

EMPORIO ARMANI

Emporio Armani teams up with Forestami for Fashion Week

Milan, 20th September 2023 – Embodiment of the metropolitan spirit and with a close connection to the city of Milan, Emporio Armani continues its collaboration with Forestami. This Fashion Week, every day until 24 September, a small Emporio Armani-branded electric truck will be touring the city and stopping off at key points. The aim is to raise awareness and actively involve the public in an initiative to promote green spaces in the city. When stopped, the Ape Car will distribute small pots containing potting soil and seeds to passers-by who can scan a QR code to find out more about the project and how to use their seeds. Dialogue with the public is both essential to the initiative and a defining Emporio characteristic.

Forestami is a project sponsored by the Metropolitan City and Municipality of Milan among others, with the aim of increasing green spaces and wooded areas in the city in order to contribute to the wellbeing of inhabitants and combat air pollution. Emporio's active involvement began in 2020 with initiatives in Milan and elsewhere in Asia and Europe.

Click [here](#) to follow the Ape Car, which will be stopping at the following:

20/09 –15:00 -17:00 - Darsena
21/09 - 15:00-19:00 - Largo delle Culture
22/09 - 15:00-17:00 - Darsena
23/09 - 15:00-17:00 - Emporio Armani/ Manzoni 31
24/09 - 15:00-17:00 - Emporio Armani/ Manzoni 31

*The Forestami project is the outcome of the research carried out by the Polytechnic University of Milan thanks to the support of Falck Foundation and FS Sistemi Urbani. It is promoted by the Municipality of Milan, the Metropolitan City of Milan, the Regional Council of Lombardy, Parco Nord Milano, Parco Agricolo Sud Milano, ERSAF (Regional Agency for Agricultural and Forestry), Fondazione di Comunità Milano, Fondazione Comunitaria Nord Milano, Fondazione Ticino Olona, University of Milan and University of Milano Bicocca. The aim is to increase natural capital and plant 3 million trees in Milan and the Metropolitan City of Milan by 2030.

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