



ROYAL RUNWAY: THE GLOBAL TOUR OF LUXURY (2026–2030)

A visionary project conceived by Dr. Paolo Carbone

Dear Ladies and Gentlemen,

With emotion, passion, and a gaze toward the future, we proudly present “**Royal Runway: The Global Tour of Luxury (2026–2030)**”, the magnificent work conceived by Dr. **Paolo Carbone**, founder of **Baby Chic S.r.l.**, a true emblem of Italian excellence in the world of fashion, art, and international luxury.

Royal Runway is not merely a series of events: it is an **epic journey** through iconic landmarks of world culture, where haute couture intertwines with art, technology, and history, creating unique sensorial experiences designed to redefine the very concept of “luxury.”

Each stage will be a celebration of elegance, creativity, and innovation: a **living story that exalts beauty** in its purest forms, featuring 3D fashion shows, contemporary art exhibitions, haute joaillerie, live performances, and gourmet creations signed by the world’s most renowned Michelin-starred chefs.



AN ILLUMINATED VISION: DR. PAOLO CARBONE

Driven by a profound respect for tradition and an unshakable passion for the future, Dr. Carbone has shaped Royal Runway as a **global symphony of luxury**, merging artisanal excellence, cutting-edge technology, and artistic sensibility into a single, extraordinary cultural manifesto.

His visionary leadership has inspired an international elite team united by talent, experience, and a shared mission: **to create emotions that will last forever.**



THE ROYAL RUNWAY TEAM: EXCELLENCE WITHOUT BORDERS

Under Dr. Carbone's leadership moves a team of brilliant minds and passionate hearts:

- **Isabella Conti** – global strategist, guardian of Royal Runway's values and image.
- **Marco Rossi** – Chief Operating Officer (COO): the tireless director of efficiency, precision, and flawless organization.
- **Sofia Bianchi** – Global Creative Director: a visionary of aesthetics, capable of transforming every event into a living work of art.
- **Lorenzo Colombo** – Global Marketing & Communication Director: storyteller of Royal Runway's emotions, ambassador of its prestige around the world.
 - **Chiara Leone** – Head of Sponsorship & Partnerships: creator of exclusive alliances with the world's leading luxury brands.

Alongside the core team, **local coordinators** have been carefully selected to embody the essence of the host cities:

- Antonio Esposito (Royal Palace of Caserta)
- Antoine Dubois (Palace of Versailles)
 - Eleanor Davies (British Museum)
 - Francesca Martini (Milan)
- Emily Carter (Metropolitan Museum, New York)

Supported by experts in logistics, security, VIP hospitality, public relations, and art curation, they ensure **authentic and unrepeatable experiences**.



THE JOURNEY: THE STAGES OF A DREAM

2026 – Reggia di Caserta: “The Origin of Greatness”

A triumph between history and avant-garde in one of Europe’s most majestic royal residences.

2027 – Palace of Versailles: “Royal Luxury”

The essence of French splendor revived in a dialogue between fashion and art.

2028 – British Museum, London: “Fashion Through History”

A journey through eras and cultures in one of the world’s most iconic places of knowledge.

2029 – Milan: “Artisanal Excellence”

The beating heart of Made in Italy, celebrated through the art of fashion and design.

2030 – Metropolitan Museum, New York: “The Dawn of a New Fashion-Tech Era”

The fusion of tailoring and technology projected toward the future of luxury.



ROYAL RUNWAY: THE ART OF CREATING THE IMPOSSIBLE

Each event will be a unique multisensory experience:

immersive augmented reality fashion shows, digital art exhibitions, star-studded gala dinners, live musical performances, and exclusive encounters
with icons of fashion, art, and culture.

Royal Runway is more than a project: it's a **cultural revolution**, a new way of conceiving the luxury experience, a stage for the protagonists of the future.

AN INVITATION TO GREATNESS

We're thrilled to invite you **to become part of this extraordinary journey**.
Add your name to the legend of Royal Runway, and together let's write an
indelible page in the history of luxury and innovation.

With deepest respect and gratitude,
The Royal Runway Team



REGGIA DI CASERTA | 30 MAY – 6 JUNE 2026
"THE ORIGIN OF GREATNESS"

An ode to timeless beauty, Italian elegance, and a vision of the future.

SATURDAY, 30 MAY – THE BEGINNING OF THE DREAM
GRAND OPENING – A NIGHT OF ENCHANTMENT

- **4:00 PM** – *VIP Guest Reception* in the Courtyard of Honour, with hostesses in period costumes, vintage champagne, and exclusive gifts.
 - **5:30 PM** – *Opening Ceremony* in the Throne Room, featuring Dr. Paolo Carbone's inaugural address, an artistic performance inspired by Bourbon architecture, and the official presentation of the global project.
 - **7:00 PM** – **Grand Concert by ANDREA BOCELLI** in the Royal Gardens: an emotional journey through immortal arias, modern symphonies, and the grandeur of Italian music beneath Caserta's golden sky.
 - **9:00 PM** – **Gala Dinner "The Table of Kings"** curated by Chef Massimo Bottura: five courses inspired by Campanian culinary heritage, accompanied by rare wines in a mise en place recalling the Bourbon court.
 - **11:00 PM** – *"Celestial Party" in the English Gardens*: orchestral DJ set, immersive projections on fountains, and molecular drinks in crystal goblets.
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SUNDAY, 31 MAY – FASHION AS NARRATIVE

HAUTE COUTURE & HERITAGE

- **10:00 AM** – *AR Experience: “Walk Through History”* – augmented reality tour among the frescoed halls of the Palace with personalized sound narration.
 - **11:30 AM** – **Exclusive Talk:** “Fashion as Collective Memory” featuring art historians, fashion archivists, and avant-garde designers.
 - **2:30 PM** – **Défilé Haute Couture** – a floating runway suspended over the Grand Staircase with iconic international brands.
 - **5:00 PM** – *Royal Art District:* opening of digital installations in the inner courtyards, featuring interactive works and sculptural creations.
 - **20:00** – **Private Cocktail “Silk & Gold”** on the south terrace, with live music and sunset views over the Bourbon gardens.
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MONDAY, 1 JUNE – FUTURE & AVANT-GARDE

