

# ALBERTA FERRETTI

## BIOGRAPHY

Alberta Ferretti's name is synonymous with style, femininity, elegance, sensuality and glamor.

Her passion for fashion began at a very young age: in 1980 she founded the company Aeffe S.p.A. with her brother Massimo Ferretti, and the following year she made her official debut on the runways in Milan.

The rapid international expansion that followed, coordinated by the four showrooms in Milan, Paris, London and New York, led to the opening of numerous single-brand boutiques in the most important fashion and luxury shopping capitals.

These achievements earned her numerous awards, including the appointment as Cavaliere del Lavoro by the President of the Italian Republic Oscar Luigi Scalfaro in 1998, an Honorary Degree in Conservation of Cultural Heritage for the restoration of Montegridolfo Castle in 2000, and the Lifetime Achievement Award and 'The Romantics' Award presented to her by Anna Wintour in 2005.

In October 2018, she was awarded the America Award by the Italy-USA Foundation, which she received in Rome at the Chamber of Deputies.

Having always been attentive to ecological issues, in 2019 she was presented with the Ethical & Sustainable Award in Monte Carlo during Monte Carlo Fashion Week. This award acknowledged her commitment and the contribution she has made in reminding us of the importance of loving and protecting our planet by playing an active role in encouraging sustainability and promoting a cleaner and better world for the generations to come by producing eco-friendly garments.

In September 2021, at the 78th Venice International Film Festival, she received the WiCa - Women in Cinema Award - in recognition of her undisputed talent and the sensitivity with which she has been able to make an impact in the world of fashion.

In May 2022, she received the Guido Carli Award at the 13th edition dedicated to Italian Excellence. The award was given to the designer for her distinguished commitment to promoting Italy's image in the world.

Energy, grace and dedication are the qualities that characterize all her designs, including the cocktail and evening dresses worn on the world's most photographed red carpets by ambassadors from the worlds of fashion, music and film such as: Sandra Bullock, Katy Perry, Dua Lipa, Josephine Skriver, Meryl Streep, Cate Blanchett, Alessandra Ambrosio, Uma Thurman, Chiara Ferragni, Amal Clooney, Regina King, Angelina Jolie, Eva Longoria, Kate Winslet and many others.

Alberta Ferretti operates with her own or franchised single-brand boutiques in Milan, Rome, Paris, Moscow, Jeddah and Beirut. Since 2010, the brand has had an online boutique, managed by the company itself.

Alberta Ferretti is Vice-President of AEFPE S.p.A.