



Fashion Helps the Duomo - Get Your Spire Campaign

Camilla Santinelli (April 18, 2016)



Since 1937, the Veneranda Fabbrica del Duomo di Milano has been involved with a great sense of responsibility in the activity of preservation and valorization of the Duomo of Milan, one of the biggest gothic cathedrals in Italy and Europe, a symbol of the Lombard county seat.

In October 2012, due to the high costs of the restoration of the 135 marble spires and along with the urgent structural works that had to be done, the [Veneranda Fabbrica](#) [2] launched the “Get your spire: engrave your name in history” campaign, an initiative that allows donors to choose and “adopt” a spire from the cathedral itself.

In line with the spirit of enthusiasm and initiative that has always been an important aspect of the institution’s identity, in conjunction to the will to present the [Duomo](#) [3] in all its glorious splendor to visitors and worshippers from all over the world – the Veneranda Fabbrica has now decided to expand their project.

This new chapter relies on a form of art that more than any other represents the strength and excellence of Milan and Italy in today’s world: fashion.

Thanks to the patronage of the [Camera Nazionale della Moda](#) [4], and the support of Tiffany & Co. and the English auction house Christie’s - “la Moda aiuta il Duomo” is an initiative that is possible thanks to the collaboration of some of the most renowned Italian and international brands.



These brands have generously decided to donate selected items from their collections to be auctioned off during the gala being held on Tuesday, April 19th 2016 starting at 7:30 pm at the “Sala delle Colonne”, which is located within the Duomo Museum.

All proceeds from the action will go towards the fundraising project of “[Get your Spire](#) [5]”, to help restore the Duomo of Milano.

Many World-renowned brands have decided to support this initiative. They include: Giorgio Armani, Brunello Cucinelli, Cividini, Corneliani, Costume National, Diesel, Etro, Salvatore Ferragamo, Genny, Gucci, Isaiah, Krizia, Loriblu, Martino Midali, Missoni, Moncler, Moreschi, Prada, Emilio Pucci, Roberto Cavalli, Tod's, Trussardi, Neighbors, Vivienne Westwood, Tiffany & Co.

The general public will be given the opportunity to view some of the items that were selected for the auction. Starting from April 14th, visitors of this exclusive exhibition at the Duomo Museum will be able to view these articles of clothing along with jewels chosen by Tiffany & Co. for this special occasion. This exhibition allows visitors to admire the unique combination of fashion and architecture, as well as ancient and modern shapes.

For further information about the initiative and the donations [>>>](#) [5]

Source URL: <http://iitaly.org/magazine/focus/art-culture/article/fashion-helps-duomo-get-your-spire-campaign>

Links

- [1] <http://iitaly.org/files/venerandafabbricamilanofashion1461093030jpg>
- [2] <http://www.duomomilano.it/it/section/veneranda-fabbrica/09ecd2fa-ed17-4dc9-a375-a37e755b9a62/>
- [3] https://en.wikipedia.org/wiki/Milan_Cathedral
- [4] <http://www.cameramoda.it/en/>
- [5] <http://adottaunaguglia.duomomilano.it/en/>