



# THE TWINNING OF ROME AND PARIS

*"Rome and Paris walk hand in hand"*

The successful twinning programme of Rome and Paris, which has resulted in a rewarding collaboration between **Alta Roma** and the **Fédération Française du Prêt-à-Porter**, is now in its second edition.

In 2007, the two cities signed an exclusive twinning agreement in the form of a bilateral protocol which ratified "a strong desire to create an exchange programme between the young creative talents of the fashion sector, also with a view to its economic aspects" thus fostering the creative exchange between Italian and French fashion.

During the thirteenth edition of **AltaRomAltaModa** two young fashion designers will showcase their creations: **Celine Faizant** and **Bisrat Negassi**.

**Celine Faizant**, the interpreter of "nouvelle couture", a unique, personal technique, far removed both from haute couture and ready-to-wear, designs limited series "ethical" garments using organic, ecological and eco-friendly materials and fabrics.

**Bisrat Negassi**, a French stylist of African origin, captured the attention of the French press with the presentation of garments that though modern are also rich in African references, thus revolutionizing the Paris fashion scene.

And, from 4 to 7 September, during the **Salon du Prêt-a-Porter**, two designers selected by Alta Roma will be in Paris to present their creations. An exciting opportunity which, last year, resulted in **Le Tartarughe** by **Susanna Liso** and **SoftCore** by **Sergio Zambon** making a number of interesting contacts which were subsequently translated into business deals.

For further information, please contact:  
Ufficio Comunicazione  
Alta Roma S.c.p.a  
T. +39 06 6781313  
F. +39 06 69200303  
[ufficiostampa@altaroma.it](mailto:ufficiostampa@altaroma.it)