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MILANO UNICA 36TH EDITION STRONG INCREASE IN INTERNATIONAL BUYERS UNDERScores THE IMPORTANCE OF MILANO UNICA'S OFFERINGS

Yesterday the curtain fell on the 36th edition of Milano Unica, with an encouraging balance in terms of visitor attendance, especially from abroad.

Visitors to Milano Unica, the Italian trade show of high-end fashion textiles and accessories, totaled **5,304, up 47.5%** over the February 2022 edition, including **1,500 international (+105%)** and **3,804 Italian (+33%)**.

475 international companies presented their collections of high-end textiles and accessories for the Spring/Summer 2024 season for menswear, womenswear and kidswear at Fiera Milano Rho.



*"All the most important export markets for Made-in-Italy textiles recorded significant numbers in absolute values and double or even triple-digit percentage increases," commented President **Alessandro Barberis Canonico**.*

Official figures confirm the recovery of some important countries, with a very strong increase in attendance from **Korea**, as well as sensational upswings from **Japan at +423%, USA +143%, Great Britain +77%, Germany +67%, and France +32%**. Special attention should also be paid to Italian visitors, up considerably on already very significant numbers.

"It is a great satisfaction to observe that the exhibitors emphasized the qualitative contribution not only of the services offered, but also of the qualified selection of visitors. The decision to address the topic of traceability during the opening ceremony helped us to highlight that today, the product can no longer be supported only by creativity, but requires a guarantee of excellence through increased responsibility, understood as transparency, authenticity, reliability and immutability, as well as the expression of the values of social and environmental ethics and Made in Italy production. These aspects are key to providing new competitive advantages for the industry," continued the President.

The opening ceremony, moderated by **Emanuele Farneti** and introduced by President, **Alessandro Barberis Canonico**, kicked off with a talk by the well-known digital entrepreneur **Marco Montemagno**, who explored some aspects of social communication. **Maria Teresa Pisani**, Acting Head, Sustainable Trade and Outreach Unit, United Nations Economic Commission for Europe, and **Paola Bertola**, Full Professor, Milan Polytechnic, expanded on the technical/theoretical aspects, while **Gabriele Maggio**, CEO of Stella McCartney, addressed the issue from the brands' point of view.

Sergio Tamborini, President of Sistema Moda Italia, was particularly impressed with the outcome of this brilliant edition, and felt compelled to add the following comment: *"This edition of Milano Unica is definitely positive for the significant attendance and presence of buyers and industry operators, with an important share from abroad. But it is particularly on the product front that we can see important steps forward in terms of high quality going hand in hand with sustainability. Process traceability, which is becoming increasingly relevant in the textile narrative and in the fashion system, is now turning the spotlight on the virtuous players who put it at the center of their production."*



Institutional greetings were extended by **Luca Palermo**, CEO of Fiera Milano; **Carlo Capasa**, President of the National Chamber of Fashion; **Ercole Botto Poala**, President of Confindustria Moda, and **Maurizio Forte**, Director of the Office for Promotion of Made-in-Italy Products at the Italian Trade Agency ITA.

*“Let me confirm that this edition of Milano Unica has repaid the commitment and dedication that we unfailingly address to our entrepreneurs and visitors. None of this would have been possible without the invaluable contribution of the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ITA**, which have supported us since the first edition. Special mention goes to the incoming initiative targeting international visitors and the highly qualified foreign press delegations that contributed to spreading the message of Milano Unica’s values globally,”* concluded **Massimo Mosiello**, General Manager.

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