

ALTAROMA

ALTAROMA PRESENTS THE CONCLUSIVE SUMMARY OF THE 24TH JANUARY 2014 EDITION OF ALTAROMALTAMODA

A *success story* for the January 2014 edition of AltaRomAltaModa which ended with the presentation of a series of data that confirm just to what extent the cultural heritage of Rome, its couture houses and its artisanal heart - which still continues to beat - truly represent that bridge between the past and the future, created to support all creative talents in their quest to carve out a niche for themselves.

The goal of creating a dialogue between different and multi-faceted creative worlds was achieved thanks to experimentation, the construction of new realities and alternative ways of doing and bringing business to a city intent on supporting the fashion industry, its future and the economy of the country.

Rome offered itself as a source of inspiration and a platform for an increasingly large group of designers in search of visibility, concrete input and support. It did not take long for its call to be answered with the involvement of a growing number of savvy, highly qualified industry members, the press and buyers who participated with interest in the numerous events, even off-site, featured on the events calendar.

Countless new locations opened their doors to fashion and the public, creating a stir and acting as a backdrop to new forms of communication, thus once again making Rome a protagonist through haute couture, art, artisanship and young talents.

It was, in fact, thanks to the most modern and contemporary languages that the city, professionals, guests and *aficionados* were able to take a virtual trip around the world as a result of the images posted online by *bloggers*, the press, *talent scouts* and *film makers* present in Rome for the first time. Social networks, *instagram*, *pinterest* and even *youtube* served as additional media to export and give exposure to those resources who have found a creative outlet for their multi-faceted talents in Rome.

This edition saw the staging of:

- 22 fashion shows and fashion-related presentations
- 7 events involving the screening of films and web festivals, fashion projects and fashion magazines.
- 4 training events
- 3 book presentations
- 1 store opening
- The participation of a total of 42 designers and stylists
- 3 locations never previously opened to the world of fashion
- A total of 8 galleries and buildings
- Some 15,000 attendees at the fashion shows presented at S. Spirito in Sassia
- Approximately 563 requests for accreditation by members of the media divided up among the press, TV, photographers, online Media and Bloggers. In association with ICE (Italian Institute for Foreign Trade) Altaroma welcomed guests from all over the world at the event. 29 countries were represented: Arabia Saudita, Azerbaijan, Brazil, Canada, China, Denmark, Egypt, the Arab Emirates, France, Germany, Japan, Greece, India, Kazakhstan, the Lebanon, Lithuania, Malaysia, Morocco, Mexico, The Netherlands, Poland, Russia, Serbia, Spain, Switzerland, Turkey, the U.K. and the US. In fact, this year's edition saw the participation of as many as 5 new countries.

Altaroma is by now considered an innovative national and international platform for the promotion of all forms of creativity, where the different identities present in the region co-exist becoming more and more attractive to those enterprises which, until now, considered Rome outside the *mainstream* of creativity.

"I am extremely satisfied with the contents of the event that ends today. These, like the attendance of industry members, have increased significantly. The fact that the events featured on the calendar were concentrated over a four-day period meant that they could be followed at the attendees' convenience. *Made in Italy* consists of content and it is on this and this alone that our comments and conclusions should be focused, in the conviction that our commitment should be targeted solely at supporting, within the limits of our competencies and responsibility, the work of all the beneficiaries of the results of a collective project like that which Altaroma has now become," commented Silvia Venturini Fendi, president of Altaroma, at the end of the event.

"Over these past 4 years of my mandate, through fashion, we have touched upon all aspects of "creative enterprise", we have involved historic couture houses, young designers, students, artisans, directors and photographers who, thanks to our projects, have become the protagonists of a community of creative talents. A community that is either deep-rooted or compliant with the

tradition and vocations of our region. A program that, based on the input given by buyers and the specialist press that have participated in the event, is considered not only rare and precious but also highly deserving of being supported even more forcefully. Although Altaroma is also capable of involving itself in specific events linked to individual realities, this can prove to be problematic when these fall outside of our field of competency. Altaroma's real mission is to develop, with professionalism, an offering of services, organization, communication and relationships with the entire community targeted by Altaroma. That very same community that expects to be discovered, supported and validated not only thanks to its own credentials but also through initiatives, tools and languages that can be deciphered and appreciated by those members of the industry that are capable of creating opportunities targeted at the growth of our businesses. Altaroma is in the process of doing just this and must commit to pursuing this objective in order to guarantee a future for the development of fashion in our region."

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