

## Toast Love! A Made In Italy Valentine's Day

Iwona Adamczyk (February 16, 2012)



Celebrating Fashion Week and Valentine's Day, Italian Trade Commission's Fashion of the Vine Project treated New Yorkers with fine Italian wines, Baci Perugina and a preview of La Perla's latest collection.

As part of citywide Fashion week celebrations, a special event was hosted by La Perla at the Madison Avenue Boutique (803 Madison Ave) on February 11th, 2012.

In collaboration with the Italian Trade Commission and its Fashion of the Vine Project Program, [La Perla](#) [2] celebrated the introduction of its newest collection.

Present in the upscale Upper East Side boutique was also Chef Vivien Reimbelli who created hand crafted chocolates in the Italian Tradition of Perugina and shared the legendary love story behind them with the invited guests.



What could be better than tasting freshly made Perugina [Baci](#) [3] chocolates while browsing through La Perla's sensual collection?

Perhaps pairing it all with some Italian wine provided by the [Italian Trade Commission](#) [4] to celebrate full swing the Made in Italy Excellence!

TOAST LOVE - Wines of Italy Tasting offered guests the widely and quickly spreading due to its deliciousness, Italian Prosecco as well as other wines from producers Valdora & Franco Todini.

The afternoon event was made complete by the modeling of some of La Perla's newest collection.

Italian Trade Commissioner, Aniello Musella explains the premise behind the Fashion of the Vine Project, noting: "Italian Wine is fashionable. Vintages are created just as the most consummate of collections are: with intended expressions, precise intentions, and formidable muses.

Those who value high quality, innovation, tradition and the creative process understand what MADE IN ITALY means whether it is presented on a runway or simply decanted.

These underlying qualities representing the unparalleled nuances of Italian lifestyle are the reason behind the unrivaled success of Italian Fashion and Wine in the United States and reveal why Fashion of the Vine Project thrives. We are pleased to join La Perla in presenting a stellar sampling of the best of Made in Italy."

**Source URL:** <http://newsite.italy.org/magazine/events/reports/article/toast-love-made-in-italy-valentines-day>

### Links

[1] <http://newsite.italy.org/files/laperla1329439241.jpg>

[2] <http://www.laperla.com>

[3] <http://www.perugina.com>

[4] <http://www.italtrade.com>