TECH, DESIGN & ESPERIENZE SENSORIALI

- **09:00 AM** – *Luxury Lab* – exclusive sessions with fashion-tech start-ups, AI stylist, assistants, metaverse fashion shows, and NFT fashion experiences.
 - **11:00 AM** – **Round Table:** “Fashion in 2050” with CEOs and innovators from luxury tech sectors.
 - **3:00 PM** – **Futuristic Show “Beyond Fabric”** - interactive holograms, dynamic lighting, and algorithmic music.
 - **5:30 PM** – *Opening of immersive exhibition: “The Body as Canvas: Art, Fashion, and Digitalization.”*
 - **9:00 PM** – **Performative Dinner:** a futuristic gastronomic journey with holographic performances, 3D soundscapes, and multisensory dishes.
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TUESDAY, 2 JUNE – THE HEART OF ITALY

MADE IN ITALY EXPERIENCE

- **09:30 AM** – **Royal Walk:** outdoor breakfast along the Palace’s historic paths with live baroque music.
- **11:00 AM** – **Fashion Show “Italian Excellence”** – celebrating the great masters of Made in Italy, blending heritage, innovation, and pure craftsmanship.
- **2:30 PM** – *Private Meetings:* exclusive conversations between artisans, maisons and international collectors.
- **5:30 PM** – **Fashion Theatre:** performance combining dance, opera, and live storytelling through 18th-century-inspired garments.
- **8:30 PM** – **Dinner under the Loggias** with string quartet concert and menu curated by Michelin-starred Campanian chefs.
- **10:30 PM** – *Italian Night:* tricolor visual show on the fountains with artistic projections synchronized to lyrical music.

WEDNESDAY, 3 JUNE – TALENT & NEW VISIONS

YOUNG DESIGNERS & FUTURE ICONS

- **10:00 AM** – “*Runway Academy*” – international fashion show by the world’s top design academies.
 - **12:30 PM** – *Creative Brunch*: networking among young designers, and global buyers.
 - **3:00 PM** – *Interactive Exhibition*: “The Unfinished Fashion” – visionary prototypes and conceptual garments in dialogue with generative AI.
 - **5:00 PM** – **Ceremony “Young Visionary Designer Award”**
 - **8:00 PM** – *Underground Dinner*: theatrical setting with new-wave atmosphere and molecular cuisine.
 - **22:30** – *Outdoor cinema*: world premiere of the docufilm “Royal Runway: Behind the Scenes of Beauty.”
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THURSDAY, 4 JUNE – LUXURY AS DIALOGUE

BUSINESS, BRANDS & GLOBAL STRATEGIES

- **09:30 AM** – Royal Business Forum: panel with CEOs of luxury maisons, investors, and global distribution players.
 - **1:00 PM** – *Business Lunch “Oro Bianco”*: networking moments between brands and sponsor.
 - **4:00 PM** – **Round Table with global media**: Vogue, LVMH Media, Harper’s Bazaar, The Business of Fashion.
 - **6:30 PM** – **Jewelry Art Show**: haute joaillerie runway beneath the oval colonnade, bathed in natural light and scenographic architecture.
 - **9:00 PM** – **Gala “The Night of Alliances”**– formal dinner with charity auction to support emerging artistic talents.
 - **11:00 PM** – *Laser Night Experience*: synchronized lights, water, and sound spectacle across the palace fountains.
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FRIDAY, 5 JUNE – HARMONY & NATURE

WELLNESS, SLOW LUXURY & BEAUTY

- **08:00 AM** – Yoga in the English Gardens with harmonic sounds and aromatic infusions.
- **10:00 AM** – **Fashion Show “Regenerative Luxury”** – wellness fashion, green couture, sustainable activewear.
- **1:00 PM** – **Private SPA & Beauty Lounge**: signature treatments with rare oils and custom fragrances.
- **5:00 PM** – **Royal Parade** – artistic procession featuring historical costumes reinterpreted by contemporary maisons, accompanied by live ensembles.

- **7:00 PM** – Sunset Cocktail “White & Gold” with fountain views.
 - **9:00 PM – Dinner Under the Stars** – bio-fusion menu, dress code: total white with golden accents.
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SATURDAY, 6 JUNE – GRAND FINALE

GRAND CLOSING – A MAJESTIC FAREWELL

- **10:00 AM** – *Honor Breakfast* with institutional and artistic personalities.
- **12:00 PM** – *Private Meetings* with partners for the 2027–2030 global tour.
- **4:00 PM – Closing Ceremony in the Hall of Mirrors** – official speeches, final awards, and symphonic performance.
- **6:00 PM – Final Runway “Enchanted Palace”**: collective fashion show featuring all protagonists of the 2026 edition.
- **8:30 PM – Nocturnal Symphony Concert** with live orchestra among illuminated fountains.
- **10:00 PM – Fire & Light Show**: grand finale with choreographed fireworks, light projections to classical music, and final toast.



PALACE OF VERSAILLES | 29 MAY – 5 JUNE 2027
“ROYAL LUXURY”

A tribute to the splendor of European courts, reinterpreted through a contemporary lens.

SATURDAY, 29 MAY – THE GATES OF GRANDEUR

GRAND OPENING – L'ÉLÉGANCE À VERSAILLES

- **4:00 PM** – *VIP Welcome in the Cour Royale*, featuring horses in livery, Dom Pérignon 2008 champagne, and a baroque string quartet.
- **5:30 PM – Official Ceremony in the Hall of Mirrors** (Galerie des Glaces): address by Dr. Paolo Carbone and welcome remarks by the French Cultural Ambassador.

- **7:00 PM – Exclusive Piano Concert by Lang Lang**, amidst mirrors, chandeliers and frescoes celebrating French glory.
 - **9:00 PM – Grand Dîner Royal** singed by Alain Ducasse, with white-glove service, and recipes inspired by the feasts of the Sun King.
 - **11:00 PM – “Versailles Nocturne”**: luminous garden party with masked dances and acrobatic shows in 18th-century costumes.
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SUNDAY, 30 MAY – THE FASHION OF THE COURT

HAUTE COUTURE & HISTORICAL NOBILITY

- **10:00 AM** – *Immersive Tour “Among Lace and Velvet”* in the private chambers of Queen Marie Antoinette.
 - **12:00 PM – Défilé Haute Couture “L’Héritage”** in the Gardens of Latona – gowns inspired by Europe’s great queens, designed by haute couture maisons.
 - **3:00 PM** – Talk with fashion historians and Louvre curators: “Fashion as a Symbol of Power”.
 - **5:00 PM** – Interactive Exhibition: accessories, jewels, and hairstyles of the royal court reimaged with AR technology.
 - **8:00 PM – ‘Orangerie’ Aperitif** with floral cocktails and live music.
 - **9:30 PM** – Show “Sun and Shadow” – dance, light, and sound among dancing fountains and holographic architecture.
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MONDAY, 31 MAY – INNOVATION AS A LANGUAGE

