

# HALL'S GUIDE

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*#milanounica #ss25*

*Milanounica.*

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38th EDITION

Spring / Summer 2025  
January, 30, 31 - February 1, 2024

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[milanounica.it](http://milanounica.it)

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## **WELCOME FROM THE PRESIDENT**

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I would like to **thank you** warmly for your unfailing contribution to the success of Milano Unica.

The trade show has been steadily growing in terms of the **quality of the proposals**, services offered, and innovation. **You all** have the credit for this success, because you have demonstrated – edition after edition - your determination and strength, your endless quest for creativity, and your contribution to team up.

In this respect, I also want to thank - on behalf of all - the **Italian Ministry of Foreign Affairs and International Cooperation and the International Trade Agency - ITA** for the promotion of Italian businesses abroad and the development of communication activities.

In addition to the many areas of the trade show, **the growing space dedicated to womenswear collections and the Tendenze Sostenibilità project,**

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constantly outlining the values, and evolving more and more at the service of companies, the **38th edition of Milano Unica** will feature insights and content projects with a focus on creativity and high quality. The latter have always been key characteristics of the trade show of **high-end textiles**.

Milano Unica has always paid great attention to education, inclusivity among the new generations, and the development of the industry. As customary, the February edition dedicates the **Back to School** event to fashion school students with **Sabato De Sarno**, Gucci's Creative Director, interviewed by **Emanuele Farneti**, Director of D, Door, DLui and Deputy Editor of La Repubblica. Sabato De Sarno will share his story and path to success.

The opening ceremony will address the theme of **Artificial Intelligence in the B2B context** for the textile and accessories industry, confirming Milano Unica's ongoing commitment to offering a privileged observatory on the most current issues for the industry.

Thank you and see you soon!

*Alessandro Barberis Canonico*  
President of Milano Unica

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Tuesday, January 30, 2024, h 10.30 a.m.

Auditorium, Centro Servizi

## **Artificial Intelligence: projections and challenges for the textiles and fashion accessories industry**

*institutional greetings*

**Roberto Foresti**

DEPUTY GENERAL DIRECTOR OF FIERA MILANO

**Carlo Capasa**

CHAIRMAN OF CAMERA NAZIONALE DELLA MODA ITALIANA

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## OPENING CEREMONY

*speakers*

**Alessandro Barberis Canonico**

PRESIDENT OF MILANO UNICA

**Marco Montemagno**

FOUNDER 4BOOKS

**Nicola Gatti**

ASSOCIATE PROFESSOR AT POLITECNICO DI MILANO

**Ottavio Fogliata**

FOUNDER & CEO OF STORYKUBE

**Hiroshi Komoda**

EXECUTIVE DIRECTOR OF JAPAN FASHION WEEK ORGANIZATION

**Sergio Tamborini**

PRESIDENT OF SISTEMA MODA ITALIA

**Maurizio Forte**

MANAGING DIRECTOR EXPORT PROMOTION DEPARTMENT, ITA - ITALIAN TRADE AGENCY

**Adolfo Urso**

ITALIAN MINISTER OF ENTERPRISES AND MADE IN ITALY

*moderator*

**Enrico Pagliarini**

JOURNALIST OF RADIO 24

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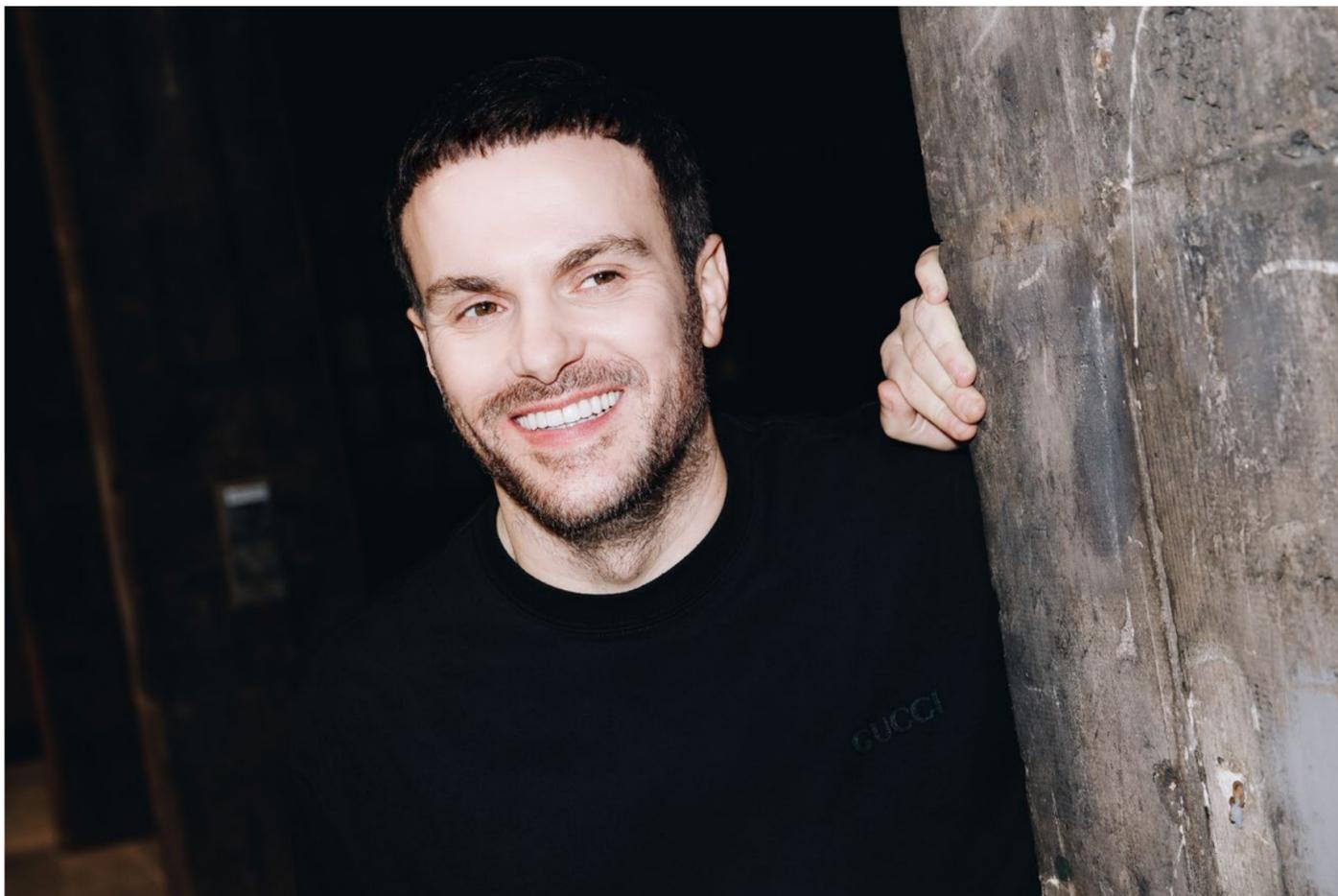
Tuesday, January 30, 2024, h 6.30 p.m.  
Centro Servizi

