

# HOT NEWS

## OVS CALLS ON CAPASA FOR THEIR “DEMOCRATIC” FASHION LINE



Coin Group enlists Ennio Capasa for a line of “affordable fashion” to be proposed in the Ovs stores

The men’s and women’s collections will debut for S/S2011 and will be produced partly in Italy. “For the first two collections, we expect sales of 20/30 EUR” - says Stefano Beraldo, CEO Coin Group - “with distribution in 120 stores”

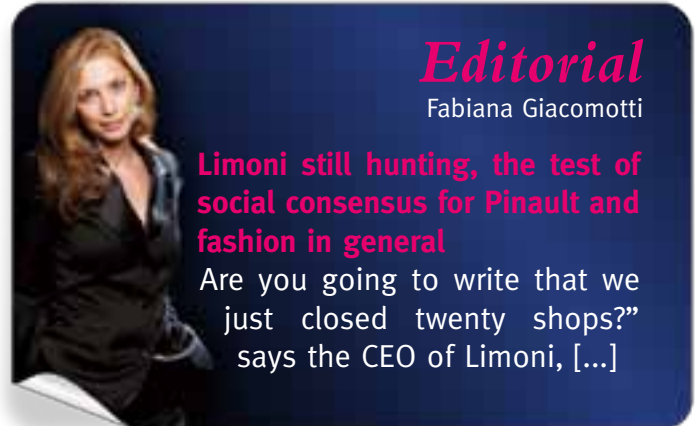


## BE MI REHABILITATES MILAN AND CREATES AN ONLINE COMMUNITY



Milan may be a fashion city, but it’s poor on services. Be Mi has been created to promote tourism as well as the Vice Versa shopping card with a micro-chip, which can be used at all the best stores involved in the project, and it includes hotels, spas and cul

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## Editorial

Fabiana Giacomotti

**Limoni still hunting, the test of social consensus for Pinault and fashion in general**

Are you going to write that we just closed twenty shops?” says the CEO of Limoni, [...]

# FASHION ILLUSTRATED

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