TECH & FUTURE FASHION

- **09:30 AM**– *Fashion Tech Forum*: AI in tailoring, NFT couture and innovation in materials.
 - **12:00 PM – Show “HauteTechnologie”** in the Abundance Hall: shape-shifting dresses, smart lighting, and digital fabrics.
 - **3:00 PM – Workshop : “Versailles Reloaded”** – augmented reality reinterpretation of the past through the lens of the future.
 - **6:00 PM – Immersive Installation “Le Code du Luxe”** exploring cryptocurrency, blockchain, and experiential fashion.
 - **9:00 PM – Cinematic Dinner**: multisensory dining experience with narrative projections on the walls and guest chefs from Tokyo, São Paulo, and London.
 - **11:00 PM – Futuristic After Show**: AI performance with holographic dancers and avant-garde sound design.
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TUESDAY, 1 JUNE – THE ART OF EXCELLENCE

MASTERY & SAVOIR-FAIRE

- **10:00 AM** – *Gallery of Savoir-Faire*: live demonstrations by French artisans – gloves, feathers, porcelain, textiles.
 - **1:00 PM** – **Défilé “LesMainsduRoi”** – collections created in collaboration with top ateliers from Paris, Florence, and Kyoto.
 - **3:30 PM** – *Talk & Wine*: craftsmanship and luxury, paired with Grand Cru tasting.
 - **6:00 PM** – *Theatrical Show “L’Atelier Vivant”*: a dance performance depicting the creative process of fashion.
 - **8:30 PM** – **Dîner d’Art** with contemporary artists and collectors: each course inspired by an artistic movement.
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WEDNESDAY, 2 JUNE – ETERNAL YOUTH

NEXT GENERATION, NEW FASHION

- **10:00** – *Royal Runway Academy*: fashion show by the world’s leading design schools, awarding the most innovative creations.
 - **1:00 PM** – *Creative Brunch with stylists, influencers, and emerging brands*.
 - **4:00 PM** – *Gallery “ÉclatduFutur”*: capsule collections and genderless fashion between poetry and artificial intelligence.
 - **7:00 PM** – **“Emerging Fashion Royal Awards” Ceremony**.
 - **9:00 PM** – *Young Music Soirée*: DJ set, artistic projections, and live graffiti couture.
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THURSDAY, 3 JUNE – LUXURY ALLIANCES

SPONSORSHIP, MEDIA & GLOBAL VISIONS

- **09:00 AM** – *Luxury Roundtable* featuring LVMH, Kering, Chanel, Hermès – global strategies and sustainable vision.
 - **12:00 PM** – *Press Power*: private meeting with international media partners (Vogue, NY Times Style, Elle, BOF).
 - **3:00 PM** – **Jewelry Show “Les Étoiles”**: extraordinary haute joaillerie collections shimmering with light and crystal.
 - **6:00 PM** – *Royal Cocktail* in the Hall of Battles.
 - **8:00 PM** – **Official Dinner “Les Alliances de l’Art”** with silent auction supporting cultural restoration and scholarships.
 - **10:30 PM** – *“Versailles en Feu” Show*: lasers, dancing flames, and symphonies illuminating the French.
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FRIDAY, 4 JUNE – WELLNESS & BEAUTY

SLOW LUXURY & EXPERIENCE

- **8:00 AM** – *Meditation in the Musical Gardens*: water sounds and live flute performance.

- **10:00 AM** – *Wellness Couture Show*: regenerative garments, medical textiles, holistic fashion.
 - **2:00 PM** – *Royal Spa*: treatments with historic thermal waters and custom fragrances.
 - **6:00 PM** – “*Procession of Light*”: floating white costumes with luminous wings through the parterre d’eau.
 - **9:00 PM** – White & Gold Dinner under the stars: a six-hands menu by Michelin-starred female chefs, with harp and voice concert.
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SATURDAY, 5 JUNE – GRAND FINALE

AN ENGRAVING IN HISTORY

- **10:00 AM** – *Diplomatic Breakfasts* with maisons and ambassadors.
 - **2:00 PM** – **Final Ceremony in the “Galerie des Glaces”**: awards, farewells, and official announcement of the 2028 London stage.
 - **5:00 PM** – **Défilé Finale “Versailles Éternelle”** – iconic looks from all participating maisons among living statues and opera music.
 - **8:00 PM** – **Symphonic Concert “Le Dernier Rêve”** under mirrors, stars, and violins.
 - **10:00 PM** – **Royal Fireworks Grand Show**: inspired by Louis XIV’s pyrotechnic style, featuring classical music, poetry, and farewell toast.
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ROYAL RUNWAY 2028

BRITISH MUSEUM, LONDON | 27 MAY – 3 JUNE 2028

“FASHION THROUGH HISTORY”

A journey across the world’s civilizations through the language of elegance.

SATURDAY, 27 MAY – THE OPENING OF THE CENTURIES

GRAND OPENING – FASHION AS LIVING HISTORY

- **4:00 PM** – VIP Reception in the Great Court among Greek sculptures and neoclassical columns, accompanied by Celtic harps and English rosé champagne.
 - **5:30 PM** – Inaugural Ceremony in the Hall of Ancient Civilizations with greetings from Dr. Paolo Carbone, a theatrical performance on the thread of time, and unveiling of the 2028 vision.
 - **7:00 PM** – **Opening Concert with Florence + The Machine** – live among marble halls, soft lights, and a suspended stage in the Central Atrium.
 - **9:00 PM** – **Gala Dinner “Empire of Style”** – themed courses inspired by historical eras, served among illuminated relics and multi-era design.
 - **11:00 PM** – *After Party “The Time Loop”*: DJ set with stroboscopic lights, Roman columns, and immersive holographic fashion.
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SUNDAY, 28 MAY – ICONOGRAPHY OF DRESSING

STORIES OF FABRICS, CULTURES & POWER

- **10:00 AM** – *Exhibition “Dress the World”* – historical garments reinterpreted by contemporary designers in the Egyptian, Assyrian, and African galleries.
 - **12:00 PM** – **Fashion Show “Civilizations on the Runway”** – five maisons for five eras: from Ancient Egypt to the Renaissance, from the British Empire to Pop Culture.
 - **3:00 PM** – *Interdisciplinary Talk*: historians, sociologists, and stylists discuss the symbolic power of dress.
 - **6:00 PM** – *Immersive Installation “The Fabric of Time”* – walk through an interactive textile timeline.
 - **20:30 PM** – **Cocktail “British Gold”** between the Rose Window Hall and the Museum Garden, with 1930s jazz and colonial-inspired reinterpretations of British cuisine.
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MONDAY, 29 MAY – THE EVOLUTION OF TASTE

FASHION, ARCHITECTURE & SOCIETY

- **09:30 AM** – *Seminar “Fashion & Empire”* – reflections on elegance as a social construct.
- **12:00 PM** – Show “Victorian Recode” – gothic garments, crinoline structures, misty colors, organic music, and atmospheric lighting.
- **3:00 PM** – *Tailoring Workshop “Gothic Tailoring”* with London stylists and design academies.
 - **6:00 PM** – *Art Show “Layers”* – a visual installation blending architecture and clothing.
 - **9:00 PM** – **“Underground Dinner”** in the museum’s vaults: a theatrical dining experience with guests dressed in Victorian-inspired attire.

