

LỄ RA MẮT VIỆN TRANG PHỤC VIỆT THÀNH CÔNG TỐT ĐẸP

Ngày 14 tháng 10 năm 2019, Lễ ra mắt của Viện Nghiên cứu Trang phục Việt (gọi tắt là Viện Trang phục Việt) được tổ chức trọng thể và kết quả tốt đẹp vượt ra ngoài mong đợi của Ban Tổ chức cũng như của đông đảo khách mời. Lễ ra mắt gồm hai phần riêng biệt và cả hai phần đều được những người giàu tâm huyết và giàu uy tín với văn hóa trang phục đánh giá rất cao.

Một là tổ chức cuộc tọa đàm khoa học về **TRANG PHỤC XỨ ĐÀNG TRONG** lần thứ nhất. Xưa nay chưa có Viện nghiên cứu nào tổ chức được cuộc tọa đàm khoa học ngay trong lễ ra mắt tương tự như Viện Trang phục Việt. Các báo cáo trình bày trong cuộc tọa đàm này đều phản ánh kết quả nghiên cứu công phu và nghiêm túc. Cuộc tọa đàm được tiến hành tại hội trường khách sạn Mường Thanh (số 8A đường Mạc Đĩnh Chi, phường Đa Kao quận 1, thành phố Hồ Chí Minh).

Hai là lễ ra mắt chính thức của Viện Trang phục Việt được tiến hành trong buổi tối cùng ngày tại Bảo tàng Thành phố Hồ Chí Minh. Ngoài nội dung giới thiệu Lãnh đạo Viện (gồm một Viện trưởng và hai Phó Viện trưởng cùng các Trưởng phòng), lễ ra mắt đã dành một phần thời gian thỏa đáng để giới thiệu lịch sử áo dài Việt Nam với quá trình không ngừng cách tân từ Lê Mur Nguyễn Cát Tường đến hiện nay. Ngay tại lễ ra mắt, khách mời đã tự nguyện đóng góp cho quỹ mua áo ấm tặng trẻ em chẳng may bị HIV với số tiền hơn 41 triệu đồng và 200 USD. Sau lễ ra mắt, một vị khách còn gửi tặng thêm cho quỹ 5 triệu đồng nữa. Tất cả số tiền này, Viện Trang phục Việt đã trao cho đại diện của các cháu không may mắn.

Không thể nói khác hơn, lễ ra mắt Viện Trang phục Việt đã thành công rất tốt đẹp. Một trong những biểu hiện đáng quý và đáng tự hào là Viện làm lễ ra mắt chính thức tối 14 tháng 10 năm 2019 nhưng hơn một ngày sau, ngày 16 tháng 10 năm 2019, tổng cộng đã có gần 300 bài báo viết về sự kiện này và dưới đây là bản thống kê ngày 16 tháng 10 năm 2019 về 32 đường link trong nước cùng với 260 đường link nước ngoài. Hiện nay, văn phòng Viện Trang phục Việt đang cố gắng tập hợp thông tin có liên quan đến từ nhiều phương tiện truyền thông đại chúng khác nhau và điều chắc chắn là số lượng bài viết về Viện Trang phục Việt còn nhiều hơn nữa. Dưới đây là thống kê bước đầu :

ĐƯỜNG LINK CÓ BÀI VIẾT VỀ LỄ RA MẮT VIỆN TRANG PHỤC VIỆT

BÁO TRONG NƯỚC : 32 LINK

- 1 Thanh niên
<https://thanhnien.vn/van-hoa/giao-thoa-trang-phuc-xu-dang-trong-1136816.html>
- 2 Báo mới
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<https://www.qdnd.vn/van-hoa-giao-duc/doi-song-van-hoa/ra-mat-vien-nghien-cuu-trang-phuc-viet-593503>
- 4 Thanh niên
<https://thanhnien.vn/van-hoa/ra-mat-vien-nghien-cuu-trang-phuc-viet-1136618.html>

- 5 Việt Nam Plus
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<http://tapchithongtindoingoi.vn/print/an-tuong-voi-nhung-ta-ao-dai-lemur-cua-vien-nghien-cuu-trang-phuc-viet-27545>
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<https://tuoitre.vn/trang-phuc-viet-dau-chi-la-ao-dai-20191014215450197.htm>
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- 9 Báo Doanh nhân trẻ
<https://baodoanhnhantre.vn/ba-cao-thi-kim-dung-toi-hanh-dien-khi-khoac-len-minh-chiec-ao-dai-lemur-171505.html>
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<http://cafebiz.vn/lang-nghe-chuyen-ke-ve-ao-dai-lemur-ban-sac-va-su-tu-tin-cua-phu-nu-viet-the-ky-19-20191014142759453.chn>
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<https://baocuaban.vn/trang-phuc-viet-dau-chi-la-ao-dai-322201.html>
- 12 VTV
<https://vtv.vn/tieu-dung/ra-mat-vien-nghien-cuu-trang-phuc-viet-2019101509572775.htm>
<https://vtv.vn/vtv9/ra-mat-vien-nghien-cuu-trang-phuc-viet-20191015110948665.htm>
- 13 Việt giải trí
<https://vietgiaitri.com/hoa-hau-giang-my-trinh-kim-chi-va-dan-sao-viet-nen-na-trong-ta-ao-dai-20191015i4363719/>
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<http://tapchithongtindoingoi.vn/viet-nam-dat-nuoc-con-nguoi/an-tuong-voi-nhung-ta-ao-dai-lemur-cua-vien-nghien-cuu-trang-phuc-viet-27545>
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- 23 Đảng bộ TP Hồ Chí Minh
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- 24 Việt báo
<https://vietbao.vn/Van-hoa/Lan-dau-tien-co-vien-nghien-cuu-ve-trang-phuc-Viet/670072594/181/>
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<http://www.baobinhdinh.com.vn/viewer.aspx?macm=18&macmp=18&mabb=133042>
- 27 Sài Gòn giải phóng
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