

# ARMANI / VALUES

**The Armani Group supports Forestami in the Milano Green Circle 90/91 project, created and promoted by the Municipality of Milan**

Milan, 3 April 2025 – The Armani Group announces the completion of the first section of the Milano Green Circle 90/91. The project to renaturalise the 90/91 trolleybus route, conceived and promoted by the Municipality of Milan in collaboration with Forestami and with the support of the Armani Group, was launched in January 2025 and will be completed in the 2026-2027 agronomic season. The initiative involves planting 350 new trees and more than 60,000 shrubs and perennial herbaceous plants.

*“I’m pleased with the completion of this first part of the project: Milano Green Circle isn’t just a declaration of intent, but something tangible. I truly believe we can find the right balance between city and nature, and this initiative is a concrete gesture from me to the city. My hope is to help build a Milan that’s genuinely on a human scale — a city that’s good to live in”,* said Giorgio Armani.

During the initial phase of the Milano Green Circle 90/91 project, efforts were focused on preserving existing shrubs and planting new species to replace damaged plants. The goal is to respond to the specific characteristics of the terrain, favouring the infiltration of rainwater and reducing the amount of water used for irrigation. A further objective is to increase the biodiversity of the areas involved.

Many species have been planted in the first section, including: white sage, quince, sedge, ‘Cipressino’ olive, oakleaf hydrangea, white rugosa rose, rowan.

The Milano Green Circle 90/91 project aims to integrate ecosystem services such as rainwater management, reduction of fine particles, increase in biodiversity, climate resilience, soil regeneration and noise reduction.

To raise public awareness of environmental issues, and in particular of the Milano Green Circle 90/91 project, an electric Ape Car branded with the Emporio Armani logo will be parked at 31 Via Manzoni, outside the brand’s Milanese store, during the Milan Design Week. From 9 to 12 April, passers-by will receive tote bags containing a pot made of certified recycled material, along with plantable seed cards.

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