TUESDAY, 30 MAY – REVOLUTION & AVANT-GARDE

PUNK, STREET STYLE & CONTAMINATIONS

- **10:00 AM** – *Panel “London Looks”* – fashion icons and journalists recount London as the epicenter of style countercultures.
 - **1:00 PM** – **Défilé “From Punk to Pixel”** – collections inspired by punk, rave, cyber-style, and urban futurism.
 - **4:00 PM** – *Live Performance*: body-paint fashion and dance battle in the Liberty Gallery.
 - **6:00 PM** – *Open Art Fashion Market* with emerging UK designers.
 - **8:00 PM** – **Street-Luxe Dinner** in the cloisters: Michelin-starred chefs reinterpret London street food.
 - **10:00 PM** – *After Party “London Is Burning”*: electronic music and light installations in the Museum Square.
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WEDNESDAY, 31 MAY – BRITISH HERITAGE

CLASSICISM, EXCELLENCE & TRADITION

- **08:30 AM** – *Royal Breakfast at Buckingham Palace* (by invitation only), with institutional guests.
 - **11:30 AM** – **Show “Aristocratic Modernity”** – British brands reinterpret noble wardrobes through modernism and heritage.
 - **2:00 PM** – *Exhibition “Brit Elegance”* – from tweed to tartan, from military uniforms to ceremonial couture.
 - **6:00 PM** – *“Royal Quartet Concert”* in the Regency Halls.
 - **8:30 PM** – **Black Tie Dinner “Savile Row Night”** – a celebration of masculine elegance with whiskey, velvet, and English jazz.
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THURSDAY, 1 JUNE – FASHION & THINK TANK

SPONSORSHIP, MEDIA & CREATIVE STRATEGIES

- **10:00 AM** – *Global Luxury Forum*: data, trends, and future strategies with LVMH UK, Richemont, and Selfridges Group.
- **12:30 PM** – *Business Lunch “Albion Talks”*: private meetings between maisons and investors.
- **3:00 PM** – **Défilé “Jewels of the Empire”** – haute joaillerie runway under the glass dome, featuring dresses inspired by British queens and global icons.
- **5:30 PM** – *Royal Cocktail with red carpet press coverage and Vogue International shooting*.
- **8:00 PM** – **“Collaboration Dinner”** – one table per partner brand, with dedicated storytelling and exclusive dishes.
 - **10:00 PM** – *Light & Rain*: choreographed light performance with suspended umbrellas and artificial rain.

FRIDAY, 2 JUNE – SOUL & BEAUTY

WELLNESS & THE PHILOSOPHY OF DRESSING

- **08:00 AM** – *Harmonic Yoga* at dawn among neoclassical columns and ancestral sounds.
 - **10:00 AM** – **Show “Wellbeing Couture”** – luxury activewear, ethical materials, fluid silhouettes.
 - **2:00 PM** – *Royal SPA Ritual* – British aromatherapy, botanical perfumes, signature teas, and historic massage techniques.
 - **6:00 PM** – *Fashion Parade “Floral March”* models walking through the British Museum gardens accompanied by botanical orchestras.
 - **9:00 PM** – **Dinner “White London”** – guests dressed in white, among petals, soft lights, and neoclassical jazz.
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SATURDAY, 3 JUNE – THE FINALE AND THE FUTURE

EPILOGUE & ANNOUNCEMENT OF A NEW ERA

- **10:00 AM** – *Breakfast with Fashion Ambassadors* – presentation of the 2029 Milan project.
 - **2:00 PM** – **Official Ceremony in the Roman Empire Hall** – acknowledgments, partners, media, and featured designers.
 - **5:00 PM** – **Final Défilé “Londra Eterna”** – a collective catwalk uniting eras and visions.
 - **8:00 PM** – **Symphonic Concert with choir and orchestra** – performing the original Royal Runway soundtrack.
 - **10:00 PM** – **“The Crown Fireworks”** – pyrotechnic and laser light show illuminating London’s night like a timeless enchantment.
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ROYAL RUNWAY MILANO

ROYAL RUNWAY 2029

MILANO | 26 MAY – 2 JUNE 2029

“ARTISANAL EXCELLENCE”

The world's capital of style celebrates the genius of Italian craftsmanship.

SATURDAY, 26 MAY – HYMN TO ELEGANCE

GRAND OPENING – THE HEART OF MILAN LIGHTS UP

- **4:00 PM** – *VIP Welcome in Piazza Duomo*: opening parade blending fashion and historical costumes, tricolor aperitif, and Verdi arias as background music.
 - **6:00 PM** – *Official Ceremony at Teatro alla Scala*: welcome speech by Dr. Paolo Carbone and Italian institutions, followed by a poetic reading.
 - **8:00 PM** – **Opening Concert with Il Volo & the Philharmonic Orchestra of La Scala.**
 - **10:00 AM** – **Gala Dinner “Opera & Gold”** at the Museo del Novecento, with panoramic city views and a menu inspired by haute Lombard cuisine.
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SUNDAY, 27 MAY – MILAN, CAPITAL OF STYLE

FASHION & CITY EXCELLENCE

- **09:30 AM** – *Private Tour “Secret Milan”* through ateliers, historic courtyards, and haute couture boutiques.
- **12:00 PM** – **Défilé “Iconic Milan”** – runway on Via Montenapoleone in collaboration with major Italian maisons.
- **3:00 PM** – *Talk “The Genius of Detail”* – historians, architects, and stylists discuss artisanal precision.

