

VIOLA MANUELA CECCARINI “VIVI”: “THIS IS HOW I ESCAPED POVERTY IN ITALY AND MOVED TO THE

Scritto da Massimo Tagliabue

Mercoledì 09 Maggio 2018 22:23 - Ultimo aggiornamento Lunedì 25 Marzo 2019 21:47



“I was born in the Italian fashion capital of the world: Milan, I grew up watching MTV with my

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sister, dreaming of living in the USA...one day.”



Viola is an Award Winning Italian TV Host, Fashion Journalist & Author.

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She grew up in one of the most influential capital of fashion which inspired her to begin a career in the fashion industry and in the television broadcasting.

At the age of 17, after getting her high school diploma her mom sent her to study English abroad, she stayed 3 weeks in New York with a friend and immediately felt inspired. The minute she saw the glitzy lights, the tall buildings and the busy streets she fell in love with the City.

“In New York everything is possible! I remember my eyes were filled with stars and excitement...I had a feeling never felt before, a deep excitement, a sense of power and freedom.”

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