*Light dinner with DJ set.*  
***Celebration event***  
***for the 10 years of participation***  
***of the Japan Observatory.***



> Access reserved for badge holders

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Thursday, February 1, 2024, h 10.00 a.m.  
Auditorium, Centro Servizi

## **“Falling in love with fashion, Ancora”**

**Sabato De Sarno**

CREATIVE DIRECTOR OF GUCCI

*In a dialogue with Emanuele Farneti,  
Editor-in-chief of D, Door, DLui  
and Deputy Editor-in-chief of La Repubblica*

*#MUBacktoSchool #milanounica #ss25*

> Event subject to availability

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Milano Unica

## WELCOME WHERE FASHION BEGINS

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30, 31 January - 1 February 2024



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# WELCOME WHERE FASHION BEGINS

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Milano Unica is ready to welcome the creative proposals of its exhibitors for the **Spring/Summer 2025 season**, featuring the excellence of textiles and apparel accessories produced by the industry's most prominent companies.

The 38th edition of **Milano Unica will be held again in halls 8, 12, 16, and 20**, the traditional halls of the trade show, with two reception desks, one on the East Gate and the other on the South Gate of Rho Fieramilano.

## **Opening hours**

January 30 and 31, from h 9.00 a.m. to h 6.30 p.m.

February 1, from h 9.00 a.m. to h 5.00 p.m.

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The list of the participating companies and the trade show map are available [online](#) and on the [APP](#).

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## MU TENDENZE SOSTENIBILITÀ

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## MU TENDENZE SOSTENIBILITÀ – Hall 8

For this edition too, the **MU Tendenze Sostenibilità Area** presenting the Spring/Summer 2025 collections, maintains top priority.

**All the product samples feature sustainable characteristics.**

The **QR code** attached to each sample allows users to retrieve **detailed product information**, like the composition, the list of sustainability certifications, and the company's commitment to sustainability. In addition, information about the sustainability categories assigned by the MU Technical Committee to each product has been integrated. Milano Unica has been promoting this approach based on detailed product information to encourage **product sourcing** based on specific characteristics regarding product composition and look.

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Buyers can turn to the **dedicated Information Desk** to ask about samples. The MU Tendenze Sustainability area will also feature the new Milano Unica **podcasts** providing insights on MU+, the concept for the next Spring/Summer 2025 season.

**Visit the dedicated web site for more insights on the creative concepts for S/S 2025.**

**Read more about the MU Areas.**

The new **Video Tendenze Area** at the entrance to Hall 20 will welcome visitors with an unprecedented sensory experience. The immersive installation will enable visitors to physically step into the scene of the S/S 2025 Tendenze themes.

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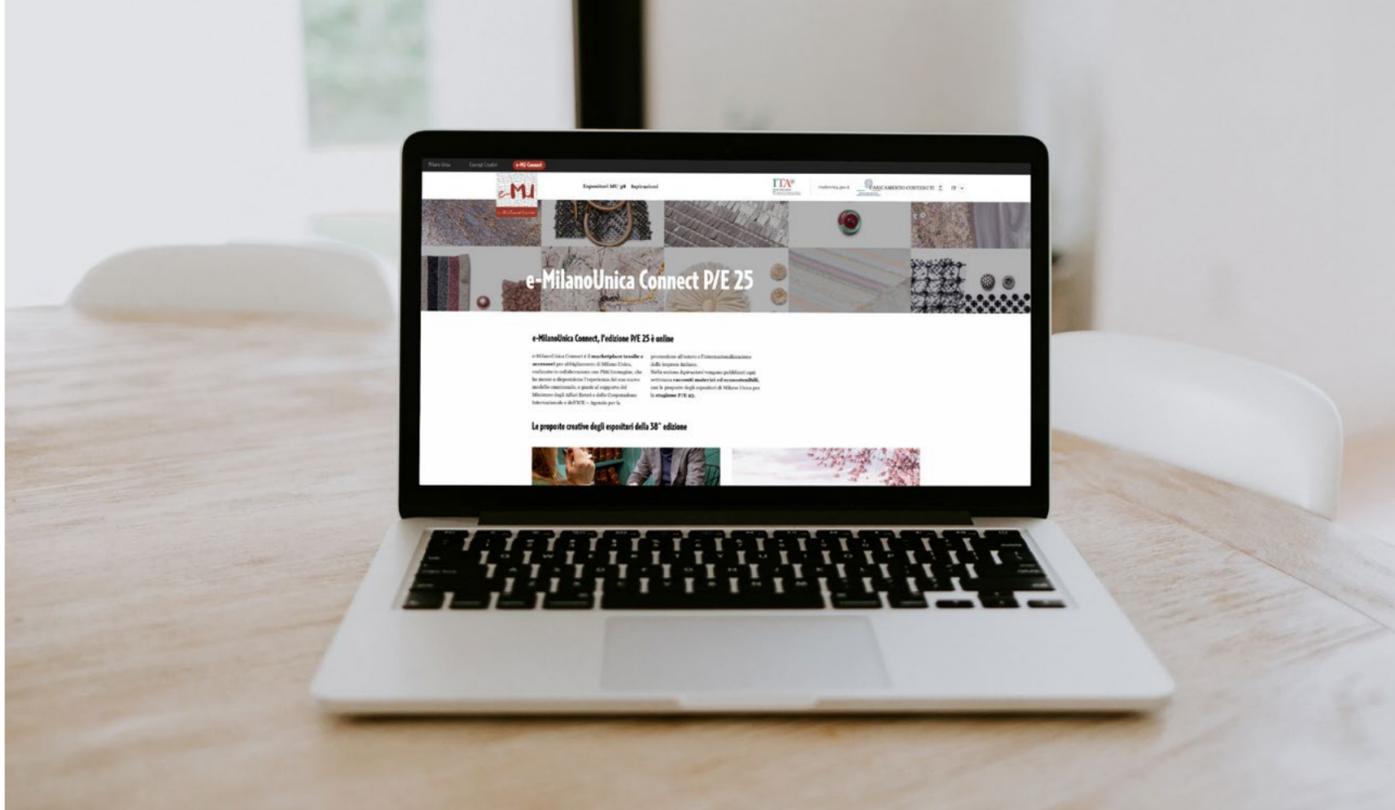
MilanoUnica