- **6:00 PM** – *Interactive Exhibition “Inside the Masterpiece”* at Palazzo Reale: anatomical exploration of garments, shoes, jewelry, and handbags.
 - **8:30 PM** – **Cocktail “Design Aperitivo”** in the Triennale courtyard, featuring installations inspired by design and fashion.
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MONDAY, 28 MAY – THE ART OF KNOW-HOW

TAILORING, DESIGN & TRADITION

- **10:00 AM** – *Live Workshops in the Navigli District*: master artisans creating bespoke garments before the audience.
 - **1:00 PM** – *Brunch “Stoffa e Cuore”* in the Brera workshops.
 - **3:00 PM** – **Fashion Show “The Hands of Milan”** – **collections born from** collaborations between historic maisons and young tailors.
 - **5:30 PM** – *Visit to La Scala’s workshops*: costumes, makeup, and set design.
 - **9:00 PM** – **Dinner “Tailor’s Table”** textile-themed menu with accordion and double bass interludes.
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TUESDAY, 29 MAY – THE FUTURE OF MADE IN ITALY

INNOVATION, TECHNOLOGY & SUSTAINABILITY

- **09:30 AM** – *Forum “Artisan Future”* at Fondazione Prada: blockchain, AI, sustainable materials, and traceability.
 - **12:00 PM** – **Fashion Show “Neo-Couture”** – techno-fibers, 3D printing, garments reacting to body and light.
 - **3:00 PM** – *Exhibition “Converging Arts”* at MUDEC: fashion, design and technology.
 - **6:00 PM** – *Experiential Performance: “Digital Hands”* electronic music and laser stitching.
 - **8:30 PM** – **Dinner “Future Taste”** in a converted factory by Michelin-starred chefs under 30.
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WEDNESDAY, 30 MAY – YOUNG MASTERS

TALENT, RESEARCH & EXPERIMENTATION

- **10:00 AM** – *Fashion Show “Next Artisans”* – Italian and international academies presenting new collections.
 - **12:30 PM** – *One-to-One Meetings* between emerging designers and buyers.
- **3:00 PM** – *Talk “The Beauty to Come”* – philosophers, critics, and entrepreneurs discuss the future of conscious luxury.
 - **6:00 PM** – *“Young Masters of Italy” Award Ceremony*.
- **9:00 PM** – **Dinner “Contemporary Renaissance”** – Renaissance art meets modern DJ sets inside the Pinacoteca di Brera.

THURSDAY, 31 MAY – HERITAGE & NETWORK

LUXURY BUSINESS & STRATEGIC MEETINGS

- **10:00 AM** – *Luxury Leadership Summit* with maisons, international media, and top executives.
- **1:00 PM** – *Lunch with ICE, the National Chamber of Italian Fashion, Confindustria Moda.*
- **3:00 PM** – **Fashion Show “Jewels of Italy”** – haute jewelry and artisanal accessories inside the Galleria Vittorio Emanuele II.
- **6:00 PM** – *Cocktail Reception in the Royal Hall of Milano Centrale Station*: connecting travel, style, and evocative power.
- **9:00 PM** – **Gala Dinner “Milan Fashion Night”** with light shows, video mapping, and performances projected on the Duomo façade.

FRIDAY, 1 JUNE – WELLNESS & REBIRTH

SENSORIAL LUXURY & INNER FASHION

- **08:00 AM** – *Sunrise Yoga on the Triennale Terrace* with live music and natural fragrances.
- **10:00 AM** – *Fashion & Spa*: healing garments, therapeutic fabrics, beauty couture.
- **1:00 PM** – *Light Lunch “Chromotherapy & Food” – chromatic cuisine experience.*
- **4:00 PM** – *Fashion Show “Essence”*: minimalism, spirituality, and fashion as a language of the soul.
- **8:00 PM** – **White Dinner “Milan Light”** – all-white dinner beneath the arcades of Rotonda della Besana, with slow dances and a suspended orchestra.

SATURDAY, 2 JUNE – THE APOTHEOSIS OF ELEGANCE

FINALE & CELEBRATION OF ITALIANITY

- **10:00 AM** – *Institutional Ceremony* celebrating the Republic with the Ministry of Culture’s official speech.
 - **2:00 PM** – **Final Défilé “Made in Italy Forever”** – each maison presents a signature piece symbolizing its legacy.
 - **5:00 PM** – *Live Fashion Painting on monumental fabrics in Piazza Affari.*
 - **8:00 PM** – **Grand Concert “Symphony of Excellence”** at Castello Sforzesco, with choirs, ensembles, and visual effects.
 - **10:30 PM** – **“Milan Under the Stars”** – fireworks, architectural projections, and official closing toast.
-



ROYAL RUNWAY 2030

METROPOLITAN MUSEUM OF ART, NEW YORK | 25 MAY – 1 JUNE 2030

“THE DAWN OF A NEW FASHION-TECH ERA”

A bridge between art, technology and humanity, in the heart of the global capital

SUNDAY, 25 MAY – THE BEGINNING OF THE FUTURE

GRAND OPENING – LUXURY REIMAGINED

- **4:00 PM** – *VIP Reception on the Met steps*, red carpet with holographic backgrounds and interactive projections.
- **5:30 PM** – *Inaugural Ceremony inside the Great Hall*, with a symphonic performance speech by Dr. Paolo Carbone, and the unveiling of the final Royal Runway vision.
- **8:00 PM** – **Exclusive Concert by LADY GAGA & the New York Philharmonic** – a duet between past and future, in the Hall of the Egyptian Temples.
- **10:00 PM** – **"Artificial Beauty" Gala Dinner** curated by Chef Daniel Humm: a sensory menu, dishes inspired by the data and colors of emotions.

SUNDAY, MAY 26 – THE INTELLIGENCE OF STYLE

FASHION, AI & HUMAN INTERACTION

- **10:00 AM** – *Metaverse Room Opening*: avatar fashion experience & augmented reality in the Greek-Roman rooms.

- **12:00 PM – Défilé “Neural Couture”** – clothes created in collaboration with generative algorithms, accompanied by music composed by AI.
 - **3:00 PM – “Emotional Fashion & Data” Panel:** Neuroscientists, fashion strategists, and stylists converse about creativity and technology.
 - **6:00 PM – Live Performance:** models and holograms interact in real time with the audience.
 - **8:30 PM – “New Renaissance” Cocktail** – featuring biometric lights, dynamic scents, and liquid music.
-

MONDAY, MAY 27 – WEARABLE ART

COUTURE & CONTEMPORARY ART

- **9:30 AM** – *Private tour “The Invisible MET”* with curators and digital artists.
 - **11:30 – Défilé “Wearable Art”** – dresses inspired by Klimt, Basquiat, Rothko, Pollock: catwalk in the Modern Art Wing.
 - **2:00 PM – Immersive performance:** digital fabrics and live painting on models in slow motion.
 - **5:00 PM – Experiential tour “From Canvas to Cloth”** – works that become fabrics, led by emerging designers and painters.
 - **8:00 PM – “Colors and Contrasts” dinner** – multisensory tables where each course is inspired by a work of art.
-

