

Franca's Feast

MILAN — “They still love me. I guess it’s because I am a simple person and they realize it. In the end, the word spreads that I am kind and friendly,” said **Roberto Cavalli** with a shrug, referring to the fans who elbowed their way toward him for selfies at the gala dinner Thursday to open the biannual AIDS fund-raiser *Convivio*. Cavalli was one of a slew of designers to turn out at the event. The reserved and press-shy **Ermanno Scervino**, whose friendship with **Kanye West** landed him more than a few tabloid stories, coyly revealed he is the one who showed the 16th-century Forte Belvedere to West for his wedding to **Kim Kardashian**

after a recent fall on the street. Others strolling the aisles at the event, launched by Gianni Versace in 1992 and which this year is open to the public until Tuesday at Fieramilanocity, included **Diego and Andrea Della Valle**; Moncler’s **Remo Ruffini**; **Roberta Armani**; **Anna Molinari**; Salvatore Ferragamo’s creative director **Massimiliano Giometti**; **Silvia Venturini Fendi**; Valentino’s **Stefano Sassi** and **Pierpaolo Piccioli**; **Alessandro Dell’Acqua**; new Krizia owner **Zhu Chongyuan**; Kiton’s chief executive officer **Antonio De Matteis**; Italia Independent ceo **Andrea Tessitore**; **Tommaso Aquilano** and **Roberto Rimondi**; Ports 1961’s **Fiona** and **Salem Cibani**; Z Zegna’s **Paul Surridge**; **Jean-Charles**



Franca Sozzani and Lapo Elkann



Tomaso and Gaia Trussardi



Fausto Puglisi



Margherita Missoni

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last month. Scervino also opened up his atelier in Florence to West to help him fine-tune his designs. Scervino’s verdict? “He is talented, I like him.” Flanked by *Convivio* organizer and *Vogue Italia* editor in chief **Franca Sozzani** and model **Eva Herzigova**, **Lapo Elkann** was fresh off his speech at a luxury summit in Milan a day earlier. The entrepreneur said he carefully handpicks these conferences. “I am not and don’t want to be seen as a know-it-all,” he said. **Alberta Ferretti**, accompanied by her brother and executive chairman of Aeffé SPA, **Massimo Ferretti**, arrived wearing a cast on her arm embellished with a flower pattern that mirrored a print on her black dress. “I wanted to be a bit eccentric,” she joked of her accessory — required

de **Castelbajac** and Iceberg’s creative directors **Alexis Martial** and **Federico Curradi**; **Massimo Piombo**, as well as **Veronica Etro**, who was accompanied by her brother **Jacopo** and her husband **Alessandro Frigerio**. “Here at *Convivio*, I always buy great things I really use,” she said, admitting her fondness for shopping. Other family groups included **Margherita Missoni** and her sister **Teresa**; the Gilmar Group’s **Paolo Gerani** and his mother **Giuliana Gerani**; siblings **Gaia** and **Tommaso Trussardi**; Costume National’s **Carlo** and **Ennio Capasa**, whose 18-year-old daughter **Anna Luisa Capasa** was part of the cast in Academy Award winning movie “The Great Beauty.” Several young designers turned up, including **Marco de Vincenzo**, **Gabriele Colangelo** and **Fausto Puglisi**, who paid homage to Gianni Versace by wearing

one of his vintage shirts. There were also Casamadre’s **Alessia Crea** and **David Parisi**; CO|TE’s **Tomaso Anfossi** and **Francesco Ferrari**, along with handbag designer **Sara Battaglia**, who said she has just launched her own online store. A line of bags is also in the pipeline for jewelry designer **Carolina Neri** and **Bérangère Lux**, who founded the CA&LOU label in 2010. “We are planning a big event for September, where we will launch our first capsule collection of evening bags,” Neri said. Genny’s new creative director **Sara Cavazza** revealed that the brand will launch a new fragrance in September, which will be produced by Italian perfume manufacturing company *Italart*. Table settings at the dinner on the second floor were interpreted according to the theme chosen by *Convivio*: “Fantasy.” For example, Prada re-created a dreamy miniature Italian garden populated by the company’s ironic and playful *Trick Robots*, an orchestra of playing monkeys and precious original Meissen porcelain figures. Costume National commissioned a work by artist **Orodè Deoro**, who realized “Mad Hatter,” a ceramic installation inspired by **Tim Burton**’s version of “Alice in Wonderland.” The sweltering heat hitting Milan wasn’t only one of the night’s main topics of conversation, but also served as inspiration for *Byblos* creative director **Manuel Facchini**. “To fight the heat, in July we are launching a clothing capsule collection decorated with prints of glaciers re-elaborating satellite imagery,” he said. — ALESSANDRA TURRA AND LUISA ZARGANI