## E-MILANOUNICA CONNECT

The textile and apparel accessories marketplace  
of Milano Unica



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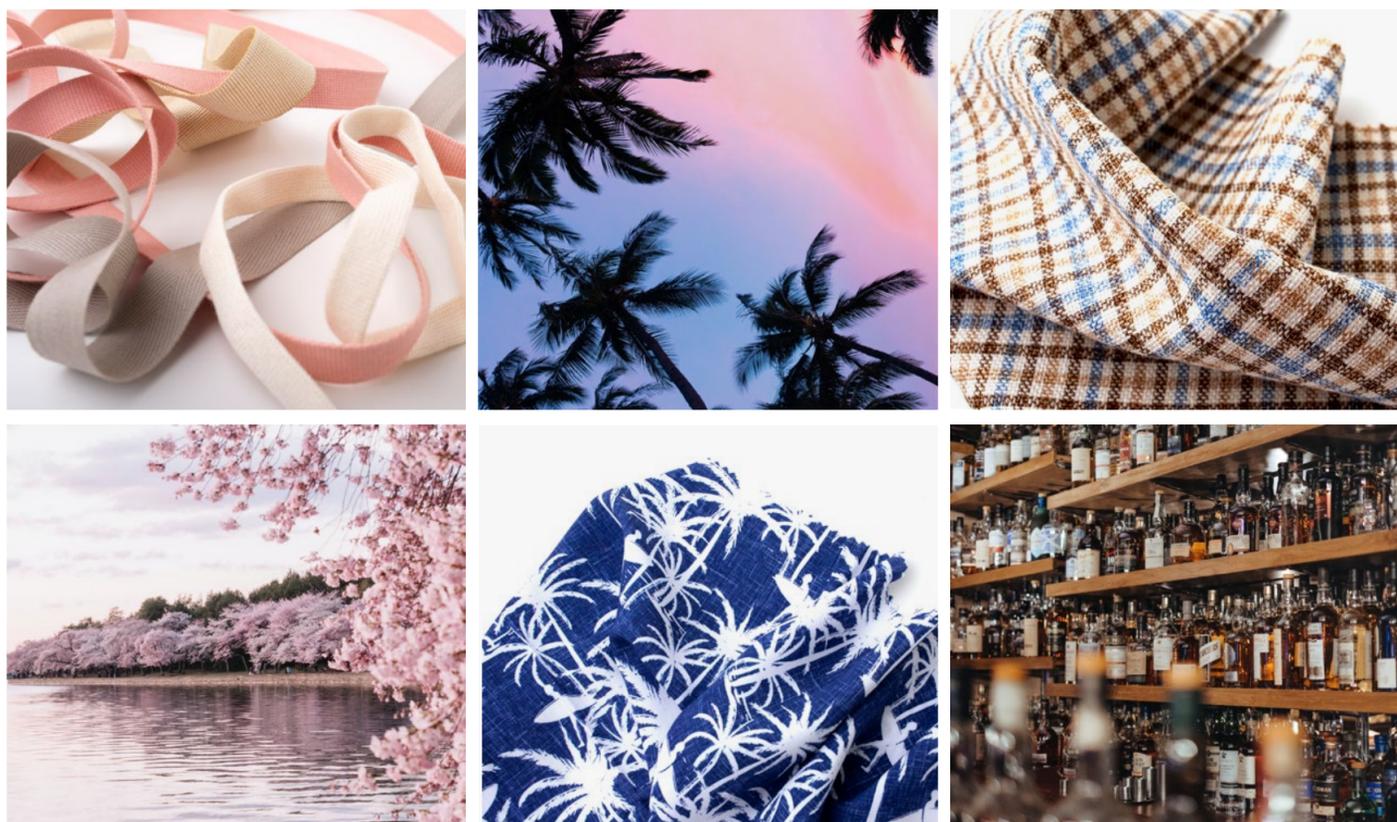


## E-MILANOUNICA CONNECT

The 10th edition of e-MilanoUnica Connect, the digital marketplace developed from the collaboration between Milano Unica, Pitti Immagine, the Italian Ministry of Foreign Affairs and International Cooperation, and the Italian Trade Agency ICE for the promotion abroad and the internationalization of Italian companies, is online.

The portal features two main sections:

- **“Exhibitors”**, showcasing the preview of the collections and company descriptions with in-depth information. This section enables buyers to carry out targeted searches, save favorites, and get in direct contact with company representatives.



- **“Inspirations”**, presenting narratives in collaboration with *Zoom on Fashion Trends*, the weekly magazine suggesting inspirations from the world of textiles and apparel accessories starting from the products presented by the participating companies.

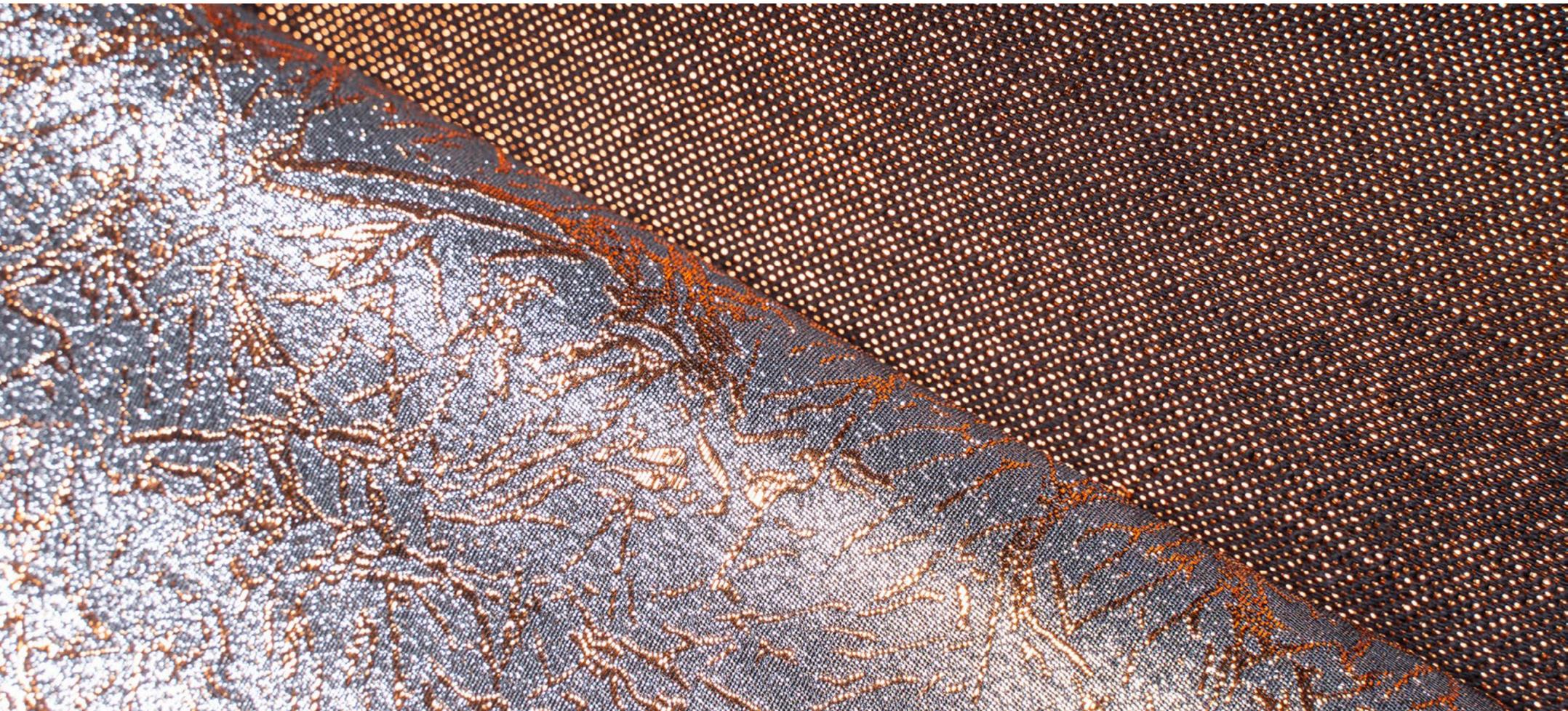
Prepare your visit: [www.e-milanounica.it](http://www.e-milanounica.it)

