Milan, July 14, 2022



MILANO UNICA 35TH EDITION - THE PRESENCE OF THE MOST IMPORTANT INTERNATIONAL BUYERS, ESPECIALLY FROM EUROPE AND THE UNITED STATES, CONFIRMS THE RECOVERY OF THE TEXTILE INDUSTRY DESPITE CHALLENGES

Alessandro Barberis Canonico, President of Milano Unica, comments on the closing of the 35th edition, with a note of optimism and satisfaction:
"Strong growth in sales during 2022, led by the United States and Europe, stimulated companies to invest in the trade show, confirming once again, with 445 exhibitors, the creativity and quality of the offering presented by the top textile manufacturers. Additional confirmation was provided by the presence of important buyers from all over the world, proof of the inestimable value of personal contact and the importance of being able to see and touch the new collections."

The 35th edition of Milano Unica closed today, with positive and encouraging results. **389** exhibitor companies, **324** Italian and **65** from abroad, presented their A/W 2023/2024 collections of high-end textiles and accessories for menswear, womenswear and kidswear, in addition to the research and innovation areas, which brought the total number of exhibitor companies up to **445**.

All told, the companies that visited Milano Unica from 12 to 14 July came to **4,052**, of which **2799** Italian and **1253** from other countries, **+ 31% compared to the 33rd edition, held in July 2021.**
There were a number of pleasant surprises, beginning with the strong participation of visitors from the USA, with 162 in attendance, and all the European countries improved over the last edition, specifically: Germany 102, France 77, Great Britain 95, Romania 20, Spain 65, Portugal 29, Switzerland 95, Netherlands 37 and 49 from Turkey. In addition, there were significant numbers of visitors from Japan (51), Korea (32) and Australia, with 20 companies attending the trade show for the first time, all indications of a positive trend in the markets of the Far East.

The opening ceremony, introduced by the President, opened with a speech by the Minister of Economic Development, **Giancarlo Giorgetti,** who expressed his gratitude to the entrepreneurs of the sector for their ability to face up to and overcome the difficulties involved in moving towards innovation. He also underlined the government's intention to support textile and clothing companies in promoting their development and internationalization by supporting the system.
After institutional greetings from **Alessia Cappello**, Milan City Councilor for Economic Development and Labor Policies, with responsibility for Commerce, Fashion and Design, and **Enrico Pazzali**, President of Fondazione Fiera, **Claudia D'Arpizio**, Senior Partner of Bain & Company, presented a detailed analysis that confirmed the economic recovery in progress and outlined a picture of the evolution of the luxury and premium market for the next 3 years, as well as some specific recommendations for textiles. Her presentation was followed by remarks from **Sergio Tamborini**, President of Sistema Moda Italia, **Carlo Capasa**, President of Camera Nazionale della Moda Italiana and **Roberto Luongo**, General Manager of the Italian Trade Agency ICE.

"The strong participation in the trade show confirms the determination of textile companies to bounce back in terms of internationalization, riding the wave of recovery in worldwide sales that favors the export of Made in Italy and strengthens the top of the range. The increased demand indicates that the product presented at the trade

show is highly sought after by the end customer. A product that is also creative and of high quality, as well as sustainable," concluded the President.

Milano Unica, the first trade show to hold an in-person edition, in September 2020, following the delicate health situation, also confirms its digital core with the online marketplace, e-MilanoUnica Connect.
"New challenges lie ahead, and we will redouble our efforts to repay your trust, supporting your work and making it easier. Thanks to the partnership with ***Pitti Immagine,*** *this season as well we are able to put at the disposal of our exhibitors and our vast audience the* ***e-MilanoUnica Connect platform***, ***the virtual trade show***, *which will cover the entire semester – before, during and after the physical trade show"* commented **Massimo Mosiello,** General Manager of Milano Unica.

"The cherry on top was the striking itinerary of the Tendenze & Sustainability area," continued Mosiello, "*increasingly oriented towards the commitment to Sustainable Creativity, as well as the numerous special research and innovation areas that extend the scope of the exhibition."*

"We are truly proud and grateful to consolidate the cooperation with the ***Ministry of Foreign Affairs and International Cooperation*** *and with* ***the Italian Trade Agency ICE,*** *which continue to provide a valuable contribution, supporting us in encouraging international incoming and strengthening communication activities",* concluded the General Manager.

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