

COLMAR

SPORT IN STYLE

**Lagazuoi EXPO Dolomiti presents
an illustrated exhibition that tells the story of the Colmar brand's
evolution**

A journey through style evolution tells how sport has influenced fashion over the years. This is the leitmotiv of the exhibition, which inaugurates the winter season of the Lagazuoi EXPO Dolomiti, an exhibition centre at 2,778 meters above sea level between Cortina d'Ampezzo and Alta Badia.

In the four museum rooms, carefully selected images between present and past communicate with one another and reveal a style development with a strong identity over time: the style of an almost centenary brand (Colmar was founded in 1923), which has always set and interpreted the latest trends.

Sport in Style offers a long sequence of sports and fashion images, victories, podium places and advertising campaigns with unexpected combinations, in a constant dialogue between historical and avant-garde products, contemporary and lively images. A different kind of chronological sequence, a visual itinerary of a historical archive with topicality and aesthetic relevance, that today more than ever is the matrix of a global trend.

“This exhibition is an emotional journey through pictures from yesterday and today and shows how the almost hundred-year history of our brand can be the diary of the near future. Because fashion invents, breaks traditions, then returns to its origins to create new ideas and reinvent itself. And when sport influences fashion, fashion is grateful for it.” - said Colmar's chairman, Mario Colombo.

“Lagazuoi EXPO Dolomiti is a lifestyle laboratory wherein to explore the potential of the mountains from all angles: ecological, cultural, social. For this reason, we are delighted to host the Colmar centenary exhibition, a point of reference in the sportswear industry” - explains Stefano Illing, founder of the exhibition centre. “For the first time, we are turning our attention to a brand. Colmar becomes a lens through which we can see how the iconography of the mountains has changed through an original perspective. The photographs on display tell of the decades-long development of winter sports and, at the same time, of the social changes that the high mountains have undergone under the impetus of mass tourism and, more recently, through increased environmental awareness. The mountains have always been at the forefront, and this exhibition testifies to that.”

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