Milano Unica

## DISCOVER THE AREAS AND THE PROJECTS

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# DISCOVER THE AREAS AND THE PROJECTS

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## MODA IN FABRICS •

Tecno, Cotton / Woolly  
MU Sintesi

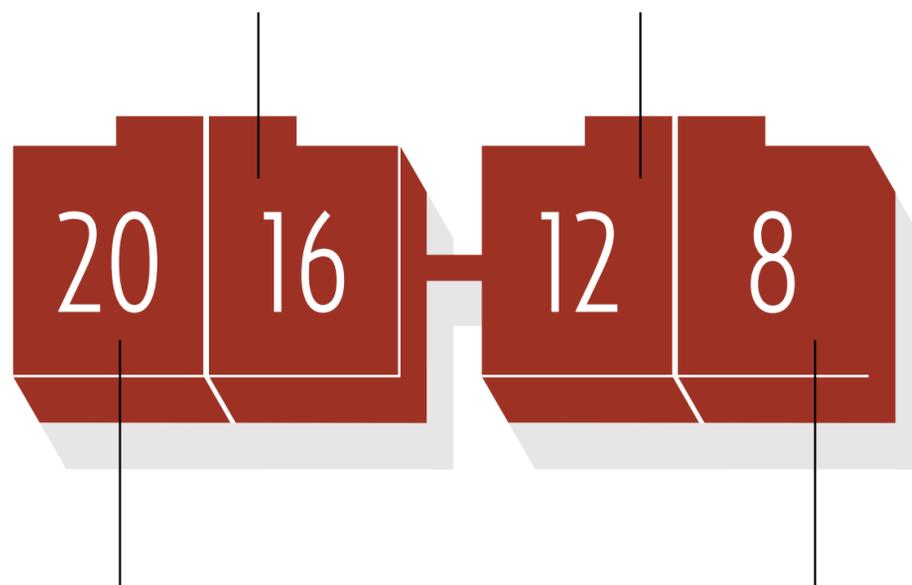
## • MODA IN FABRICS

Silky Print,  
Lace & Embroidery, Knit  
MU Sintesi

- MU Designers

## KOREA OBSERVATORY •

## • JAPAN OBSERVATORY



## IDEABIELLA •

## SHIRT AVENUE •

MU Sintesi

## • MODA IN ACCESSORIES

MU Sintesi

- MU Tendenze Sostenibilità

## • INNOVATION AREA

- Startup Textile Connection
- MU Vintage
- MU Info & Style
- MU Trade Press
  
- MU Press Office

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## DISCOVER THE AREAS AND THE PROJECTS

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Below is a description of the areas that enrich the extensive landscape of Milano Unica.

**MU Sintesi** (Hall 8 - 12 - 16 - 20)

**Innovation Area** (Hall 8)

**Startup Textile Connection** (Hall 8)

**MU Designers** (Hall 12)

**MU Vintage** (Hall 8)

**MU Info & Style** (Hall 8)

**MU Trade Press** (Hall 8)

**Filo Sustainability** (Hall 8)

### MU SPECIAL AREAS

**Japan Observatory** (Hall 12)

**Korea Observatory** (Hall 16)

### MU SPECIAL CONTENTS

**The Woolmark Company** (Hall 20)

**UK Fashion & Textile Association (UKFT)** (Hall 20)

**Alliance for European Flax-Linen & Hemp** (Hall 20)

**Sistema Moda Italia** (Hall 8)

**ITS TAM Biella** (Hall 20)

**Mu Press Office** (Hall 8)



## MU SINTESI (Hall 8 - 12 - 16 - 20)

MU Sintesi areas will be featured in all the halls, offering visitors the possibility to view the best proposals from the textiles and accessories catalog curated directly by the exhibitors.



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## INNOVATION AREA (Hall 8)

The Innovation Area is organized by TexClubTec, the Technical Textiles division of SMI. It focuses on the most contemporary visions of the innovation trends that are changing the fashion industry and the textile supply chain. The “Technical Textiles for sportswear and leisurewear” section enriches the area.

- **BALAS TEXTILE**
- **CENTROCOT**
- **CITTADINI**
- **EXTREME**
- **IMBOTEX**
- **INNOVA FABRICS**
- **IT.TECH**
- **JRC REFLEX ITALIA**
- **KREIZY**
- **NOVARESIN**
- **OKTEX DEL PUNTO**
- **PENN ITALIA / PENN TEXTILE SOLUTIONS**
- **RAMPONI®**
- **RETELIT**
- **STYLE3D I ASSYST**
- **WINDTEX VAGOTEX**

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## STARTUP TEXTILE CONNECTION (Hall 8)

An area dedicated to the most interesting research projects: from the search for new raw materials to the digitalization of production processes, from insights into the circular economy and sustainability to quality control.

- **BLOCKVISION**
- **CDC STUDIO**
- **FILI PARI**
- **FLOCUS**
- **MYCAMICIA**
- **PHI COLLECTIVE COMPANY**
- **RESPECTLIFE**
- **VIAMADEINITALY**

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## MU DESIGNERS (Hall 12)

The artistic proposals will offer textile and fashion accessory operators new creative insights for the upcoming season.

- **ALISON HUME 101**
- **ANTEPRIMA DISEGNI**
- **ARTE E MODA**
- **BLUE STUDIO**
- **BOGGIA DISEGNI**
- **CCSTUDIO TEXTILE DESIGN**
- **LINEASTUDIO**
- **PAUL VOGEL**

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## MU VINTAGE (Hall 8)

Visitors find here an opportunity to purchase “timeless” yet evergreen items. Unique pieces such as vintage dresses, handbags, trimmings, buttons, bijoux, scarves, antique fabrics, and a broad array of accessories.

- **A.N.G.E.L.O. VINTAGE PALACE**
- **FRANCO JACASSI / VINTAGE DELIRIUM**
- **PLUS VENTURINO ARCHIVI**
- **STREET DOING VINTAGE FIRENZE**



## MU INFO & STYLE (Hall 8)

This area is dedicated to business services, offering designs and trend books in a reserved space for the presentation of innovative creations for the fashion industry.