TUESDAY, MAY 28 – THE ARCHITECTURE OF THE BODY

FORM, FUNCTION, FUTURE

- **10:00 AM** – *“Dress as Sculpture” workshop* with hybrid architects and stylists.
 - **1:00 PM** – *“Matter & Vision”* brunch with structural food design and edible materials inspired by textile fibers.
 - **3:00 PM – Défilé “Fashion Structures”** – geometries, movements, and suspended structures between engineering and couture.
 - **6:00 PM – “The New Physicality of Fashion” talk:** neuroscience, wearable technology, and performance art.
 - **9:00 PM – “Sculptural Taste” dinner:** architectural dishes, dynamic lighting, three-dimensional installations in the neo-Gothic halls.
-

WEDNESDAY, MAY 29 – GLOBAL VOICES

INCLUSIVITY, IDENTITY, PLANETARY DIALOGUE

- **8:00 AM** – *Sunrise Meditation in Central Park* with native music and sensory herbal teas.
- **10:30 AM – “Fashion as Identity” Talk:** activists, anthropologists, and designers from around the world.

- **1:00 PM – Défilé “Terra & Origini”** – ethical fashion, indigenous manufacturing, ancestral fabrics revisited with an urban twist.
 - **5:00 PM – “Voices of the World” Performance:** 5 models share their roots through their clothing.
 - **8:00 PM – “Planet Dinner” Dinner** – each table represents a continent, with dedicated cuisine, music, and live art.
-

THURSDAY 30 MAY – POWER & BUSINESS OF FASHION

LUXURY STRATEGY, MEDIA, SPONSORSHIP

- **9:00 AM – Royal Fashion Tech Forum** with NYU, MIT, Google Style AI, and top maisons.
 - **12:30 PM – Luxury Investors Lunch** on the Fifth Avenue terrace.
 - **3:00 PM – “Digital Jewels” Défilé** – smart accessories, synthetic diamonds, blockchain fashion ID.
 - **5:30 PM – Red Carpet & Vogue Live Shoot** on the MET steps.
 - **8:00 PM – “Empire of Brands” dinner** – branded tables with personalized immersive experiences, toasts with global sponsors.
 - **10:30 PM – Drone Light Symphony over Central Park:** a light and celestial music show dedicated to major partners.
-

FRIDAY, MAY 31 – WELL-BEING & INNER VIBRATION

SENSORY FASHION & BALANCE

- **8:30 AM – Holistic sound ritual** in the MET's Glass Room: vibrations, crystals, and harmonious voices.
 - **10:00 AM – “L’essenziale” fashion show:** ethereal dresses, natural fabrics, slow movements, and Zen inspiration.
 - **2:00 PM – SPA Couture Experience** – multisensory treatments with Japanese technologies and Nordic design.
 - **6:00 PM – “Inner Peace” Parade** in collaboration with the New York Ballet School.
 - **9:00 PM – “Pure Light” Dinner** – vegan white dinner featuring water features, ancestral sounds, and holographic visions.
-

SATURDAY, JUNE 1 – MONUMENTAL FINALE

THE TRIUMPH OF THE FUTURE

- **10:00 AM – Institutional breakfast with Maisons, Academies, Embassies** – announcement of the new 2031–2035 cycle.
- **2:00 PM – Finale “Future Royal Elegance” Fashion Show** – all the most visionary looks from the five editions of the Tour in one celebration.

- **5:00 PM** – *Choral performance “La Moda Canta”* with 100 models/artists on an escalator live.
 - **8:00 PM** – **Final Concert: Hans Zimmer Live** – visual symphony, cinematic music, digital fireworks.
 - **10:30 PM** – **Grand Fireworks Show over Manhattan** – lasers, lights, and fire on the skyline of the city that sets the pace of the future.
-



OFFICIAL SPONSOR PACKAGES

ROYAL RUNWAY 2026–2030

Privileged access to the global fashion, art, and innovation elite



1. PREMIUM SPONSOR

Fee: € 500.000+ per edition / € 2.000.000+ for the full tour

Main benefits:

- Official title: **“Main Global Partner”**
- Logo at the **opening and closing of each event and communication**
 - Dedicated double-page spread in the International Press Dossier
 - **Guaranteed presence on red carpets and live shows**
- **Dedicated TV & Podcast interview** with media partners (Vogue, Forbes, BOF)
- Access to **all Gala Dinners**, backstage areas, and reserved tables (6 seats per event)
- **Premium representative stand** at each venue (facing the public and buyers)
 - Promo video integrated into the events circuit and official social media
 - Product placement in the set design and visual content
 - **7-star hospitality**: Hotel Europa Art / The Peninsula / Le Meurice
 - Personal chauffeur + Jet sharing available

Exclusive benefits for the full tour (2030):

- **Public awards** ceremony during the final night in NYC
 - **Unlimited access** to the global digital sponsor area + Royal NFT Pass
-



2. GOLD SPONSOR

Fee: € 250.000+ per edition / € 900.000+ for the full tour

Main benefits:

- Title: **“Luxury Partner”**
 - Logo on all official materials and digital visual walls
 - **Video ads during fashion shows** (within 15 seconds)
 - Dedicated page in the event catalog and official website
 - **Access to 2 Gala Dinners and 2 exclusive conferences** per event
 - VIP table for 4 guests
 - **5-star luxury hospitality + personal concierge**
 - Exhibition corner and presence on official social media
 - Personalized sponsor kit
-



3. SILVER SPONSOR

Fee: € 100.000+ per edition / € 350.000+ for the full tour

Main benefits:

- Title: **"Official Sponsor"**
 - Logo on backstage, staff badges, and secondary signage
 - **Presentation in the press catalog and official website**
 - Reserved table for 2 guests at 1 Gala Dinner
 - **Access to the sponsor lounge area** + premium accreditation
 - Dedicated shuttle service and 4* superior hospitality hotel
-



4. STARTUP & TALENT SPONSOR

Fee: € 20.000+ per edition / € 75.000+ for the full tour

Main benefits:

- Title: **"Future Supporter Partner"**
 - Shared physical space with emerging exhibitors
 - Logo in the startup & young designers area
 - Presence on the official website + social media promotion
 - Accreditation and VIP pass for 1 event
 - Access to networking sessions for young talents
-

EXTRA SERVICES (upon request for all packages):

- Naming of the official evening (e.g., "Gala Night presented by...")
- Production of a branded visual short film with an art location
- Creation of a capsule collection with a dedicated fashion show
 - Customized Royal Collection NFT for sponsors
 - Royal Showroom in Milan or NYC for 30 days
- Sponsorship of "Experience Rooms" (beauty, tech, jewelry, wellness)



SPONSOR BENEFITS

Royal Runway 2026–2030

An elite investment for those who want to dominate the future of luxury

1. GLOBAL MULTI-CHANNEL VISIBILITY

Being a Royal Runway sponsor means projecting your brand into the spotlight of the world's luxury capitals.

