



SUSTAINABILITY: A SHARED COMMITMENT BY THE ITALIAN NATIONAL CHAMBER OF FASHION AND MILANO UNICA

The dialogue between the “upstream” and “downstream” of the textile-apparel-fashion supply chain generates a contribution on a decisive theme for the future of our planet, but also a necessary condition to capture increasing consumer demands

The awareness that the challenges of an increasingly global and complex market are won by teaming up is now a given for most small and large Made-in-Italy players. This is a need that also stems from the peculiar structure of Italian textile manufacturing, composed of many small and medium-sized enterprises with an extraordinary and envied creativity, that significantly contributes to the success of major fashion brands. For this very reason, the Italian National Chamber of Fashion and Milano Unica, the Italian Textiles and Accessories Trade Show, aim to develop the dialogue between the “upstream” and the “downstream” portions of the supply chain, focusing on sustainability



as a strategic theme. This is a very important theme for the future of our planet, but also a necessary condition to keep up with the purchasing choices of hundreds of millions of consumers. Milano Unica intends to address this specific theme by involving the players of the fashion industry of the future. For this reason, consistently with its commitment to promoting eco-fashion, Milano Unica made the best fabrics of its exhibitors available to the emerging talent designers participating in the Green Carpet Fashion Awards, which will be held at the Teatro alla Scala on 22 September 2019.

About Milano Unica

Milano Unica, the Italian Textiles and Accessories Trade Show, is a key international event organized at FieraMilano in two editions each year: one in February and one in July. Milano Unica was established in 2005, based on the experience, quality and legacy of four textile exhibition brands: Ideabiella, Ideacomo, Moda In and Shirt Avenue, which were later joined by a significant number of Prato-based textile companies.

Since its inception, the project has expanded to become more than a commercial appointment to enhance the top of the range of the Italian and European textile production.

The same brand name of Milano Unica recalls the three intrinsic characteristics of the trade show.

UNICA is – in fact – synonymous with Uniqueness, Exclusivity and Unification.

Since 2012, Milano Unica has also been held in Shanghai (China) in March and September.