



La Sala Bianca, Florence 1952

Cari Amici –

Born from the ruins of WWII and helped by America's Marshall Plan, the Italian fashion miracle began when Italy turned away from France as a source of inspiration and started looking inward. What set the new Italian creations apart from the more showily contrived French couture of the day, and what renders them fresh even today, was a deliberate un-fussy cut and a functional approach to design. This new Italian high fashion was grounded in a **strong sense of reality** that created a fashion that **truly served its patrons**, with garments designed for the life of the **modern woman**.

The lecture, *Made in Italy: Fabulous Fashion and the Culture of Style*, will be delivered by Fashion Historian **Eugenia Paulicelli**, Professor and Director of Fashion Studies, Italian Studies & Comparative Literature, Queens College & The Graduate Center, City University of New York.

Here are the details of this event:

Saturday, November 5, 2016  
12 Noon Luncheon followed by Professor Paulicelli's Lecture  
La Cumbre Country Club  
4015 Via Laguna, Santa Barbara

Cost: \$45

Reservations are required and the payment must accompany your reservation.

**Deadline to reserve is Monday, October 31<sup>st</sup>, 2016**

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To make a reservation, please send your check, **made out to ICHF** and this form to:

**ICHF/MODA LUNCHEON**  
**2128 Piedras Drive**  
**Santa Barbara, CA 93108**

**Name (s):** \_\_\_\_\_

**Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**e-mail:** \_\_\_\_\_

**Number of Tickets @ \$45.00** \_\_\_\_\_ **Total Enclosed \$** \_\_\_\_\_

ICHF is a 501 C(3) non-profit organization dedicated to foster greater understanding of the culture, history, language and arts of Italy past and present.