

GIORGIO ARMANI

CASA MARIÙ: GIORGIO ARMANI'S INITIATIVE FOR CHILDREN

Milan, 22 September 2025 – Casa Mariù is the international project in support of children and their right to education that Giorgio Armani was deeply committed to and named in honour of his mother, affectionately known as “Mariù.” The initiative, which the designer intended to announce on the occasion of the company’s fiftieth anniversary, remains as his legacy, promoting the values in which he always believed and reaffirming his attention and sensitivity to the needs of the most vulnerable.

The project is carried out in collaboration with partners who have in-depth knowledge of local contexts and community needs. The support provided by Casa Mariù will take the form of tangible, targeted actions, including contributions towards teachers’ salaries, the supply of educational equipment and school materials, and anything else needed to ensure that children and their families have access to a welcoming environment and the tools for growth and learning.

“A better future begins with a childhood that, while perhaps not as happy as every child deserves, is at least serene and formative, with family and school at its heart. In such an important year for me, I feel a particularly strong need to give back some of the good I have received. I thought back to my own childhood, to how much my mother protected and supported us, and that is why I wanted to dedicate this initiative, which means so much to me, to her. Through it, I hope to have a concrete and positive impact on the lives of many children and their families”, Giorgio Armani had commented.

The project was conceived in collaboration with Fondazione Caritas Ambrosiana, a vital reference point for the city of Milan in the field of social support and solidarity, recognised for its extensive presence worldwide in support of vulnerable communities and for its concrete work in promoting children’s rights. Caritas has involved PIME missionaries and Operazione Mato Grosso as partners in identifying local projects.

“Caritas’ international action does not stem from an assistance-based approach, but from the need to promote the dignity and integral development of every man, woman and child, and the communities to which they belong. Instruction and education are therefore central to our mission: there can be no escape from poverty, injustice, or the many violations of fundamental human rights without the knowledge, skills and awareness that only education and stimulating learning environments can provide. We are honoured that this vision has been so generously shared by Giorgio Armani,” said Luciano Gualzetti, Director of Caritas Ambrosiana until 31 August, and the originator and coordinator of the project proposal.

The Casa Mariù initiative involves eight children's facilities located in six countries across three continents: Africa, South America and South-East Asia.

In Mouda, **Cameroon**, Casa Mariù will support the reception and care of orphaned or abandoned newborns at the Bethlehem Foundation (PIME) nursery, providing 60 children (aged 0-3) with healthcare and nutritional assistance, and medical care to over 2,000 patients every year.

GIORGIO ARMANI S.p.A.

Sede legale: Via Borgonuovo, 11 · 20121 Milano · Tel. +39 02 72318.1 · Fax. +39 02 58191900

Unità locali: Via Borgonuovo, 18 · 20121 Milano · Tel. +39 02 72318.1

Via Bergognone nr. 38, 46 e 59 · 20144 Milano · Tel. +39 02 83106.1

Capitale sociale Euro 10.000.000,00 interamente versato · Registro Imprese Milano

Codice fiscale: 02342990153 e Partita IVA di Gruppo: 10985020964 · R.E.A. MI 919502

GIORGIO ARMANI

In Chiang Rai, **Thailand**, it will help provide specialised staff, medicines, healthcare, physiotherapy and scholarships at the Centro San Giuseppe (PIME), which welcomes and supports children and young people with disabilities in the north of the country.

In Surihari, **Bangladesh**, the contribution of Casa Mariù will enable a PIME facility serving around 160 children to complete the renovation of its school and dormitory, while also providing 25 children with disabilities with adequate educational, social and healthcare assistance.

In Tay Tay, **Philippines**, Casa Mariù will work with the school run by Caritas, which welcomes and helps educate some of the most disadvantaged children in the region, many from the smaller surrounding islands.

In Ciudad Sandino, **Nicaragua**, in the disadvantaged neighbourhood of Nueva Vida, it will support the Caritas Redes de Solidaridad nursery and primary school, which offers around 230 children a safe environment in which to grow and learn.

In **Peru**, Casa Mariù will support Operation Mato Grosso, launched by Salesian Father Ugo De Censi, backing three projects in Yanama, Tauca and the district of Nuevo Chimbote, one of the largest and poorest in the country, with the aim of providing basic education to young children and offering them a safe and welcoming environment.

Caritas Ambrosiana is the pastoral organisation established in 1974 by the Archbishop of Milan “in order to promote the witness of charity of the diocesan ecclesial community and local communities (...) in ways appropriate to the times and needs, with a view to the integral development of the human person, social justice and peace, with particular attention to the least among us and with a predominantly pedagogical function” (Article 1, *Caritas Ambrosiana Statute*). Caritas Ambrosiana is “the official instrument of the Diocese for the promotion and coordination of charitable and social initiatives” in the Ambrosian territories and elsewhere (national and international), in response to emergencies and in support of integral human development.