Your identity will be prominent in:

- **International red carpets**, immersive fashion shows, and star-studded galas
 - **Global press coverage** (Vogue, Forbes, Vanity Fair, BOF, The New York Times)
 - **Worldwide streaming of events**, with personalized visual ads
 - **Official digital campaigns** (Meta, TikTok, YouTube, LinkedIn, Vogue Runway)
 - **Visual branding in museums, palaces, and historic locations** with over 500,000 total visitors
-

2. PRESTIGIOUS POSITIONING

Each sponsor is promoted in a context of excellence and attention to detail:

- Positioning as an **elite luxury brand**
 - Direct association with the concepts of **beauty, innovation, art, and culture**
 - **Narrative integration of the brand** into creative content, scenography, and event videos
 - Option to name an evening or an entire space (e.g., "Luxury Lounge by...")
-

3. IMMERSIVE EXPERIENCE AND STRATEGIC NETWORK

Royal Runway offers much more than visibility: **it creates high-level connections.**

Sponsors gain access to:

- **Gala dinners** alongside fashion house presidents, editors-in-chief, celebrities, and investors
 - **Private one-on-one meetings** with international buyers and decision makers
 - **Private roundtables** with key players in the fashion industry
 - Access to the **Royal Network**: our exclusive platform for global and B2B contacts
-

4. 7-STAR HOSPITALITY & ROYAL TREATMENT

Each sponsor is a guest of honor, pampered with meticulously curated service:

- Accommodations in **iconic hotels** (Hotel Europa Art, Le Meurice, The Peninsula, Aman)
 - **Private chauffeur**, multilingual concierge service, and personalized itineraries
 - Exclusive access to **VIP Lounges & private areas**
 - **Luxury welcome kit**, personalized gifting, and private cloakroom
-

5. CUSTOM CONTENT CREATION

Your brand will be told in an iconic, emotional, and tailored way:

- **Custom videos shot in historic locations**, with international models, artists, and directors
 - **Artistic collaborations** between fashion houses and your brand
 - **Emotional storytelling in Vogue format** included in our official publications
-

6. FUTURE-PROOF LUXURY: NFTs, METAVERSE, AND AI

Royal Runway is also a **cutting-edge technology platform**:

- Creation of **exclusive co-signed NFTs**
 - **Spaces in the metaverse** to experience your brand in 3D with virtual runways
 - **AI showcase**: sponsors will be able to test predictive fashion technologies
-

7. CULTURAL AND HISTORICAL IMPACT

Each sponsor will be part of a narrative designed to leave a lasting impression:

- Participation in **cultural donations** for the restoration of works of art at each stage
 - **Official awards and commemorative plaques** at historic locations

- **Permanence in museum catalogues and art archives** of the Royal Runway project
-

8. REAL RETURN ON INVESTMENT

- Over **500 million expected** views across media, social media, and print
 - Coverage across 5 continents in over 40 languages
 - Direct engagement with **ultra-targeted audiences**, influencers, buyers, and opinion leaders
 - Trackable and measurable **branding ROI + strategic positioning** (quarterly reporting available upon request)
-



Optional Extra Services

A world of possibilities to make your participation unique and unrepeatable

Royal Runway is not just an event, but a golden stage on which every sponsor can engrave their signature. In addition to the main packages, we offer a series of **tailored extra services** designed for brands that want to stand out, amaze, and express their essence in an exclusive and memorable way.

OPTIONAL EXTRA SERVICES PRICE LIST

All additional services are **modular, combinable, and customizable**, and include visibility in official materials, creative support from our team, and dedicated engagement reports.



Optional Extra Services

A range of elite, customizable experiences designed for those who want to make their mark

For sponsors who wish to amplify their impact and experience the Royal Runway as the absolute protagonists, a series of tailor-made extra services are available, each designed to express your identity through beauty, vision, and prestige.

Naming Gala Night

Associate your brand with one of the most anticipated moments of the tour. Become the official face of one of the gala evenings with personalized menus, backdrops, invitations, press walls, and scenography dedicated to your brand. A statement of style, power, and sophistication. Fee: €90,000 per event.

Video Brand Experience

We bring your universe to life. A short film shot in historic locations, with models, cinematic direction, and immersive storytelling, integrated into the Royal Runway global campaign. Fee: €120,000.

Capsule Collection Co-branded

A unique capsule collection designed together: your identity reinterpreted by an international creative team, with a dedicated fashion show and promotion on official channels. An unprecedented feat of fashion and branding. Fee: €150,000.

Custom NFT Collection

Your brand makes digital history with an exclusive collection of NFTs, inspired by details of your house or unique symbols, with distribution to top guests and visibility in the Royal Digital Gallery. Fee: €50,000.

Pop-Up Showroom in Milan or New York

For 30 days, your brand can live in an iconic luxury location: a space designed, curated, and animated by events, meetings, and press, for an immersive experience signed by Royal Runway. Fee: €180,000.

Luxury Guest Experience

Create a timeless experience for your top clients: private tours of palaces and museums, secret dinners with Michelin-starred chefs, private backstage sessions, atelier experiences with tailors or artists. Every detail will be a thrill. Fee: from €35,000.

Royal Lounge Sponsorship

Brand the most exclusive lounge on the tour: the area dedicated to press, celebrities, and stakeholders. Your style will welcome guests with custom furnishings, a continuous visual presence, and products on display. Fee: €70,000 per event.

Masterclass “Art of Luxury”

Organize a signature class dedicated to your vision: craftsmanship, sustainable fashion, heritage, innovation. An educational, cultural, and emotional experience that strengthens your image as an inspirational leader. Fee: €30,000

Branded Gift Kit for VIP Guests

Surprise your guests with exclusive co-branded gifts: fragrances, art objects, accessories, or limited-edition designs. Each gift tells a story, a lasting memory. Price: from €25,000.

Metaverse Experience & AI Showcase

Bring your fashion show into the metaverse, build a virtual showroom, create outfits using AI, or host an interactive runway show in the digital world. Technology and creativity become an extension of your essence. Price: from €40,000.

Each service is curated down to the smallest detail by our creative team, with dedicated reporting and the possibility of integrating with media, PR, and press content.

