

Salone del Mobile
19 – 26 April, 2026

Plan C Framework presents “**The Curated Core**” interpreting design with Acerbis, Aliita, Memo Paris x Olimpia Zagnoli and Sarah Andelman

Under the creative direction of **Carolina Castiglioni**, Plan C Framework presents itself as a ‘framework’ within which various creative expressions coexist organically. This is not merely an exhibition, but a curated dialogue where the functionality of design meets Plan C’s eclectic and colourful approach.

‘We wanted to create a space where design is not merely a fashion accessory, but a meeting point where form and colour speak the same language.’ — Carolina Castiglioni.

Carolina Castiglioni, Creative Director of **Plan C**, invited a selection of brands to shape individual spaces within the store. The project revolves around **design as a shared language**, interpreted through four distinct interventions: **Acerbis** with a diffuse installation of **iconic pieces**, including selected collaborations with Plan C; **Aliita** with **Aliita Bath**, an immersive project reimagining the bathroom as a space of beauty and quiet, in dialogue with **Mutina** and **Dornbracht**; **Memo Paris x Olimpia Zagnoli** launching the **new fragrance Cap Camarat**, accompanied by a series of exclusive illustrations by **Zagnoli**; and **Sara Andelman**, founder of **Colette**, curating an installation on the red staircase featuring **collectible objects** and **contemporary cultural items** available for purchase during the week.

Located in central Via Manzoni in Milan, recently opened **Plan C Framework** is a new spatial concept that transcends traditional retail to offer an immersive experience filled with unexpected elements and serve as a meeting point for **fashion, design, art and culture**. Based on a modular and flexible system, this dynamic environment serves as an open platform where Plan C’s ready-to-wear and accessories, curated design pieces along with a carefully curated selection of cosmetics brands and **Aliita’s** first permanent jewelry store naturally intertwine with evolving collaborations and creative content.

