

PRESS RELEASE
21st of March 2023

The 10th edition of the La Moda Veste la Pace Award was held in memoriam of Vivienne Westwood.

The event was held thanks to the esteemed patronage of the European Parliament at the Spazio Europa managed by the European parliament Office in Italy and by the European Commission Representation in Italy, in Via IV Novembre 149, Rome.

**African Fashion Gate awarded
Naomi Campbell, Massimo Giannini, Renzo Rosso and Arianna Alessi, Lelio Gavazza,
Luisa Panconesi, Piero Piazzi and Massimo Leonardelli**

At noon on March 21st– “The International Day for the Elimination of Racial Discrimination”– **Spazio Europa** in Via IV Novembre 149 in Rome, **managed by the European Parliament Office in Italy and by the European Commission’s Representatives in Italy, was the venue for the 10th Edition of the international La Moda Vesta la Pace award** created by the founder of African Fashion Gate APS Nicola Paparusso, which **since its inception has boasted patronage from the Camera Nazionale della Moda Italiana, the National Office Against Racial Discrimination for the Presidency of the Council of Ministry and the Italian Football Federation.**
The event, held thanks to the esteemed patronage of the European Parliament, was in memoriam of Vivienne Westwood, who Nicola Paparusso and African Fashion Gate knew and respected.

After an introductory speech by Antonio Parenti, the Head of the European Commission Representation in Italy, Mariteou Dione, President of AFG awarded:

Naomi Campbell, fashion icon, actress, activist and **founder of Fashion For Relief**, a non-profit organization that collaborates with other charities and foundations, for having undertaken and continuously supported a campaign against racism in fashion and beyond. She has always been inspired by Nelson Mandela, who nicknamed her his honorary granddaughter.
The super top model was unable to attend the event and sent a video contribution;

Massimo Giannini, Director of "La Stampa" for his sensitivity to social issues. "Mobilitarsi è un dovere" is the title of his editorial published on December 7th 2022 in which he promoted a collection of signatures in support of an appeal addressed to Mohammad Reza Sabouri, the Islamic Republic of Iran’s Ambassador to Italy, to the head of the Iranian judiciary and to Antonio Tajani, Minister of Foreign Affairs, for the release of FAHIMEH KARIMI, volleyball coach and mother of three, detained and sentenced to death by the regime for kicking a member of the Basij paramilitary;

Lelio Gavazza Executive Vice President of Sales and Retail for **the Bulgari Group** for his profound commitment to promoting the values of equality and diversity, in compliance with the highest standards of conduct;

Luisa Panconesi Presidente del Comitato Evento LuisaViaRoma x UNICEF for sponsoring important initiatives created to support UNICEF programs aimed at protecting and ensuring the rights of the most vulnerable children in the world. In particular, in 2022, she led a significant collection of funds to support UNICEF programs in response to emergencies, with a focus on crises in Ukraine and Syria;

Piero Piazzi, President of Women Management and Massimo Leonardelli, CEO of Leonardelli PR for their commitment respectively as Ambassador and President of TO GET THERE (<https://www.togetthere.it/>) the ETS they founded, active in Uganda and South Sudan in helping orphaned and HIV-positive children abandoned and in conditions of extreme poverty with the local support of the Comboni nuns and doctors of the Policlinico Gemelli in Rome;

Renzo Rosso, Founder and President of the **OTB Group**, and **Arianna Alessi**, Vice President of the **OTB Foundation**, because in addition to the many projects they support with their foundation that focuses on young people, women and integration, they have worked to welcome Ukrainians refugees into Italy by providing them with accommodation, food, clothes, health care, education and training, and including them in their company in compliance with all contractual rights. Although he was unable to attend the event, Renzo Rosso invited African Fashion Gate to an awards ceremony at the OTB headquarters in Breganze, Italy on April 3rd.

Before the award ceremony at 10:30am, the Società Benefit held a debate focusing on bridging the gap between companies and the third sector and the coexistence of business with benefit. This served as a dialogue between politicians, entrepreneurs, researchers and professionals, aiding them to understand which are the best paths and the practices to adopt in order to foster integration and synergy between for-profit and non-profit activities.

Debate participants:

Giandomenico Cressoni Chartered Accountant, Accounting Expert, Legal Auditor, and partner of Studio Associato Cressoni Ghizzi Zeni was the moderator;

Mauro Del Barba first signer of the Società Benefit provision and President of Assobenefit;

Adriano Marsala Expert in Società Benefit and ESG Indicators;

Maurizio Zordan CEO of Zordan, one of the first Italian manufacturing companies to become a Società Benefit;

Massimiliano Ghizzi President of the Gruppo TEA SpA.

African Fashion Gate

With representatives in Europe, Africa, North America and South America, AFG is a **permanent workshop** for cultural initiatives and concrete projects **to fight persistent forms and episodes of racism, discrimination, and exclusion in the world of fashion, art, performance and sports.** For some years, **AFG** has presented **La Moda Veste la Pace Award**, a public recognition conferred on eminent figures that have distinguished themselves for their dedication to inclusion and rejection of discrimination and racism. The event has been **organized in Brussels**, the seat of the **European Parliament**, under its High Patronage, and **in Rome** at the Italian Delegation of the **European Commission**. African Fashion Gate also organizes the annual appointment La Moda veste la Pace at the **Museum of Decorative Arts at the Louvre, coinciding with Paris Fashion Week.** It has also been **held in Minsk, Belarus** since January 2019 to launch a call asking the authorities to set an official moratorium on executions and to commute the death sentences of prisoners.

La Moda Veste la Pace Award

To date, the award has been bestowed upon fashion icons such as **Franca Sozzani**, the late director of Vogue Italia, stylists **Valentino Garavani**, **Giorgio Armani** and **Vivienne Westwood**, the president of the National Chamber of Italian Fashion **Carlo Capasa**, **Santo Versace** and figures belonging to other sectors such as **Gabriele Gravina**, president of the Italian Football Federation, **Paolo Del Brocco** managing director of Rai Cinema, the Italian-Pakistani journalist **Sabika Shah Povia**, the world motorcycling champion **Franco Morbidelli**, the Roma football team player **Ebrima Darboe**, the tiktokker **Khaby Lame**, the musical group **Simple Minds** and **Makaziwe Mandela**, daughter of the Nobel Peace Prizewinner and President of South Africa **Nelson Mandela**, who since July 18th 2022 has been the Honorary President of AFG.

The award statue, designed by Axel P, depicts the silhouette of an African model winged by an olive branch to signify the victory over prejudice and discrimination. It also reminds us, through the fingerprint of which the body is composed, of the irrepensible right to our identity. The La Moda Veste la Pace Award was created entirely in Italy by Maestro Davide Simone according to the principles of eco-design and sustainable development. In addition to being an award, it represents a commitment to the environment. For more information: www.africanfashiongate.org

Press Office

Barbara Odetto
info@barbaraodetto.com
Ph. + 39 339 6343997