- **ECOCERT ITALIA**
- **FASHION ROOM**
- **FEDERAZIONE TESSILIVARI**
- **OFFICINE TECNOSERVICE**
- **PECLERS PARIS**



## MU TRADE PRESS (Hall 8)

A space to circulate information about textiles and international fashion including the industry's most prominent magazines and editorial proposals.

- A.M.P.
- ASIAN TEXTILE BUSINESS
- BEYOND THE MAGAZINE
- FASHION VALUE CHAIN
- FASHIONJOB (Hall 16)
- INTIMA MEDIA GROUP
- LA SPOLA
- LEATHER&LUXURY
- LINGERIE MAGAZINE
- MPA\_STYLE
- TECNICHE NUOVE
- TEXTILWIRTSCHAFT
- TEXTURES
- THE TSL GAZETTE
- VIEW
- ZOOM ON FASHION TRENDS - SUPERZOOM

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## FILO SUSTAINABILITY (Hall 8)

Filo (International Exhibition of Yarns and Fibers) and Milano Unica share the value of excellence. The area showcases the upstream proposals of the supply chain, including the highest quality yarns and materials used for the manufacturing of the high-end fabrics on display at the trade show.

The connection between the two exhibitions is particularly clear in the area of sustainability with FiloFlow, the project dedicated to yarns made through manufacturing processes that are both environmentally and socially sustainable. FiloFlow serves as a supply chain mapping tool, where sustainability is immediately linked to traceability and synergies along the production chain.

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## JAPAN OBSERVATORY (Hall 12)

Initiatives to promote Japanese culture and quality will be part of the Japan Observatory's 20th-anniversary celebrations at Milano Unica, with a rich offering of high-end textiles, the result of unprecedented innovation and a long-rooted artisanal spirit.

In addition to the participating companies, the Japan Observatory presents "JOB Plus," an exhibition corner emphasizing and highlighting a selection of innovative samples, and a trend and summary area of the best products presented by the exhibitors.



## KOREA OBSERVATORY (Hall 16)

For years, the Korea Observatory has been a reference point for international visitors seeking new inspirations. It offers a wide range from high-performance technical fabrics for outerwear to outdoor clothing, suits, etc. The quality of Korean fabrics is guaranteed by the research and development of the most advanced raw materials and yarns, offering functionality and maximum comfort.

The booths of the Korean companies are integrated by a TREND AREA, where visitors can come into contact and appreciate the future trends and, above all, the versatility of the fabrics presented.



## THE WOOLMARK COMPANY (Hall 20)

The Woolmark Company is the world authority on Merino wool, and through its extensive network of partnerships in the textile and fashion industries, it underscores Merino wool's positioning as a natural fiber and key raw material in apparel.

The new edition of The Wool Lab Spring Summer 2025 is a guide to the most innovative and high-performance Merino wool fabrics and yarns available also in a digital version through The Wool Lab Digital platform. The special "Out Of Portugal" selection, a collection of innovative, high-quality fabrics from Portugal's best spinning and weaving mills, will also be featured.



## UK FASHION & TEXTILE ASSOCIATION (UKFT) (Hall 20)

UKFT comes back to Milano Unica for the second time recognizing Milano Unica as one of the world's most important platforms to showcase the creativity, tradition, and innovation of the British textile industry, giving maximum international visibility to the best British manufacturing and creative products. UKFT presents international buyers with some of the UK's best spinning mills, producers, and designers. The UK has a long and well-established history, not only in the production of fine fabrics for suiting and jackets in wool, cashmere, and specialty fibers but also in the construction of lighter weaves and patterns in line with seasonal trends. The UK is also at the forefront of the implementation of ethical and sustainable codes of conduct throughout the supply chain.

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## ALLIANCE FOR EUROPEAN FLAX-LINEN & HEMP (Hall 20)

The Alliance for European Flax-Linen & Hemp was established in 1951. Western Europe is the world's leading producer of flax fibers (France, Belgium, and the Netherlands make up 80% of the entire production). Its mission is to increase the international visibility of European Linen and Hemp, whose technical and environmental features represent a source of worldwide creative inspiration, also through innovative industrial developments. The Alliance ensures the traceability of flax fibers through the EUROPEAN FLAX tm and MASTERS OF LINEN tm certifications.



## SISTEMA MODA ITALIA (Hall 8)

Sistema Moda Italia (SMI), the largest organization representing the Textile and Fashion Industry in the Western world, protects and promotes the interests of the sector by fostering relationships with institutions and economic/political entities, and supports companies in their international projects.

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### ITS TAM BIELLA (Hall 20)

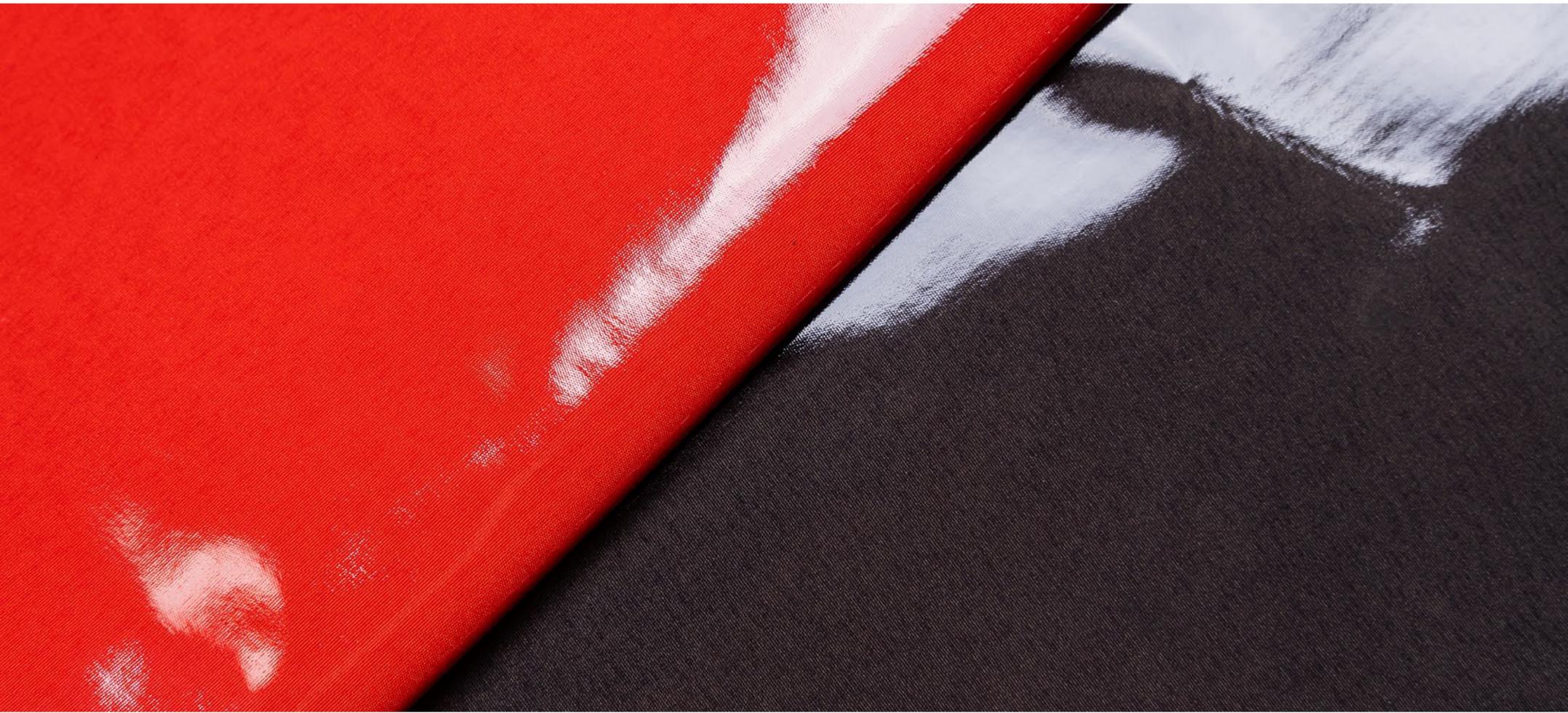
ITS TAM BIELLA Foundation (Technology Institute for Textiles Clothing and Fashion) participates again in Milano Unica to present “Lagonnablu”, a new project developed by the second-year students of the Fashion course with fabrics manufactured in Biella. At Milano Unica, ITS TAM BIELLA will showcase several items interpreting apparel according to a feminine, masculine, and genderless key, using the traditional shade of navy blue on different weights of fabric. ITS TAM BIELLA is a postgraduate school training future technicians in the textile/apparel supply chain. Its participation in Milano Unica confirms the importance of establishing collaborations with the most prestigious Italian textile companies and, in particular, exhibitors. ITS TAM BIELLA plans and organizes courses based on manufacturers’ needs, activates internships, and launches innovative projects with the direct involvement of its students.

