



PRESS RELEASE

19th edition of *Milano Unica*, the Italian Textiles Trade Show

**Silvio Albini, President of Milano Unica:
“This edition confirmed
the importance of teaming up”**

**The number of visitors and exhibitors in line with
the September 2013 edition**

**From October 20-23, 127 exhibitors will participate in
Milano Unica China in Shanghai
and a unique evening event will be organized with the extraordinary participation
of the world famous ballet star Roberto Bolle**

The 20th edition will again be held at Fieramilanocity from February 4-6, 2015

Milan, September 11, 2014 – The 19th edition of *Milano Unica*, the Italian Textiles Trade Show showcasing the F/W 2015-2016 collections of textiles and accessories, saw the participation of 410 exhibitors, of which 74 European, and confirmed the projections as well as the value added teaming up to promote “Made in Italy” products globally.

The following people participated in the inauguration ceremony of the 19th edition: **Silvio Albini**, President of Milano Unica, **Mauro Parolini**, Councillor for Tourism and Light Industrial Activities (fairs and markets) for the Lombardy Region, **Cristina Tajani**, Milan City Councillor for Work Policies, Research, University, Fashion and Design, **Masahiko Miyake**, President of the Japan Fashion Week Organization, **Oscar Farinetti**, Entrepreneur, founder and creator of Eataly, and **Claudio Marenzi**, President of Sistema Moda Italia.

The Italian and European Textiles Trade Show registered approximately 21,800 visitors, slightly above the number of visitors of the past September 2013 edition (21,600 visitors), up 6.55% on a Y/Y basis. Also the number of exhibitors was essentially in line with the past edition. Both Italian visitors and exhibitors decreased slightly in number (-0.5%), while the participation from abroad was instead slightly up (+1%).

Among the numerically most significant presences noteworthy are: India (+38%), Japan (+44%), Turkey (+28%), the Netherlands (+7.5%), USA (+6.55%) and Spain (+6%). Steady were UK, Germany and France, while slightly down were visitors and exhibitors from China (-4%). A sharp decrease was registered instead for South Korea (-41%), Russia (-21%) and Hong Kong (-18%).

This data roughly reflects Italian export trends in the first half of 2014.

Milano Unica. SALONE ITALIANO DEL TESSILE

Viale Sarca, 223 - 20126 Milano +39 02 66101105 info@milanounica.it / www.milanounica.it



*“Figures about visitors and exhibitors confirmed two basic concepts to which Milano Unica is strictly committed. The first concept is that our future relies on the ability of the Italian and European fabrics manufacturers to compete in the world. The second concept refers to the fact that we must consider Europe as our domestic market. We have still a long and difficult way to go, but I am fully convinced that the institutions - and this means the European Parliament and the European Commission in the first place -, appointed following the vote of the last spring, will effectively contribute to making progress in protecting and supporting European textiles manufacturing, starting from the recognition of the “Made in Italy” production for goods deriving from extra-EU countries. The exhibition dedicated to the **Italian Denim supply chain – Italian Denim Makers**, the **Japan Observatory**, which was highly appreciated, as also the visitor data confirmed, the synergy with **Lineapelle**, returned to Milan after many years, proved the ability of **Milano Unica** as marketing flywheel not only for the textile sector. This role was also recognized to us by the Italian Ministry for the Development which, on the initiative of the Minister **Carlo Calenda**, decided to allocate to our industry almost two million euros until Spring 2016”, said **Silvio Albini**, President of **Milano Unica**.*

*“Along with the good results in terms of contacts, confirmed by the large number of exhibitors – continued the President of Milano Unica –, let me underline the success of the beautiful evening at 10 Corso Como and the prosecution at Eataly. The unique presentation of **ON Stage**, the initiative in collaboration with Woolmark, the project conceived with the objective of creating a bridge between the excellence of European textile production and the world’s most promising emerging designers, was, in the opinion of all the guests, truly effective in making the relationship that developed with those designers who will become the future of our industry clear. A success that found its completion in the hospitality that **Oscar Farinetti** reserved to us, giving our guests the possibility of enjoying the numerous and exceptional Italian food products in an extraordinary environment, the result of a cultural tradition which is unparalleled in the world. Let me finally thank again for their invaluable contribution the **ICE Agency, SMI, The Woolmark Company, DHL and Banca Sella**”.*

Massimo Mosiello, General Director of **Milano Unica**, in charge of the operations of the textiles and accessories exhibition since its first edition, commented: *“Certainly a positive performance in terms of quality and number of visitors if we consider, above all, the tsunami that has hit the Italian textiles-apparel industry in the last 5 years. This is also the opinion of numerous exhibitors, who represent to us the primary meter, and also the opinion shared by the specialized foreign press. This edition has showcased several innovations and proposals, from which we have learnt a lot, to do more and better in the future. Meanwhile, we will start working for that from the next sixth edition of **Milano Unica China**, running from October 20-23 in Shanghai with the participation of 127 exhibitors and the organization of an exceptional event with the world famous ballet star **Roberto Bolle**. The appointment for the next edition, showcasing the S/S 2016 collection, is February 4-6 at Fieramilanocity”.*

For additional information:

Milano Unica Press Office

Susi Castellino Tel. +39 02 6610 1105 - +39 334 6014386

Sergio Vicario (Metafora) - Tel. +39 02 45485096 - +39 348 9895170

Milano Unica. SALONE ITALIANO DEL TESSILE

Viale Sarca, 223 - 20126 Milano +39 02 66101105 info@milanounica.it / www.milanounica.it