



## City Sweet. 100% Italian Sweetness at the NYC Fashion Night Out

Meg Cortese (September 17, 2010)



During the New York Fashion Night we participated to “City Sweet”, a fund raising event organized by the Italian leather accessories company Braccialini in favor of Bottomless Closet, an association that supports women in need by offering them professional clothes to enter the working world. During the evening we indulged in many different sparkling and sweet temptations...

On September 10 a starlit night welcomed the second edition of the [Fashion Night Out](#) [2] in New York. The initiative, launched last year by [Anna Wintour](#) [3], aims to stimulate the economy of a city that is still undergoing the effects of the recent crisis.

This year the climate was more serene and the city was at its best: with over 1,000 locations, the



most majestic fashion show of its history, 150 top models consecrating the new trends indicated by legendary Vogue, New York became for one night an open air celebration of the fashion world.

The streets were crowded with fashion gurus in search of inspiration and new trends; a pulsating and contagious energy defined an evening featuring the most various initiatives and a number of rap concerts that caused traffic congestions all around; streams of teenagers chased rock stars and Hollywood VIPs; a double-deck bus drove a dancing group of people through the streets of Manhattan; and many many people filled every corner of the city with a pacific and stylish attitude, typical of new yorkers.

During the evening we took a brake from the commotion and decided to accept the invitation of [Martha Napier](#) [4] and [Braccialini](#) [5] to fall in temptation and indulge in a sweet moment. City Sweet, the event to which we participated, was named after the packet book designed by a young female student of the [Parsons School of Design](#) [6] who won the contest 'Every bag has a story'. It gave her a chance to spend a few months in Florence where she attended a vocational course and finally fulfilled her dream to design a pocket book for the historic brand Braccialini, which was then produced in limited edition.

It was a very indulging, typically Italian night, fartherly brighten by sweet and sparkling treats and a group of young volunteers distributing [Il Cantuccio NYC](#) [7]'s delicious semi-tender filled with chocolate, [Grom](#) [8]'s gelato, [Rocchetta](#) [9] water, and finally the sparkling [Asti D.O.C.G.](#) [10] and the [Tosti](#) [11]spumante.

It was a womanly evening dedicated to women. The entire profit of the event was donated to [Bottomless Closet](#) [12], an association that supports women in need by offering them professional clothes to enter the working world: in the New York of 2010 appearance is still very important.

The Braccialini showroom, full of femininity and sweetness, stood out in this magical night, when even the cosmopolitan Big Apple stopped for one moment to celebrate beauty, elegance, in a futile but enchanting... vanity fair!

**Related Links:** <http://www.braccialini.it/> [5]

**Source URL:** <http://newsite.iitaly.org/magazine/events/reports/article/city-sweet-100-italian-sweetness-nyc-fashion-night-out>

### Links

[1] <http://newsite.iitaly.org/files/braccialini-principale1284751603jpg>

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

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

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

[5] <http://www.braccialini.it/>

[6] <http://www.newschool.edu/parsons>

[7] <http://www.ilcantuccionyc.com>

[8] <http://www.grom.it/eng/index.php>

[9] <http://www.rocchetta.it/>

[10] <http://www.astidocg.it>

[11] <http://www.tosti.it>

[12] <http://www.bottomlessclosetnyc.org>