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Milano Unica

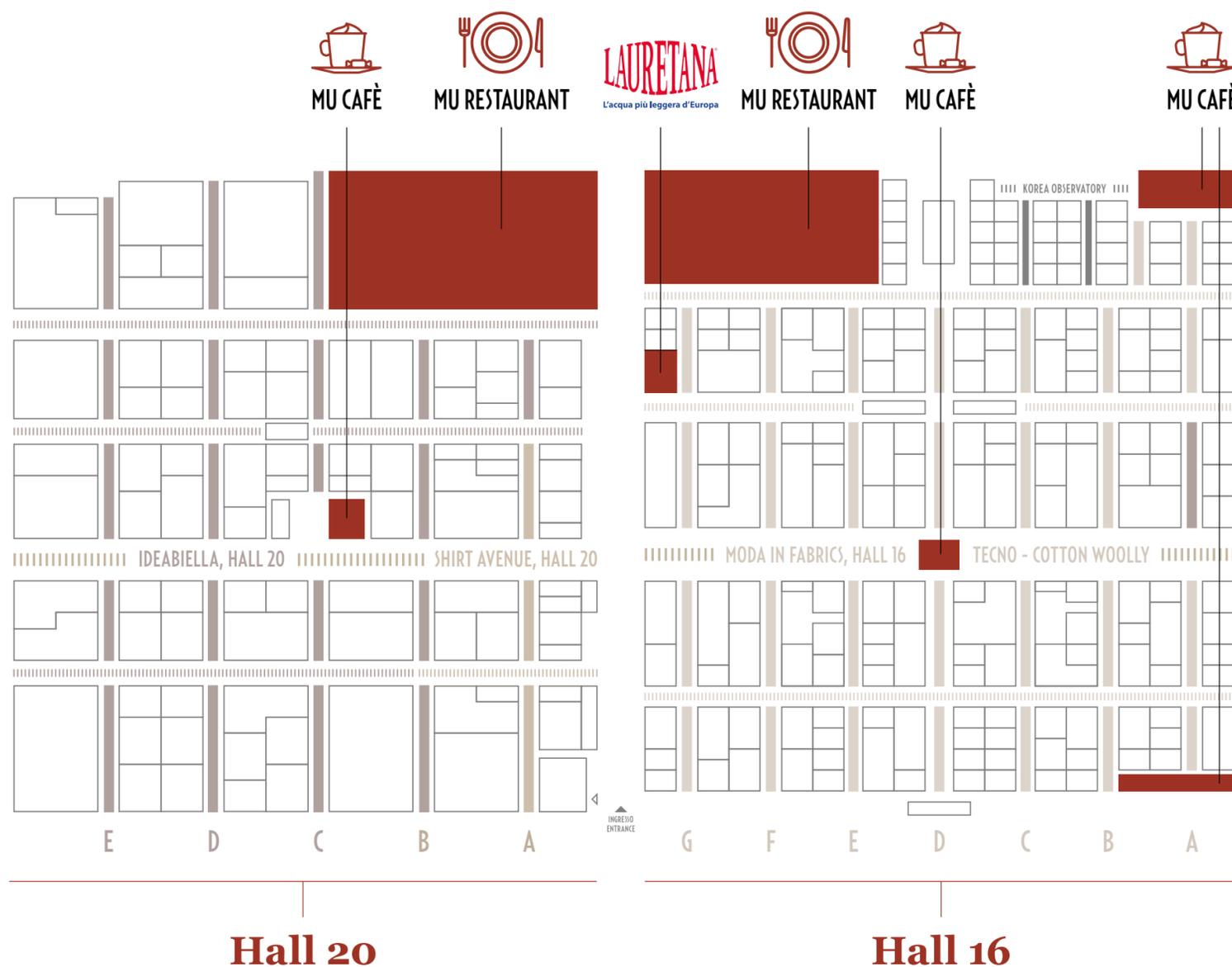
## MU ITALIAN TASTE

30, 31 January - 1 February 2024



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# MU ITALIAN TASTE



## MILANO UNICA RESTAURANT SERVICE

Milano Unica organizes a restaurant service **in collaboration with “Da Vittorio” restaurant**, offering light lunches to exhibitors and clients.

Exhibitors and agents will be able to access the service using the vouchers that they will find online under the heading RESTAURANT VOUCHER.

By showing their badge buyers can access the restaurant and make reservations at the restaurants located in halls 8, 16, and 20 using **the Milano Unica App**.

# MU ITALIAN TASTE



There will be four restaurants, one in each hall.

OPENING HOURS: 12.00 p.m. - 3.00 p.m.

## LAURETANA A MILANO UNICA

Lauretana water, Europe's lightest water, is proudly confirmed as the official water of the 38th edition of Milano Unica. This combination represents excellence, quality, innovation, and sustainability, all at once. Lauretana water will be present at Milano Unica with two refreshment points (Hall 12 and 16) offering industry professionals and visitors the chance to quench their thirst with the refined taste of Lauretana water.

