



ELISABETTA FRANCHI

ELISABETTA FRANCHI AT VOGUE FASHION'S NIGHT OUT IN ROME AND MILAN

**Limited edition Mini Ginevra, created by the fashion house
for the most glamorous nights of the year**

Milan, September 2014. Elisabetta Franchi's style is back as a protagonist of the 2014 Vogue Fashion's Night Out, the most glamorous event of the year, which it will join in the Rome and Milan boutiques on 11 and 16 September, respectively.

The double event will be celebrated by the *maison* in the Via Frattina and Via del Corso stores in Rome and the Via Manzoni, single-brand in Milan, with exclusive surprises in store for all *fashionistas*. Indeed, a limited edition bag was designed for the occasion: its name is Mini Ginevra, a replica of Ginevra – the brand's it bag – and stands out for double handles, shoulder strap and sophisticated side straps, with the cult Elisabetta Franchi logo detail highlighted by contrasting gilded inserts. A unique accessory on sale at VFNO until 30 September at the special price of...

An elegant cocktail party in the via Frattina boutique will frame the mini Ginevra Bag, which for the occasion will be displayed in a precious case to highlight its glam and exclusivity. The Via del Corso boutique, in turn, will feature a fairy-tale ambience: an enchanted wood will host the most glamorous customers revealing the brand's winter code from the very first glance.

This is not all, though: in Milan, fashion designer Elisabetta Franchi herself will attend during the evening festivities – accompanied by Andrea Rattis' DJ set – to open the exclusive display designed on purpose for Elisabetta Franchi's very first it bag, the iconic Ginevra Bag.

The Roma and Milan Elisabetta Franchi boutiques will remain open until 11.30 pm to allow all fashion addicts to feel part of the *maison's* dream.