



E-MILANOUNICA - GUIDE TO PARTICIPATION

Dear Exhibitor,

the launch of **e-milanounica**, the digital marketplace for high end textiles and accessories, which proved very successful, attracting much attention, represented a great innovation in the industry. After the pilot phase launch last February, Milano Unica is now implementing new functions and use options to provide participating exhibitors with increasingly efficient and higher quality services.

The new e-milanounica edition will go online on July 12, 2019, the day after the end of the physical trade show edition and will present the **Fall/Winter 2020-21 collections. We are inviting your Company to participate in the project.** We hope that you will seize this **big opportunity to increase your visibility** with a highly selected target and with a high potential of contacts for your business.

The **Guide to Participation**, attached here below, contains all the information you need to send the necessary data and materials for the purpose of updating the section dedicated to your company in the marketplace.

We thank you for your kind attention and we extend to you our

Best regards

Massimo Mosiello
Milano Unica General Manager

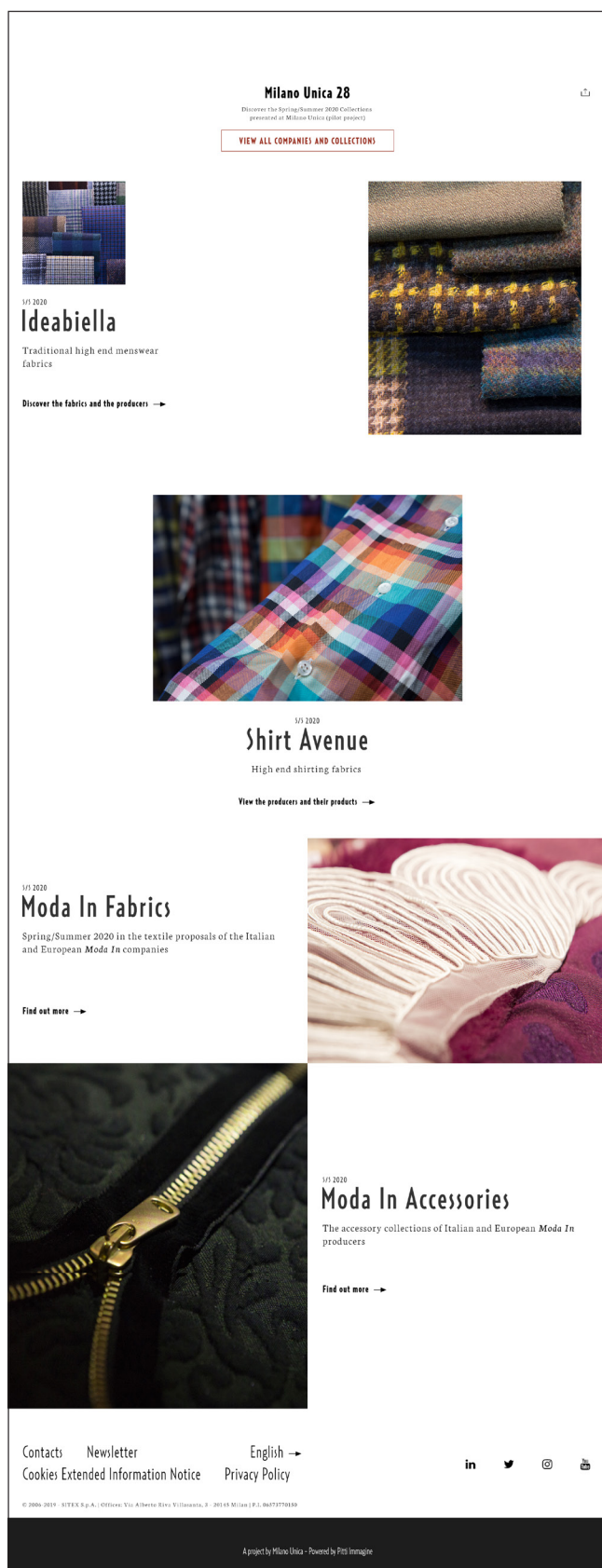
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Attachment: **e-milanounica, Guide to Participation**

E-MILANOUNICA - GUIDE TO PARTICIPATION

30 may 2019

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Picture 1 | Home Page



1 | PRESENTATION OF E-MILANOUNICA

e-milanounica is Milano Unica's new digital project, an info-commerce platform dedicated to fashion-apparel and textile professionals, extending the advantages of the physical trade show into the digital world, creating new opportunities to match demand and supply.

