

## **Viola VIVI, intervistata come una star del fashion in Nepal**

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Viola Vivi intervistata dal magazine nepalese Naavayata come testimonianza della crescita professionale della tv host milanese

# “GORGEOUS” *Viola Manuela Ceccarini*

Viola Manuela Ceccarini, better known as Viola VIVI on social medias, was born in Milan on January 10, 1989, is an Italian TV Host, actress, and internet influencer. She grew up in one of the most influential capital of fashion which inspired her to begin a career in the fashion industry in the television; Viola made her first step as an interviewer-columnist for an Italian fashion Magazine, hosting and co-hosting events. Throughout her career she interviewed great artists, celebrities and fashion personalities, becoming known in the fashion world. In the year 2013, Viola, a radical move for the sake of her life by moving to New Jersey in the May 6 2013 and then to New York City in the September 2014. Viola rapidly involved in the Italian-Americans Community and had the chance to collaborate with different Italian-Americans TV and radio personalities, both in Milan and New York City.

In August 2015, Viola started her collaboration with Si Italia TV as a TV Host, interviewer and Assistant of Production for Stefano Santoro, leading figure in the Italian television community, whose project is to create the first Italian-American television dedicated to Italians in US. Along with being an internet influencer, Ceccarini has also debuted as an actress; she appeared on a number of different movies and TV commercials. She is one person who has definitely nailed the fashion industry demonstrating her exceptional skills in the same.

## INTERVIEW

### Who is Viola in everyday life?

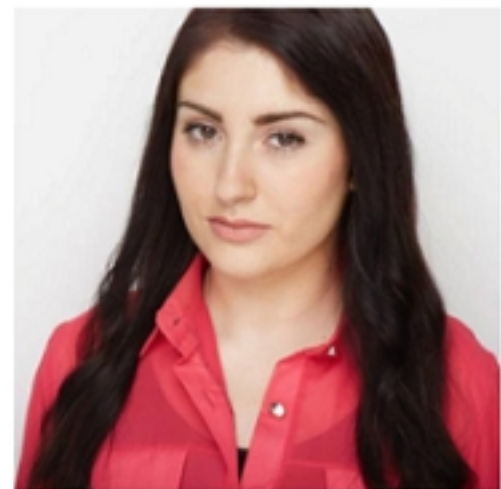
I consider myself as an “unusual” girl, I’m not typical. From one side, I am very energetic and carefree with a love for freedom and the arts, from the other side I am fierce, independent, confident and ambitious. I believe that we all are responsible for the place we hold here on earth and no matter where you are in life, you always have to do your best, all the time, for yourself! I can also be an assertive person, I really believe in myself and in my potential. I know who I am and in what I believe! I’m ready to leave a mark!

### How did it feel being a part of Couture Fashion Week and World fashion parade?

It felt great! Couture Fashion Week and World fashion parade is a perennially glamorous affair, one of the most prestigious event in New York and in the world. I had the honor and pleasure to collaborate with an extraordinary team of professionals but most of all with World fashion parade, CEO Raja Ghimire and CFW Founder Andrés Aquino. I was hosting the backstage, interviewing some of the most prominent designer in the international scene such Catalin Botezatu, Shusma Patel, Fatou Ndene Ndiaye, Silvia Ulson, Deepak Ghimire, Elcy Cortorreal, Annesia Hasibuan and many more... I am a fashionista and a TV personality, two paths that always cross; growing up in one of the most influential Capital of fashion, Milan, inspired me to begin a career in the media television and fashion industry... Style and glam are part of me and my culture, the sense of taste were all around me when I grew up. I can’t deny it, I have strong sense of style.

### What is your view on Nepali art and culture?

Nepal is a really fascinating Country to me! I am enchanted by the Architecture of the sacred temples and the religious Art of the traditional Newar, I am captivated by the typical costumes, the diversity culture, the typical bright costumes the spicy cuisines, the religious traditions and the rules of marriage which are particularly interesting to me. I absolutely love



Nepal! However I’ve never been there. I discovered Nepal only through pictures and friend’s stories. I have in plan to visit this paradise Land soon and not... climb the Himalaya! It’s interesting how the Nepalis have proclaimed Cows as national animals of Nepal. I really wish other Countries would do the same as you do! Another appealing custom among Nepalis is division of pure and impure, “Jutho” referring to food or material touched by another’s mouth directly or indirectly, is considered impure by Nepalis. Many people have spent a lifetime exploring the mountain trails of the Himalaya, the atmospheric temple towns of the Middle Ages and they still keep coming back for more. Nepal is a precious raw jewel which unfortunately had to suffer a catastrophic event a 7.8 magnitude earthquake that destroyed Nepal’s capital Kathmandu and its surrounding areas. This was a major cultural loss in history; the country has gone around the world and I think I speak to everyone when I say that I feel close to all Nepali families who have lost their loved ones! Nepal is ready for a regrowth. I recently had the pleasure to meet the Dr. Arjun Kumar Karki ambassador of Nepal and Kailash Raj Pokharel the Economic Counselor. Raja Ghimire President of the World Fashion Parade and his family with their beautiful spouses and kids in occasion of the 23d Season of the Couture Fashion Week, that was simply exquisite.... I acknowledged even more how beautiful people this Country has!