound and fragrance, visitors embark on a sensory journey that unfolds across the entire Silos space. The garments are further enhanced by a diffused scent – Bois d'Encens, emblem of the ARMANI/PRIVÉ Haute Couture Fragrances collection – and an original soundtrack created especially for the exhibition by L'Antidote. The display follows a subtle thread: light both as a metaphorical reference to invention and a tangible accent that embellishes surfaces with a pearly, moonlike glow, reminiscent of rare stones.

The pieces are an anthology of all the Couture collections, arranged in a sequence that highlights a language which, while continuously evolving, remains firmly rooted in its founding principles.

"In my Haute Couture collections, I express my vision of style and elegance through the art of craftsmanship and savoir-faire: only here am I free to do so without limits. Twenty years of Giorgio Armani Privé have been an extraordinary, liberating journey. Now, I want to share it with a wider audience, inviting them into this dream of mine, a dream of dresses woven from imagination and grace. A very special world that takes on new meaning in this exhibition", commented Giorgio Armani.

The **GIORGIO ARMANI PRIVÉ 2005-2025, Twenty Years of Haute Couture** exhibition will be open to the public from 21 May to 28 December 2025.

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