In terms of navigation structure, **e-milanounica** is organized similarly to the physical trade show, with Shirt Avenue, Ideabiella, Moda In Fabrics and Moda In Accessories, including the exhibitors' reserved sections. (Picture 1).

Each participating company has a **reserved section** to present **the company's activity with texts and images and the new collection with max.20 products, including a technical card for each product specifying the technical features.**

1 | Presentation of e-milanounica



Picture 2 | Exhibitor's Section

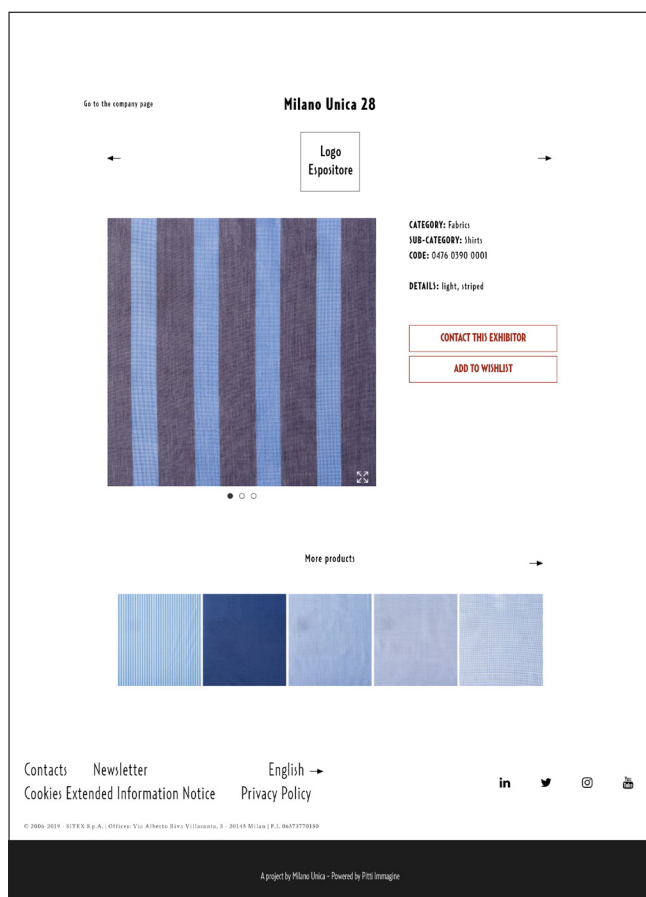
Each reserved section, assigned to individual participating companies, features a cover image, a preview of the products and the possibility to directly access the company's presentation, the description of the collection and the details of the products presented. (Picture 2)

Each product page (Picture 3) shows 3 HD product views, including the name and the code of the product, the ID tags and any detail cards supplied by the exhibitor. Milano Unica will carry out the photoshooting. Moreover, the page features links that allow visitors/buyers to add any product to a wish list and contact the company for more information using e-milano unica proprietary instant messaging service.

The sections dedicated to individual participating companies and the detail cards (description of the company and of the collection, product cards) can be viewed only by the company and the buyers who visit e-milano unica. Exhibitors will not see the sections of the other exhibitors.

e-milanounica will be updated every six months: in correspondence with the various editions of the trade show (February and July), the marketplace is updated with the new collections in order to provide an overview of high end textiles and accessories that reflects the season's trends. This is an important opportunity for companies to increase the visibility of their collections and contacts with the market throughout the year.

1 | Presentation of e-milanounica



Picture 3 | Product Page

Therefore, Milano Unica will periodically contact all participating exhibitors to inform them about how to send information and the products of their new collection and exhibitors will also have the possibility to update the company presentation or keep it unchanged.

We invite you to carefully read below the description of the contents and the materials to be provided to Milano Unica to create your reserved area along with the criteria and timing for the submission.

2 | CRITERIA AND TIMING FOR THE SHIPMENT OF MATERIALS

In order to enable your access to the reserved section to create your company profile, we kindly ask you to provide us with the text and images detailed below together with the technical specifications, criteria and timing for the shipment.

To facilitate exhibitors, **Milano Unica has prepared a dedicated section in the Online Application Form**, accessible **starting from June** to enter information and upload materials.