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## MILANO UNICA THANKS

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30, 31 January - 1 February 2024



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# MILANO UNICA THANKS

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madeinitaly.gov.it



Ministero degli Affari Esteri  
e della Cooperazione Internazionale

**ITCA**   
ITALIAN TRADE AGENCY



PATROCINIO  
Comune di  
Milano

SISTEMA MODA ITALIA  
**smi**  
FEDERAZIONE TESSILE E MODA 

**Sella**

**LAURETANA**  
L'acqua più leggera d'Europa



**FIERA MILANO**

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## **MAECI - Ministero degli Affari Esteri e della Cooperazione Internazionale**

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MAECI is the Government body that implements foreign policy. With the 2019 reform, MAECI has acquired competence over foreign trade and the internationalization of businesses.

One of MAECI priorities is providing support to Italian businesses to grow in foreign markets along with the traditional diplomatic activities aimed at protecting Italian national interests globally.

MAECI carries out these activities thanks to a network of 300 offices, including Embassies, Consulates and Cultural Institutes, that work every day to promote Italy in an economically, culturally and scientifically integrated way.

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## ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane

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ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and training to Italian small and medium-sized businesses.

Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

### ROME HEADQUARTERS

Via Liszt, 21 - 00144 Roma

tel. +39 06 59921 - [urp@ice.it](mailto:urp@ice.it)

Consumer Goods

[beni.consumo@ice.it](mailto:beni.consumo@ice.it)



Italian Trade Agency



@ITAtradeagency



ITA - Italian Trade Agency



@itatradeagency

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## COMUNE DI MILANO

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Milan is the most European city in Italy; with a population of about 1.4 million and a metropolitan area of more than 3.2 million people, it is Italy's economic heart making for 10% of the national GDP and one of the world's major international hubs. Milan is the undisputed capital of fashion, design and innovation, one of the most dynamic financial hubs in Europe recognized worldwide as a reference model of urban and territorial development.

The Municipality of Milan, the governmental body in charge of managing the city, acts as a facilitator in the creation of local value as well as in the transition to new paradigms of living and production in the city. To this end, it drives economic and social innovation, and promotes internationalization to elevate Milan among the best local ecosystems in the world.

## SISTEMA MODA ITALIA

Federazione Tessile e Moda

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Sistema Moda Italia, Italian Textile and Fashion Federation, is the western Countries' largest Organizations representing the Textile and Fashion Industry.

SMI is a member of Confindustria and it is the most important founding member of Euratex, the European Association of Textile and Clothing Manufacturers.

SMI helps the Industry to solve problems regarding production, technical and legal aspects, economic and commercial issues and assists associated companies in activities connected to promotion and internationalization.

# Sella

**Affianchiamo,  
passo dopo passo,  
famiglie e imprenditori  
nel realizzare  
le loro aspirazioni,  
rispondendo  
a tutte le esigenze  
finanziarie.**

Banca Sella S.p.A. was established in Biella in 1886 as Gaudenzio Sella & C.

The bank has grown over time by expanding first at local level and then regionally and nationally.

Today Banca Sella S.p.A. being the commercial bank of the Group, has a national presence of almost 300 branches and it is widely recognized for excelling in activities such as private banking, payment systems, e-commerce and digital solutions.

The long tradition of Banca Sella is founded on the ability of a constant self renewal and innovation so that to provide customers with a better service and to propose innovative.

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## APP MILANO UNICA

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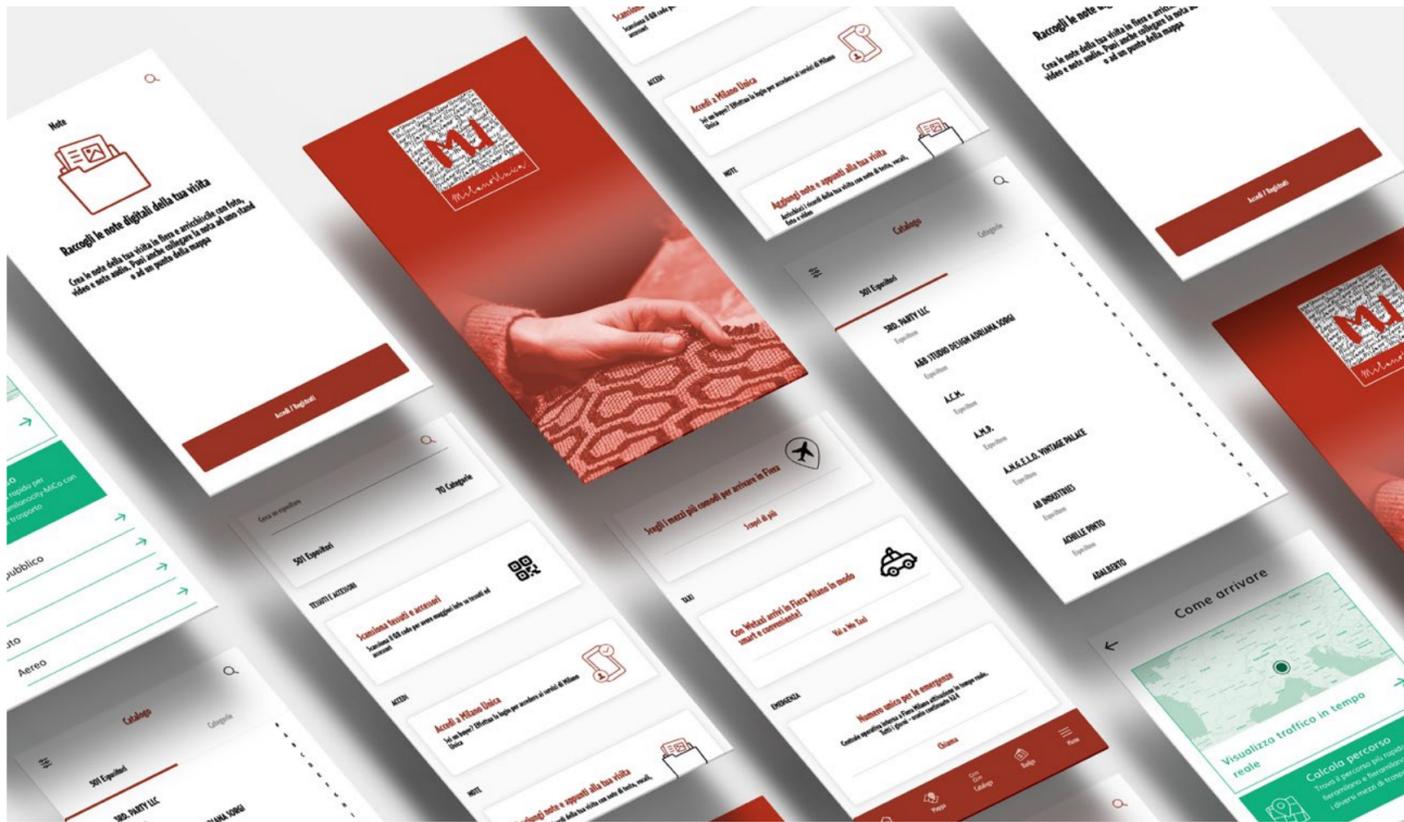
## APP MILANO UNICA

The new version for mobile devices is now available online.

