

GIORGIO ARMANI



GRANDE BRERA
MILANO

Pinacoteca
di Brera

GIORGIO ARMANI: MILANO, PER AMORE

"An exhibition can be seen in two different ways. On the one hand, there's the immediate satisfaction of the creator's ego. On the other, there's the educational value, the unique testimony that is offered not only to the public through your work, but above all to young creatives: it is a feeling that lasts and is gratifying. I'm interested in this second aspect." (From the autobiographical book *Per Amore*)

To celebrate fifty years of creativity, the Pinacoteca di Brera is hosting for the first time an exhibition dedicated to Giorgio Armani's stylistic journey, traced through a selection of garments set among masterpieces of Italian art from the Middle Ages to the nineteenth century.

Giorgio Armani has often spoken of his love for Brera, the neighbourhood he chose to live and work in, and whose dual soul, both cultured and deeply vital, he admired, with its blend of elegance and artistic freedom. This profound bond was acknowledged by the Academy of Fine Arts, which in 1993 awarded him an honorary title for the coherence of his stylistic research and the rigour with which he united function and inventive imagination.

"Giorgio Armani represents one of the highest pinnacles of Italian creativity, expressed in the essentiality and rigour of form, a rigour that evolved from aesthetic to in the sense that it permeated his way of living and working. In this, Giorgio Armani embodies the character of Milan most fully. He is also the most emblematic expression of the culture of Brera, a unique place in the world where art, research and innovation have been practised for five hundred years. That is why, last year, I believed it was right and proper to celebrate the Maison's 50th anniversary at the Pinacoteca with an exhibition that highlights his extraordinary talent and inimitable style."

Angelo Crespi, Director of the Pinacoteca di Brera.

"Fashion as decorative art is welcomed at Brera. It will be a singular event: a dialogue between Giorgio Armani, the museum and its artistic heritage, conveyed through a selection of his creations."

Chiara Rostagno, Deputy Director of the Pinacoteca di Brera

More than 120 creations retrace Giorgio Armani's style, reimagining the path through the gallery. Art history and fashion history come together, inviting visitors to discover striking chromatic and material contrasts. The selection is drawn from ARMANI/Archivio, which preserves and promotes Giorgio Armani's vision: a conceptual dictionary narrating and defining fifty years of artistry, coherence and evolution, underscoring the role of fashion in shaping and transforming cultural and aesthetic imaginaries.

Conveying knowledge through direct experience and allowing visitors to appreciate the mastery of great artists firsthand was, and remains, at the heart of the Pinacoteca's vocation. Founded in 1776, the Academy of Fine Arts inaugurated the Pinacoteca in 1809 to support its educational mission. The exhibition of Giorgio Armani's creations here, alongside outstanding works of art, marks the first time that fashion – central to understanding societies across time – has been included in this mission.

The garments reflect the themes and codes that render Giorgio Armani's work unmistakable: a reinterpretation of tailoring; a unique sense of decoration; a preference for neutral yet never flat tones; a love for the unexpected richness of techniques, finishes and embroidery. All signs of a measured creativity that gradually reveals itself, redefining the very notion of sobriety. The invisible mannequins allow the bodies to be suggested through the clothes alone, in continuity with earlier exhibition projects.

Giorgio Armani: Milano, per Amore brings together garments previously displayed at Armani/Silos and at major museums worldwide for the first time, enriched by new discoveries from ARMANI/Archivio.

Pinacoteca di Brera – Via Brera 28, Milan

From 24 September 2025 to 11 January 2026

Tuesday to Sunday from 8.30 a.m. to 7.15 p.m.