Frida's Brazilian Jaunt

JUST BEFORE World Cup madness took over, **Frida Giannini** was able to leisurely jet set all over Brazil. First stop: São Paulo. “This city is full of contrasts — glass skyscrapers, intense traffic, but also pockets of lush vegetation and quiet enclaves,” she says. She came for the opening of the “Forever Now” Gucci exhibition at JK Iguatemi Empresa, “a three-story, modern luxury mall.” And in between work appearances, she found time for some R&R. There was, for instance, Ibirapuera Park: “Like New York’s Central Park, this is a green oasis in the middle of the city.” Different hotels offered different perks — The Skye bar on the top floor of the Unique Hotel “has some of the most spectacular views of the city” while The Fasano’s decor is “warm, handsome, understated and the ground-floor bar has something old-world about it, but is very modern at the same time. I hear its *Caipirinha* is the best in the city.” From there, it was off to Rio de Janeiro. Go to the Pergola, the airy poolside restaurant

inside the Copacabana Palace Hotel — “Perfect for a long, easy lunch.” Or to CT Boucherie, “a little bit of Paris in the Le Blon neighborhood,



Frida Giannini

one of the chicest addresses in Rio.” But, really, it was the city’s character that left a lasting impression: “You immediately see the spirit of the people here — warm, fun, smiling. Coming from the south of Italy, I can strongly relate to this passion for life.” — WWD STAFF



Rio de Janeiro



A look inside L'Eggs.

Eggs à la Mode

BARCELONA — Catalan chef Paco Pérez has taken the egg, organic or farm-fresh and humble as it is, to new gastronomic highs. Open less than a year on the *Passeig de Gràcia* — a block north of Stella McCartney and Louis Vuitton — this city’s hot new eatery *L'Eggs* turns out award-winning egg dishes, such as fried and scrambled eggs with sea cucumbers or Andalusian-style baby squid and tartar sauce. Such updated and traditional dishes as duck eggs in a chile crab sauce or Eggs Benedict with gutsy Ibérico bellota ham are available, as are puffy, oversized omelets with regional black *butifarra* sausage and goat cheese. “They’re not as big as they look,” said Carola Rucabado, communications and events manager. “The secret is in the whisking.” Everything is made on the spot and the most complicated dish is a trio of quail eggs on grilled bone marrow flecked with chili peppers, she said. Pérez honed his skills alongside Spanish icons Ferran Adrià and Joan Roca. Currently he helms *La Enóteca* in Barcelona’s oceanfront *Hotel Arts*, which has two Michelin stars; *Miramar* on the *Costa Brava*, which also has two stars, and,



The bar at L'Eggs.

since 2012, restaurant *5-Cinco* in Berlin’s boutique hotel *Das Stue*, which has one Michelin star. At his Barcelona eatery, even cocktails come with eggs, such as Watermelon Temptation, a gin and fresh watermelon concoction with mint, a pinch of sugar, black pepper, Perrier water — and the white of an egg. Designed by Catalan interior decorator **Toni Espuch**, *L'Eggs* has a cozy farmhouse feel with banquettes and cushions in woven kilim patterns and upholstery fabrics, knotty antique wooden tables, distressed metal and recycled materials, papier-mâché chicken-head wall hangings, ostrich eggs and a long marble-pine wood bar with industrial lighting. There is a view through colored glass of the cooks in action, a small outdoor terrace and, downstairs, a late-night bar with live music will soon debut. — BARBARA BARKER

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