The Milano Unica App is a useful digital tool developed in partnership with Fiera Milano that allows one to retrieve quickly **information** about the trade show and access the **services** offered.

The following additional features are available to logged-in buyers:

- **Download the badge** to access the trade show using the App;
- **Make reservations at the Milano Unica restaurants** located in halls 8, 12, 16, and 20, avoiding the line.



Below is a description of the other important **services that can be accessed also without logging in:**

- **Exhibitor catalog** with filters available to search by category, hall, or country and option to save favorites;
- **Guide to Milano Unica;**
- **Map;**
- Information about the **Milano Unica events;**
- **How to reach Milano Unica:** traffic information in real-time, public transportation and parking, all services provided by Fiera Milano regarding accessibility;
- **Shuttle Bus service**, made available free of charge by Milano Unica to and from the Malpensa and Linate airports.

**Download it now | [App Store](#) [Google Play](#)**

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Milano Unica

## HOW TO REACH MILANO UNICA

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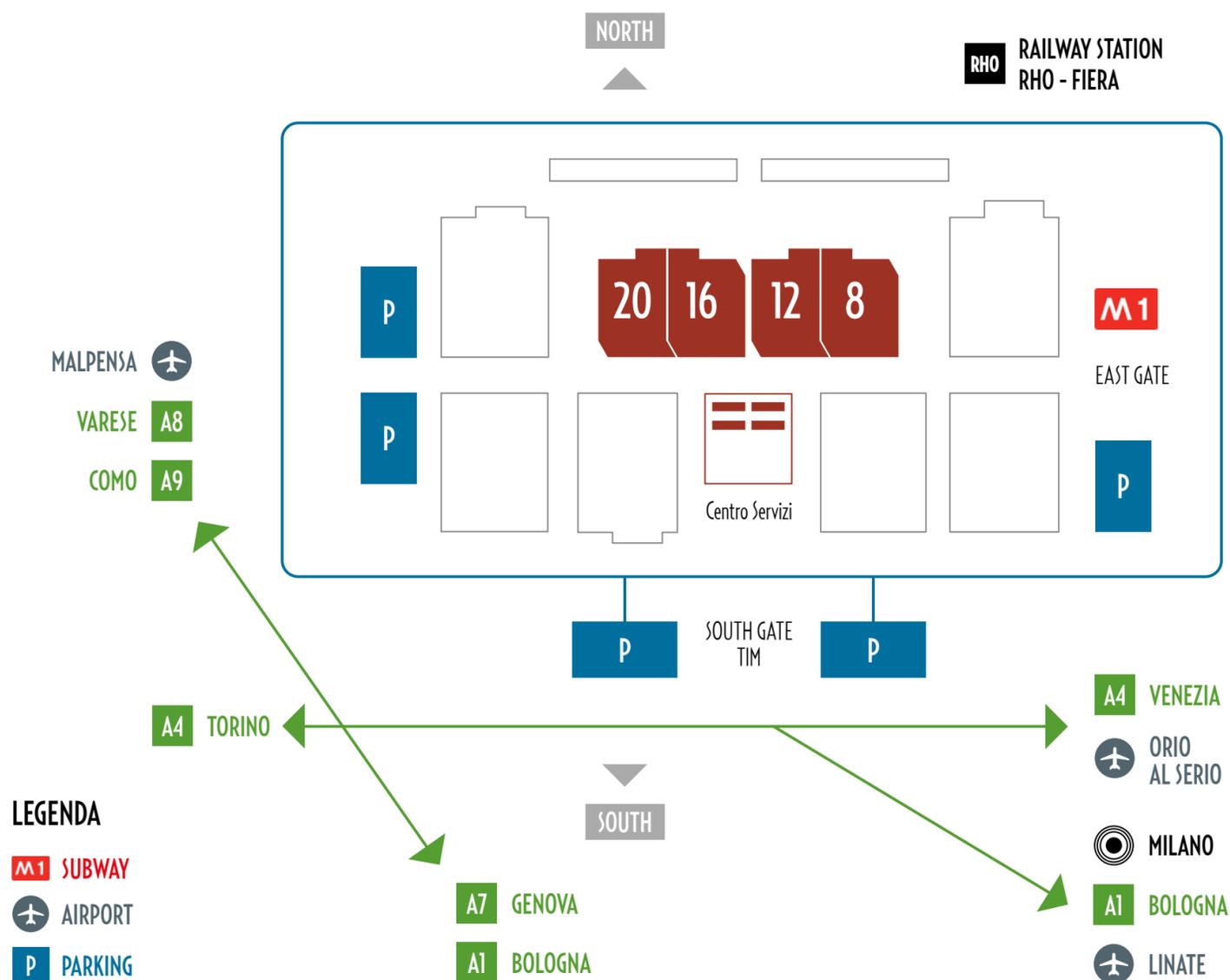
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# HOW TO REACH MILANO UNICA



Information to reach Milano Unica with the main public transportation means is available [here](#).

Milano Unica is held at **Rho Fieramilano**, Strada Statale del Sempione, 28 - 20017 Rho (Milan). The exhibition area is well connected and can be reached easily.

Milano Unica has organized a **free Shuttle Bus service** from and to the Malpensa and Linate airports for visitors flying to Milan.

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## **USEFUL NUMBERS**

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### **RADIO TAXI**

Ph. +39 024040 / +39 028585 / +39 026969

### **MEZZI PUBBLICI (ATM)**

Information Center

Ph. +39 0248 607607

(Monday - Wednesday - Thursday from 2.00 p.m. to 4.30 p.m.) [\*\*www.atm.it\*\*](http://www.atm.it)

### **FERROVIE DELLO STATO**

Information Center

Ph. +39 892021 (24h)

### **FERROVIE NORD MILANO**

Information Center

Ph. +39 0272 494949 (from 5.00 a.m. to 01.00 a.m.)

### **MALPENSA EXPRESS**

Ph. +39 0272 494949 (from 5.00 a.m. to 01.00 a.m.)

[\*\*www.malpensaexpress.it\*\*](http://www.malpensaexpress.it)

### **AIRPORTS**

General informations

Linate and Malpensa ph. +39 02232323

(from 8.00 a.m. to 9.00 p.m.)

### **EMERGENCY**

112

## **CONTACTS**

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### **ORGANISER OFFICE MILANO UNICA**

Via Alberto Riva Villasanta, 3

20145 Milano, Italy

Ph. +39 02 66101105

E-mail: [info@milanounica.it](mailto:info@milanounica.it)

**[www.milanounica.it](http://www.milanounica.it)**

### **ORGANISER OFFICE IDEABIELLA**

Ph. +39 015 8483242

E-mail: [info@ideabiella.it](mailto:info@ideabiella.it)

### **ORGANISER OFFICE MODA IN**

Ph. +39 02 66103820

E-mail: [info@modain.it](mailto:info@modain.it)

### **ORGANISER OFFICE SHIRT AVENUE**

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