We have included two different phases that need to be completed sequentially; you will find more details in the Guide. The deadline for the uploading of the material requested is June 11, 2019.

2.1 Company Presentation

2.2 Presentation of the Collection, Description of Products

2.3 Shipment of Products

2.1 | Company Presentation

In this phase, you must upload the following materials in the Online Application Form:

Company logo

- Format: .jpg o .png.
- Resolution: squared, 1,000 x 1,000 pixels
- Max. weight: 2 MB

Cover image

- Images must be representative of the Company, its style and products. It is possible to upload up to a max. N.3 images, resolution 2,600 x 1,500 pixels
- Image format: .jpg, .png.
- Image method: RGB
- Max. weight for each single file: 2 MB

Company description

- The history of the company, its philosophy and reference target, including the link to the website. The text must be in Italian and in English and must be entered in the corresponding text box in the Online Application Form. Each text must include max. 1,200 characters, spaces included.

2.2 | Presentation of the Collection and Products

In this phase, you must upload the following materials in the Online Application Form:

Description of the Collection

- The distinctive traits of the collection presented during the 29th edition of Milano Unica (July 2019): themes, style, inspiration and special characteristics. The text must be in Italian and in English must be entered in the corresponding text box in the Online Application Form. Each text must include max. 1,200 characters, spaces included.

Presentation and description of products

For each product (max. n.20) you must specify:

- **Product code**
- **Product name**
- **Product category** sub-category and ID tags. You will enter this information by selecting from a menu made available in the Online Application Form. The categories, sub-categories and tags are necessary to better identify your product and make buyers' searches more accurate and effective.
- Indications relative to the **destination of use, style and special product characteristics**. This information will help to increase the visibility of your products in the editorial contents included to enrich the marketplace.
- **Product technical card** (format pdf). The product cards will be uploaded online directly as they are received from the producer. We suggest you send us product cards both in Italian and in English; max. weight 50 MB.
- **Color card** (format pdf). The card relative to the product color variants will be uploaded online directly as they are received from the producer. We suggest you send us cards both in Italian and in English; max. weight 50 MB.
- Indication relative to **label positioning** on the shipped products. In case of fabrics, we invite you to specify whether you will put the label on the front or on the back in order to facilitate the photoshooting of the samples.

Milano Unica will in any case control all contents in order to ensure quality and consistency with the specified requirements.

2.3 | Shipment of Products

Milano Unica reminds exhibitors that it is possible to present up to a max of **N.20 products**. **Exhibitors can send** by parcel post or courier **N.1 sample for each of the products** entered in the Online Application Form.

Each product must be accompanied by a code and name specified on a specifically designed label attached to the product.

As for fabrics, we kindly ask you to also **clearly specify the front and the back of the fabric on the label** for reference during the photoshooting organized by Milano Unica.

Milano Unica invites you to pay special attention so that product code and name correspond to those indicated when you enter the data in the Online Application Form in order to avoid errors in the product-image matching. For this reason, we kindly ask you to also include a printout copy with all the codes and names of the products shipped.

The size of the fabrics must be min. 50 x 50 cm.

Products shipped will not be returned.

SHIPMENT

Milano Unica needs to receive the products by and not later than June 13, 2019 to the following address:

Milano Unica – Sitex spa
Via Alberto Riva Villasanta 3, 20145 Milan
Attention: Marketing and Communication Office.

Please use the pre-compiled label on the last page of this Guide.

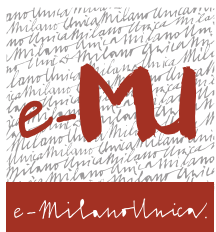
3 | HELP DESK AND CONTACTS

Milano Unica Digital Team is available for any information and assistance needed for the preparation and shipment of the materials at the following address: **digital@milanounica.it**

Additional information and details on e-milanounica are available in the **dedicated milanounica/marketplace section** of Milano Unica website.

4 | PRE-COMPILED LABEL FOR THE SHIPMENT OF PRODUCTS

We invite you to print and use this pre-compiled label to facilitate the shipment of the parcel containing your products.



PROGETTO E-MILANOUNICA - PRODUCTS

Fall - Winter 2020/21

Sender – Exhibitor Company:

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Recipient:

MILANO UNICA - SITEX SPA

Via Alberto Riva Villasanta 3, 20145 – Milan
Attention: Marketing and Communication Office

Products for e-milanounica project - Milano Unica, 29th edition