



PRESS RELEASE

19TH EDITION OF MILANO UNICA
“MADE IN ITALY MAKERS TEAM UP. FROM WORDS TO FACTS?”
ENCOURAGING SIGNS FROM THE TEXTILE INDUSTRY:
IN THE FIRST HALF OF 2014 PRODUCTION WAS UP +7.6%.
EXPORTS +4.2% IN THE FIRST 4 MONTHS

TEXTILES, LEATHER, DENIM, FOOD AND ON STAGE
TEAMING UP TO MAKE THE PRESENCE OF THOUSANDS OF BUYERS
IN MILAN MORE OPERATIONAL AND ATTRACTIVE

Milan, September 9, 2014 – The 19th edition of **Milano Unica**, the **Italian Textiles Trade Show**, running September 9-11 at Fieramilanocity, showcasing the F/W 2015-2016 textile collections and accessories with the participation of **410 exhibitors**, of which **74** from other European countries, started off with the traditional inauguration ceremony attended by institutional authorities and representatives, journalists, exhibitors and members of Milano Unica Executive Committee.

During the meeting the following speakers took the floor: **Silvio Albini**, President of Milano Unica, **Cristina Tajani**, Councillor for Work Policies, Research, University, Fashion and Design, Milan City Council, **Masahiko Miyake**, President of the Japan Fashion Week Organization, **Oscar Farinetti**, Entrepreneur, founder and creator of Eataly, **Claudio Marenzi**, President of Sistema Moda Italia, **Roberto Maroni** President of Lombardia Region, **Carlo Calenda** Deputy Minister, Italian Ministry of Economic Development.

On the occasion, the current data regarding the Italian textile industry in the first half of 2014 was presented along with the numerous activities organized for the event, ranging from the new area dedicated to the **Italian Denim Makers**, the **Japan Observatory**, the synergy with **Lineapelle**, which has returned to Milan after many years and, last but not least, the traditional fall appointment with **On Stage**, 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.

*“These new areas share a fil rouge, represented by the synergy created between the various Made in Italy excellence players. As President of Milano Unica I have unfailingly focused the attention on the concept and importance of teaming up and the results obtained with this edition are a confirmation. On the institutional side let me thank the **Italian Ministry of Economic Development** together with **ICE Agency**, the Italian Trade Promotion Agency, represented here by its President **Riccardo Monti**, and, above all, **Carlo Calenda**, Deputy Minister, for the support provided to date, whom we also ask to act as spokesperson with the Italian government and at the European level for the final approval of a regulation on the “Made in” labelling. Let me also thank the Governor of the Lombardy Region, **Roberto Maroni**, since his participation symbolizes the beginning of a renewed collaboration given the qualitative and quantitative importance of the exhibitors coming from the region and, more in general, of the textile industry in the region’s social-economic context.*

*I would also like to thank Councilor **Cristina Tajani**, and the Mayor of Milan, **Giuliano Pisapia**, for the support provided to our trade show and the contribution to opening a dialogue with and between the different players of the fashion-textile industry. For their unfailing, proactive and precious collaboration, especially in the development of institutional relations, let me thank **Claudio Marenzi** and **Sistema Moda Italia**, and I should not forget the support and substantial collaboration of the private sector through important partnerships like the*

Milano Unica. SALONE ITALIANO DEL TESSILE



existing ones with **The Woolmark Company, DHL and Banca Sella**. All this makes it possible for one of Italy's most representative manufacturing sectors – the fashion-textile industry – to face international competition with greater strength. The new areas that we present today provide evidence that concerted effort can lead to positive results, which also impact on the city of Milan, which becomes an extraordinary showcase for Made in Italy production, especially during the year of the Expo”, said **Silvio Albini**, President of **Milano Unica**, in his opening speech.

Today, the textile supply chain is composed of over 50,000 enterprises, mainly small and very small businesses, which however represent an incomparable and extraordinary source of creativity. In 5 years the crisis has pushed more than 10,000 out of the market, but the supply chain has also been protected by the contribution given by **Milano Unica**, which acted as point of reference for qualified international buyers and also for its mission, which lies in the enhancement of the Italian and European industrial textile-apparel industry.

Beyond synergies, the industry's economic indices, necessary to contextualize any activity, also seem to be sending off encouraging signs, despite the uncertainty that characterizes the global economic scenario.

In the first half of 2014, according to ISTAT, Italian textiles posted an overall production growth equal to +7.6% (excluding knitted fabrics), generally outperforming the upstream textile industry, which registered a +4.8% increase. A change of pace that emerged already in the second quarter of 2013 and was confirmed in the first quarters of 2014, showing a positive performance in both the January-March and April-June time spans, with +9% and +6.2%, respectively.