Limited and confidential availability to ensure uniqueness and absolute value.



Contractual Clauses and Sponsorship Deadlines

Royal Runway 2026–2030

1. CONTRACTING PARTIES

The contract will be entered into between:

- **Baby Chic S.r.l.**, with registered office in Italy, the exclusive organizer of the Royal Runway Tour.
 - **Participating Sponsor**, hereinafter referred to as the "Sponsor", identified by its company name, VAT number, and legal representative.
-

2. SUBJECT OF THE CONTRACT

This contract governs:

- Participation in sponsorship packages (Premium, Gold, Silver, Startup).
 - Any purchase of optional extra services.
 - The conditions of visibility, access, participation, and payment terms related to the **Royal Runway events 2026, 2027, 2028, 2029, and 2030**.
-

3. CONTRACT DURATION

- The contract can be signed **for a single annual edition or as a complete tour from 2026 to 2030**.
 - For annual membership, the contract is considered active **from the date of signing until 30 days after the conclusion of the specific event**.
 - For membership of the complete tour, the duration extends from **July 1, 2025 to December 31, 2030**.
-

4. REGISTRATION DEADLINES

To ensure proper logistical, creative, and promotional management, the following **irrevocable deadlines** for confirmation and payment have been established:

Annual Stages

Complete Tour 2026–2030

- Registration by September 30, 2025
 - Payment in 2 ways:
 - **One-off payment with a 10% discount** by November 15, 2025
 - **Payment in 5 annual installments (without discount):**
 - First installment: by November 15, 2025

- Remaining installments: February 15 of each year
-

5. PAYMENT METHODS

- Bank transfer to: Baby Chic S.r.l.
 - IBAN and bank details indicated in the personalized contract.
 - Payment is considered **a binding condition** for the activation of services, visibility, and access to events.
-

6. CANCELLATIONS, MODIFICATIONS, AND PENALTIES

- In the event of a written cancellation within 60 days of the due date, 30% of the fee will be retained as a penalty.
 - For cancellations after the deadline or unexcused absences, no refund will be provided.
 - Any changes to the type of package or optional services must be formally requested at least 90 days before the corresponding event.
 - In the event of extraordinary events (e.g., pandemics, wars, natural disasters), the organization reserves the right to:
 - Postpone the event while maintaining valid registrations
 - Propose a digital or partial event
 - Agree on a recovery formula for the following year
-

7. IMAGE RIGHTS AND LOGO USE

- The Sponsor grants Baby Chic S.r.l. the right to use **the logo and all graphic and video materials** for the purposes of promoting the Royal Runway in print, digital, and audiovisual media.
 - The final graphics will always **be submitted to the Sponsor for approval before publication.**
-

8. CONFIDENTIALITY

All content, materials, creative strategies, concepts, and shared documents are to be considered **confidential**. Disclosure to unauthorized third parties is prohibited without the written consent of the parties.

9. DISPUTES AND JURISDICTION

For any dispute relating to the interpretation or execution of this agreement, the **Court of Milan** shall have exclusive jurisdiction, unless otherwise agreed in writing by the parties.

10. SIGNATURE & VALIDITY

The contract will be valid only if:

- Digitally signed or in original by both parties
 - Accompanied by **formal confirmation via certified email or certified email**
 - Followed by **the initial payment within the indicated timeframe**
-



Entering the world of Royal Runway isn't just about sponsoring an event, but becoming part of a global project that rewrites the history of luxury. This contract is the first step toward a unique journey of beauty, prestige, and vision.



Official Contacts

Royal Runway 2026–2030 | International Headquarters
A global project. An elite network for a boundless experience.

Registered Office & General Management – Milan

Baby Chic S.r.l.

Via Monte Napoleone 8, 20121 – Milan (MI), Italy

Phone: +39 02.42107667

Fax: +39 06.45443210

WhatsApp Management: +39 350.8320560

General Email: royalrunway26@gmail.com

PEC: babychic@pec.it

Official Website: www.theroyalrunway.com

Institutional Headquarters – Rome

Royal Runway Italia – Capitoline Office

Via dei Condotti 61, 00187 – Rome (RM), Italy

Rome Phone: +39 3508320560

Contact: Chiara Leone

Email: royalrunway26@gmail.com

Headquarters France – Palace of Versailles

Royal Runway France – Bureau de Coordination

5 Rue de la Paroisse, 78000 Versailles, Île-de-France, France

Telephone France: +33 (0)1 86 65 43 27

Contact person: Antoine Dubois

Email: france@royalrunway.com

Eastern Europe Headquarters – Warsaw

Royal Runway Europe – Poland Office

ul. Krakowskie Przedmieście 15/17, 00-071 – Warszawa, Poland

Telephone Poland: +48 22 307 8921

Contact person: Marta Kwiatkowska

Email: europe@royalrunway.com

UK headquarters – London

Royal Runway UK – London Office

12 Savile Row, Mayfair, London W1S 3PQ, United Kingdom

UK telephone: +44 (0)20 3355 9812

Contact person: Eleanor Davies

Email: uk@royalrunway.com

USA headquarters – New York

Royal Runway USA – NYC Headquarters

The Metropolitan Tower, 146 W 57th Street, 38th Floor, New York, NY 10019, USA

US Phone: +1 (212) 784-6645

Contact: Emily Carter

Email: usa@royalrunway.com

Global Coordinator – Strategic Management

Dr. Paolo Carbone

Director of Strategy & Institutional Relations

Direct email: royalrunway26@gmail.com

Available by appointment at all listed locations



Legas Notices

Royal Runway 2026–2030 – Official Dossier

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Jurisdiction

For any dispute, the competent court shall be that of **Milan (Italy)**, unless otherwise agreed between the parties. The official language of reference shall remain Italian.

Royal Runway is not merely a name. It is a global creation, an aesthetic code, a protected vision. Every one of its expressions is safeguarded art.



Acknowledgments

To those who believe in the beauty that changes the world.

With this dossier, we wish not only to present a project, but to share a dream. Royal Runway is not a mere sequence of events, but a vision taking shape thanks to those – like you – who recognize the value of art, culture, fashion, and innovation as instruments to generate impact, inspiration, and a future.

We deeply thank all the Maisons, artists, designers, journalists, technicians, cultural and institutional bodies, international partners, and above all, **those who will stand by our side as sponsors and protagonists** of this extraordinary adventure.

Each stage of Royal Runway will be an act of love toward beauty.
And every brand that takes part will help write **a page of modern history.**

Thank you for believing in a vision that doesn't just walk the runway – it leaves a mark.

With esteem and passion,
The Royal Runway Team



