



MILANO UNICA 30TH EDITION



ERCOLE BOTTO POALA: "WE AIM AT INCREASING SUSTAINABLE CREATIVITY"

Slight increase in the number of exhibiting companies compared to the February 2019 edition, including the Japan and Korea Observatories. The number of sustainable creative proposals sharply up

Milan, February 4 2020 – The 30th edition of Milano Unica opened today at Fieramilano Rho, showcasing the S/S 2021 collections presented by 477 exhibitors, of high-end fabrics and accessories for menswear, womenswear and kidswear until 6 February.

The traditional opening ceremony was attended by: **Ercole Botto Poala**, President of Milano Unica, **Carlo Maria Ferro**, President of ICE Agency, Maestro **Michelangelo Pistoletto**, **Marino Vago**, President of Sistema Moda Italia, and **Ivan Scalfarotto**, Undersecretary of State at the Ministry of Foreign Affairs and International Cooperation.



At the official opening of the event **Ercole Botto Poala** illustrated the most important moments that characterize the 30th edition of Milano Unica, focusing, in particular, on sustainability. In his speech, recalling that he is approaching the end of his mandate, he thanked the Presidential Committee and, above all, the exhibitors who believed in his innovative proposals, whose success, at the very onset, was not at all to be taken for granted.

*“Given the uncertainties deriving from the international political and economic situation, the serious risks to public health and global trade resulting from the virus epidemic in China and the tragic fires in Australia, - which reflected a major impact on the price of wool, thus dramatically reminding us of the dangers that our planet is facing - we can only raise the bar of our commitment by promoting an increasingly sustainable industry, which, at the same time, concentrates on also raising the creative level of its proposals. This will also enable us to better capture market demands, following the increased sensitivity of the younger generations in the matter, said **Ercole Botto Poala**, President of **Milano Unica**.*

In this edition, the spaces dedicated to the Tendenze and Sustainability merge into a single area of exhibition, information and in-depth analysis. The creative samples of the Tendenze and the ones sent for the Sustainability project (2/3 of the total) will be presented in a shared space, on the same tables, in order to highlight the relationship between **Creativity**, recognized worldwide and representing the basis for Made-in-Italy research and tradition, **and Sustainability**, the other pillar for innovation and research.

“The change we put in place in this edition does not only reflect a moment of physical space sharing, but is meant to encourage the cultural and operational cross-fertilization between the two strategic assets of Made-in-Italy textile production. In the near future, creativity and sustainability will go hand in hand with both product and process certification. This will not be an easy task, also because it demands investments and it will be important to understand if the entire supply chain is ready to cover it. Yet, if we want to walk the talk, this is a challenge we should not miss,” added the President of **Milano Unica**.

During the ceremony, a video was also shown retracing the most significant steps of the four presidencies that have followed since 2005, each with a mandate and a goal achieved:



- **Paolo Zegna** – the promotion of teaming up in the industry;
- **Pier Luigi Loro Piana** – an increased number of events directly connected with Made-in-Italy fashion;
- **Silvio Albini** – the international expansion with Milano Unica Shanghai and New York;
- **Ercole Botto Poala** – innovation, sustainable creativity and attention to the emerging market conditions resulting in the anticipated editions of September and July.

At the end of the speeches, Ercole Botto Poala announced that **Alessandro Barberis Canonico**, CEO of Vitale Barberis Canonico and President of Ideabiella, has been named his successor.

The three days of the trade show are rich with relevant appointments:

“Cittadellarte Fashion B.E.S.T.”

a photographic exhibition that retraces the ten years of this platform dedicated to fashion sustainability. Fashion B.E.S.T. (Better Ethical Sustainable Think-tank) serves as an energy hub where different forces, like aesthetics, ethics, creativity and production, converge and where artistic sensitivity merges with social commitment.

“Terzo paradiso per la sostenibilità della moda” (Third paradise for fashion sustainability)

an installation curated by Maestro Pistoletto using the sustainable fabrics produced by the companies participating in the 30th edition of Milano Unica. “Terzo Paradiso” (Third Paradise) is the symbol used by Pistoletto to express a third phase of mankind. The three circles represent the ancient “paradise of nature”, the contemporary “man-made paradise” and, at the center, a new form of mankind in which man-made aspects and nature co-live in perfect balance.