Exports (data refers to the Note drafted by the SMI Research Center for the January-April 2014 period) also performed positively. Specifically, in the first four months of 2014, exports of Italian textiles rose by 4.2%, while imports, already positive in 2013, grew further, posting +7.5% in the period of reference. This data could also provide indications of a recovery in domestic demand.

Based on the data mentioned above, in the January-April 2014 period the trade balance of Italian textiles generated revenues for euro 577 million, slightly up against the value registered in the same period last year.

As to the different product categories, double-digit growth was registered in knitted fabric exports (+14.8%) and, specifically, in the case of wool fabrics: +4.1% for worsted fabrics and +3.2% for carded fabrics. Linen fabrics also posted a positive performance with +6.1%, while sales of cotton fabrics dropped by -2.7% and pure silk fabrics by -2.2%.

From a geographical viewpoint, exports of textiles destined to EU28 in the January-April 2014 period grew by +8.2%, while extra-EU countries do not exceed -0.5%, except only for the positive performance of the US market (+14.9%), while China (-10.2%), Hong Kong (-7%) and Turkey (-8.1%) decreased. The EU28 weighs for 55.3% on total exports and continues to be the most important market for Italy. In Europe, only Germany recorded a definitely unsatisfactory result (though remaining the first market for Italian textiles), slowing down by -0.6% along with France, third largest market for Italy, losing -4%.



Looking at the foreign textiles sourcing market, in the first months of 2014 China confirmed its leadership as key supplier for Italian businesses with a 26.3% incidence on total textile imports, up +7.7%. Turkey, Italy's second largest supplier, grew by +12.8%, while Pakistan, climbing to the third position, was up by +16.8%. A truly worrying increase which is the result of the unfortunate decision of the European Union to cancel customs duties on imports from that country.

It is generally accepted, both in the economic literature and in practice, that the textile industry has always anticipated the reversal of the trend of the economic cycle.

The Sistema Moda Italia Research Center expects a positive trend also for the second half of the year. Having withstood and enhanced exports despite the strong euro currency (sometimes also very strong), which has penalized competitiveness, the industry can now move on with a certain level of optimism as a result of a slightly weaker euro, supported not only by the determination of the players involved, but also by the figures.

*"At the international level we see greater attention being paid to the intrinsic quality of Italian textiles. The recent important acquisitions and also the new business models provide evidence of the fact that globally Made in Italy apparel and textile products are considered distinctive and a hallmark. Europe and Italy, both because they have implemented particularly stringent regulations aimed at protecting the quality of the environment and the products and also because they are in the forefront in the adoption of innovative production processes, have an unparalleled competitive advantage in this field, which needs to be safeguarded and enhanced, with the European institutions leading the way. There are businesses in our industry which have not just survived, but have grown increasingly successful in the world, acting as a point of reference for many others", added **Silvio Albini**.*

*"What lessons have we learned? – asked the President of Milano Unica - **Innovation in the first place:** I could expand a lot on this, but in thirty years I have never seen such a determination on product innovation, service, the same business models used by our customers as the one I am experiencing in these days. **Larger size:** to obtain that critical mass necessary to invest in technology, product, quality, service improvement, delivery time and reliability. **Vertical integration:** upstream up to the raw material, to ensure quality and traceability, and downstream up to the direct control of branches. In this respect, I believe that today one of the most worthwhile investments we could make is the acquisition of new professional profiles, who, in addition to knowing different languages and managing contacts with buyers, also have the skills to analyze the evolution of the business models of their customer companies, teaming up with the product, marketing and communication divisions to interpret the evolution of the demand of the final consumers in order to be proactive and not only react to customers' inputs. **Brand policy:** to make the invisible visible and avoid competition based only on pricing, thus giving priority to those tools that enable final consumers to choose our textiles. **Sustainability:** today we have the 3 Ps (profit, people, place), a virtuous cycle going from profits to environmental protection and the attention to people. Ethics in aesthetics. This is an increasingly important request from consumers, who do not only want to passively receive products, but ask, and sometimes demand, to share the orientation. I believe we should be happy, because this is evidence of a great ability to recover the competitive advantage typical of Made in Italy products. Lastly, and most importantly, the **Focus on People:** to manage such a complex, dynamic and competitive world, it is necessary to rely on the most diversified competences, much more than in the past."*



As to Made in Italy excellence, **Milano Unica**, together with an exceptional partner like **Pitti Immagine**, focused on an informal group of entrepreneurs belonging to a niche segment that is very important in the Italian textiles and accessories supply chain to give rise to an event that would create unity and new synergies through the development of business and communication strategies.