Plan C Framework

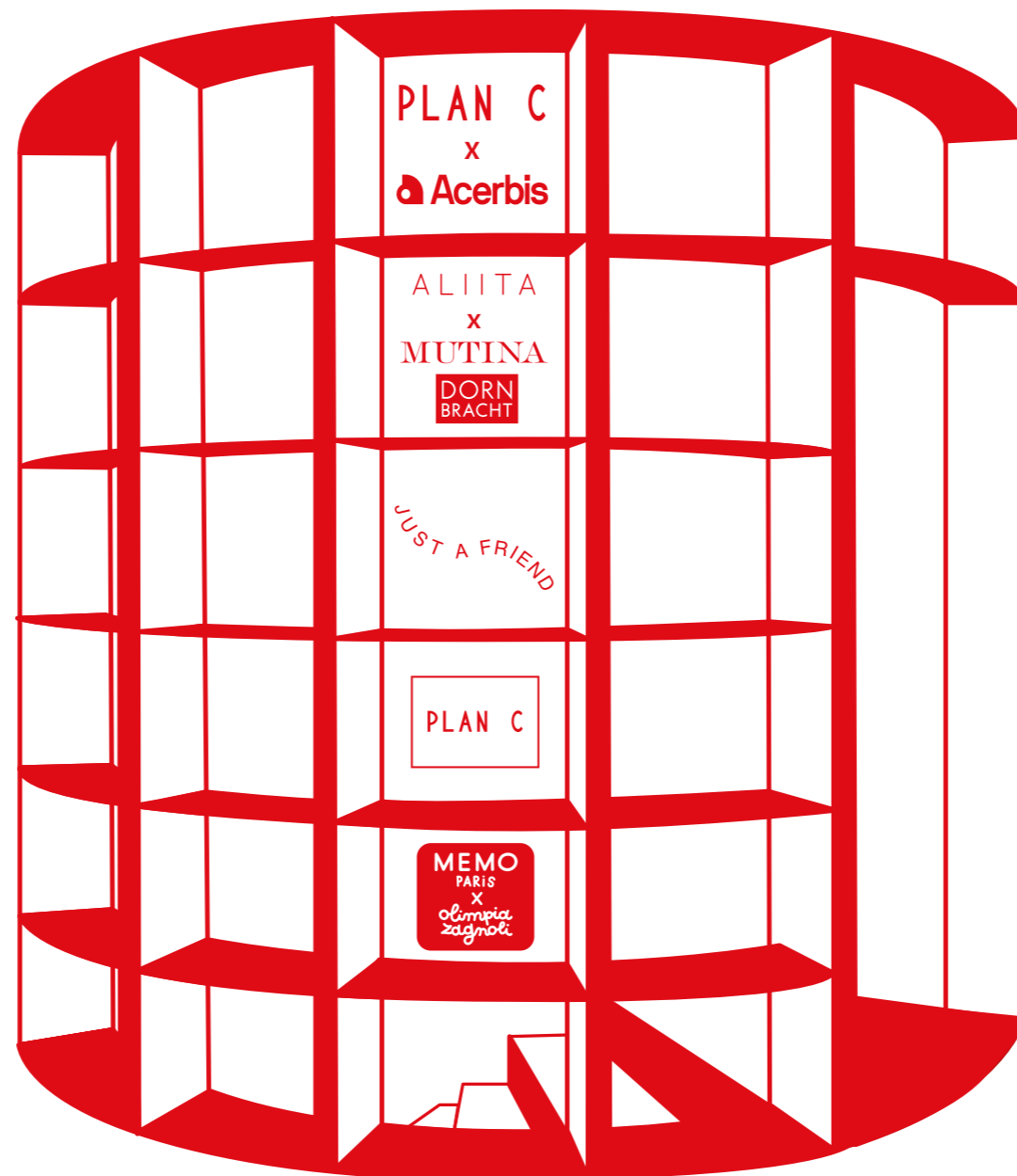
Address: Via Manzoni 21 Milan

Opening hours: April 19th to April 26th from 10am to 7pm

Contact: press@plan-c.com



FRAMEWORK



THE CURATED CORE

About Plan C

Plan C is a contemporary fashion brand launched in 2018 by Carolina Castiglioni, daughter of the legendary Marni founder, Consuelo Castiglioni, with her father Gianni and her brother Giovanni. Building on a rich heritage of creativity and innovation, Plan C embodies a distinctive vision that blends sophisticated aesthetics with playful details.

The brand is renowned for its bold use of color, graphic prints, and unexpected material combinations, creating a unique and recognizable visual language. Plan C’s collections offer a thoughtful wardrobe for the modern woman, characterized by oversized silhouettes, clean lines, and a blend of masculine and feminine elements.

Plan C reflects Carolina’s personal style and artistic sensibilities, often incorporating her passion for art and design into the collections. The brand is committed to producing high-quality garments, primarily manufactured in Italy, ensuring attention to detail and a luxurious finish.

About Aliita

Aliita is a jewelry brand founded in 2015 by Cynthia Vilchez Castiglioni, a Venezuelan-born, Milan-based designer. The name “Aliita,” meaning “important object” in the Wayuu language of Venezuela, reflects Cynthia’s deep connection to her heritage and the brand’s commitment to creating meaningful, cherished pieces.

Aliita is celebrated for its playful yet sophisticated aesthetic, characterized by whimsical motifs, vibrant gemstones, and a charming sense of storytelling. Each collection draws inspiration from everyday objects, nostalgic memories, and diverse cultures, transforming them into exquisitely crafted, wearable art. Aliita’s designs offer a fresh and modern take on jewelry, designed to evoke joy and a sense of wonder.

The brand prides itself on exceptional craftsmanship and the use of high-quality materials, including 9k yellow gold and ethically sourced precious stones. The anagram “Aliita”, which forms the word “Italy”, is a tribute to the brand’s Made in Italy production.

About Acerbis

One of the most enduring furniture companies in Italy, Acerbis stands as a connoisseur’s benchmark of Italian design — a pioneer with 150 years of expertise, whose continual search for modernity has produced creations of stunning innovation. Today that mission continues with fresh vigor. With industry leader MDF Italia acquiring Acerbis to elevate its presence in the international market, and creative directors Francesco Meda and David Lopez Quincoces helming a dynamic path forward, Acerbis affirms its family-led lineage of cutting-edge vision, and its universe of designs that unite function and the avant-garde.

About Sarah Andelman “Just an Idea”

Founded by Sarah Andelman in 2018, Just an Idea is a curating platform building bridges between art and design, fashion and beauty, publishing and cultural experiences. Previous projects include collaborations with Sacai, Adidas, Art Basel, Joopier, Le Bon Marché, Sotheby’s, Peanuts and Lego. For Plan C Framework, JUST A FRIEND is a tribute to creativity. Sarah Andelman invited designers from all around the world not yet available in Milan to showcase their original work. This eclectic selection includes craftsmanship (Alison Owen, En Vrac, Lola Mayeras, Studio Arhoj, Villa Arev), glassware (Agustina Bottoni, Maison Balzac.), conceptual art (The Pink Lemonade, Arno Cotillon), colourful icons (India Mahdavi, Gabriela Noelle) and more surprises.

About Memò Paris

Memo Paris is a niche fragrance house founded in 2007 by Clara and John Molloy. Inspired by travel as both a sensory and cultural experience, the brand creates each scent as a destination — a place, a memory, or a landscape translated into perfume. Blending French craftsmanship with contemporary imagination, its compositions focus on evocative raw materials and strong storytelling. Each fragrance becomes a chapter in an olfactory diary, where the journey is both the starting point and the destination.