“Back to school”

also this edition includes the appointment dedicated to students of fashion schools. A meeting with **Remo Ruffini**, the creative entrepreneur of Moncler and **Emanuele Farneti**, Director of Vogue Italia. A value added to make students understand the interaction between creativity, entrepreneurship and publishing.

Moreover, there are two new areas:



“Innovation Area”

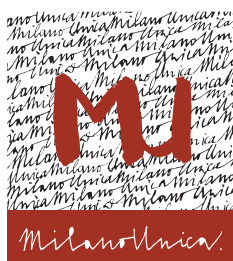
the area dedicated to the technical and functional textiles of Sistema Moda Italia developed in partnership with TexClubTec, offering a rich and diversified overview of the main innovations carried out by the companies representing each phase of the supply chain. It includes technical, innovative or functional textiles characterized by specific performances or developed with particularly advanced production processes.

“Startup Textile Connection”

Developed in collaboration with Fondazione del Tessile Italiano and Startupbootcamp FashionTech. Startupbootcamp is one of the world's largest startup acceleration networks operating in specific sectors. The 11 startups selected during the “Final Selection Days” present their solutions for the entire fashion supply chain in terms of more sustainable products and business models, digital solutions, tools and systems for product traceability and authenticity.

“We are the second largest manufacturing industry in Europe also and above all thanks to workmanship, creativity and knowhow. We need to raise awareness among our entrepreneurs that sustainable production is no longer an additional requirement to be met but represents a new direction, socially and economically advantageous, to pursue innovation. In this case, profit and good go hand in hand. I am deeply convinced that our government needs to support the great tradition of Italian textile manufacturing, while concurrently sustaining increased environmental awareness. This approach will help Italy become increasingly competitive on international markets,” commented **Ivan Scalfarotto**, Undersecretary of State at the Ministry of Foreign Affairs and International Cooperation.

“The theme of this edition, Sustainable Creativity, fits perfectly with the orientation of the new Italian Trade Agency - ICE - that considers the combination of innovation and sustainability as the driving force to promote Made in Italy production in the markets. The textile-apparel industry is the second largest sector in Italy and represents a major share of our exports. The Italian Trade Agency supports it with growing commitment following its evolution towards new patterns of consumption where sustainability is not only a standard but also a distinctive product element among new generations. Sustainability rhymes with traceability, an area where the Italian Trade Agency is currently concentrating to offer new services,” said **Carlo Ferro**, President of the Italian Trade Agency ICE.



“Also with this edition, with the consolidation of the number of exhibitors and the important organizational innovations, Milano Unica confirms to be a unique appointment that cannot be missed by the Italian and European producers of high-end fabrics and accessories. Milano Unica more and more responsibly serves as a flywheel not only for exhibitors, but also for all operators of the Italian and international fashion system. I would like to especially thank the Italian Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency - ICE - for the economic and essential support that, among other things, once again ensures the qualified presence of delegations of international buyers and journalists from the most important specialized publications worldwide,” contributed **Massimo Mosiello**, General Director of Milano Unica.

To view the list of the numerous appointments, visit the Media section on our website, www.milanounica.it.

Among these:

- the Cocktail Party to celebrate the 30th edition of Milano Unica, on the occasion of which Biella will be presented as a member of the UNESCO Creative Cities;
- The traditional meeting of President Ercole Botto Poala with the international press; and the informative workshops;
- The journey towards sustainability in the supply chain. The choices that trigger change;
- An analysis of the challenges and opportunities of African market;
- The innovative startups in the textile industry;
- The identity of linen, an increasingly green and innovative fiber.

Milano Unica extends special thanks to the **Italian Ministry of Foreign Affairs and International Cooperation**, the **Italian Trade Agency ICE**, **Sistema Moda Italia** and the **Municipality of Milan** for the confirmed sponsorship. In addition, it expresses its gratitude to **Banca Sella** for its collaboration and to the sponsors **Caffè Toraldo** and **Lauretana**.

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