Italian Denim: Italian Denim Makers unfolding the excellence of an entirely Italian supply chain. Developed from the collaboration between **Pitti Immagine** and Milano Unica, *Italian Denim* is a special project dedicated to the supply chain of Made in Italy denim fabric and its unique features, international projection and new opportunities offered to the global high-end market. An event-exhibition conceived to highlight a group of Italian businesses and their production excellence, an entirely Italian supply chain, from design to end product, from apparel to accessories.

After **Pitti Filati**, Milano Unica will again stage *Italian Denim - Italian Denim Makers*, re-visiting the concept of the traditional exhibition forum, a sample of apparel items and accessories developed exclusively to express the very best of the companies involved.

Among the most important events which characterized the last 5 fall editions of Milano Unica is **On Stage**. “After 5 editions and the involvement of 50 designers from all over the world, we deem it important to stop and review whatever we have done, looking at the professional growth of the designers who have participated in the project and also re-living the most significant moments. We have therefore invited the most prominent celebrities of the Italian fashion system to celebrate this important goal. In addition to the companies which have supported the project since its inception – The Woolmark Company, in the first place – we also have Vogue Italia and Carla Sozzani, who will make the space of the Galleria in 10 Corso Como available to organize an exhibition dedicated to On Stage”, commented **Massimo Mosiello**, General Director of Milano Unica.

Eight designers out of the 50 who participated in the project will be at the center of the Milano Unica inauguration event on September 9, 2014 through a series of installations inside the *Galleria Sozzani*. The installations will showcase the important results obtained by the designers – also thanks to On Stage – and will go through the most significant moments, from the evocative show on the Naviglio canal to the last edition with the event-show in Galleria Vittorio Emanuele II.

From fashion to food excellence: after the exhibition at **10 Corso Como**, the inauguration event will continue in the nearby location of **Eataly**, where **Milano Unica** and **The Woolmark Company** will celebrate an extraordinary example of Italian creativity through the awarding of a prize to **Cesare Attolini**, who designed the costumes for Paolo Sorrentino’s Academy Award winning movie – *The Great Beauty*.

Another important event for the synergies it develops, giving impetus to the Italian representation in trade shows in favor of international fashion, is the concurrent running of **Lineapelle**, which has returned to Milan after many years. Visiting both events will be made more convenient for those who wish to do, both in terms of transportation, through the complimentary shuttle bus service between Portello and Rho, and use of the same entrance badge for both exhibitions.



Milano Unica is therefore becoming increasingly composite: the new synergies are evidence of the variety of the products, from traditional to luxury to next generation, the Trend Area, the numerous services and the cultural events organized for every edition. It is an interesting context for the sector of reference and a must for designers of medium high/high level clothing collections.

Exhibitors are exclusively Italian and European and represent the excellence of textile and accessory production for men and women. However, starting from this edition, in addition to Europe, Fieramilanocity will also host another initiative - the “**Japan Observatory**”, representing the country’s manufacturing excellence. This should not be considered as a change in the commercial and marketing philosophy of the Milanese event, because, in fact, **Milano Unica** remains Europe’s best showcase for textiles and accessories, always tracking innovative breakthroughs around the world. Through the Japan Observatory we intend to provide a positive answer to the requests received from numerous signature brands, and the selection of the Japanese partner proves consistent with the positioning of Italian and European production in the global market.

29 exhibitors have been selected from the Japan Fashion Week Organization, to which a special area is dedicated inside Hall 2, close to the exhibition area of **Milano Unica**. In this space, exhibitors representing Japanese excellence contribute to enriching the offering of Italian and European textile makers through the presentation of complementary textiles, rich in innovation and mainly intended for sportswear.

*“While insisting on the enhancement of the Italian national intrinsic values, we believe it necessary to create new bridges, new visions, to search for opportunities, for new experiences that enable us to give rise to new life, reciprocally useful to open up to the world. In light of this consideration, starting from this edition, the Italian Textile Trade Show will combine the most refined Italian and European production with the equally refined and highly specialized Japanese production”, said **Silvio Albini**.*

The next appointments for Milano Unica are on **October 20–23 in Shanghai** and on **February 4-6, 2015 in Milan**. “Lastly, let me remind that with a view to creating synergies and collaboration **Milano Unica** and **Munich Fabric Start** also in this case jointly agreed on the dates to avoid inconvenience. The two fairs will only overlap on a single day, February 4, the last day for Munich Fabric Start and the first day for Milano Unica”, concluded **Massimo Mosiello**.

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