



Milan July 6, 2021



33RD EDITION OF MILANO UNICA 270 COMPANIES UNITED FOR THE RE-START

The 33rd edition of Milano Unica has opened today at Fieramilano Rho with 270 exhibitors (+27% compared to the September 2020 edition), 224 of which Italian and 46 international, showcasing the A/W 2022/23 collections of high-end textiles and accessories for menswear, womenswear and childrenswear.

The presence of exhibitors from the major Italian textile districts is significant and on the increase everywhere: 34 from Prato, 31 from Biella and Vercelli, 30 from Como, 24 from Varese, 17 from Bergamo, 15 from Milan and 13 from Modena, while the international exhibitors are mainly Portuguese (12), French (7) and British (7).

The opening ceremony was attended by: **Alessandro Barberis Canonico**, President of Milano Unica; **Claudia D'Arpizio**, Partner of Bain & Company; **Carlo Capasa**, President of the Italian National Chamber of Fashion; **Marino Vago**, President of Sistema Moda Italia; **Renzo Rosso**, Confindustria's Delegate for Excellence, Beauty and Taste of Italian Brands; and **Giancarlo Giorgetti**, Italian Minister for Economic Development.



In introducing the themes, the President of Milano Unica recalled the importance of safeguarding the uniqueness and integrity of the Textile-Fashion Apparel supply chain to support the recovery of Made-in-Italy production and, in this regard, extended special thanks to the Italian Minister Giancarlo Giorgetti not only for his presence, but also for the government measures in support the textile industry.

“This physical edition is particularly important for the message of confidence communicated to the entire sector, still struggling with the difficulties that have been going on for over a year now, deriving from the substantial suspension of trade relations with the most important international markets. It should be noted that before the pandemic, 60% of the buyers came from abroad. However, the difficulties in traveling, especially from China, the USA and the United Kingdom, did not discourage our exhibitors, who gave an important sign of unity and participation,” said **Alessandro Barberis Canonico**, President of Milano Unica.

“In fact, during the pandemic, our companies did not rest on their laurels, but continued to invest in research for new fabrics and accessories characterized by both creativity and sustainability. Fabrics and accessories that will be viewed and touched not only in the exhibitors’ booths, but also in the areas dedicated to Tendenze and Sustainability of this 33rd edition of Milano Unica. Physical contact with the fabric is fundamental to fully understand the product and represents the real added value of our trade show. Digital technology can certainly help in reflecting the style and the aesthetics of the products, but fails to reproduce the type, which is an essential element of fabrics,” concluded the President of **Milano Unica**.

“Milano Unica, one of the first trade shows to re-start in person in this second half of the year, sends a strong signal of the country’s recovery thanks to the vaccination campaign,” says **Carlo Ferro**, President of ITA. *“And it testifies to the great ability of our entire national system – events, private companies, institutions and cities – to adapt to new conditions by adopting new measures. We therefore intend to provide even greater support for the sector than in the past, because the post-pandemic scenario will be different, and will call for new, fast and effective strategies to face the challenges that arise in foreign markets. All the best to the organizers and the participating companies!”*

Now, more than ever, physical and digital space combine to create the new future of the industry. Milano Unica responded to these new needs by further developing **e-MilanoUnica Connect**, the digital marketplace, thanks also to the strengthening of the partnership with **Pitti Immagine** and the invaluable support of the **Italian Trade Agency ITA**.

One of the main innovations is the possibility for exhibitors to use a virtual showroom



with different access levels. Buyers may ask exhibitors for access to the reserved section of their catalog, browse through the products, save those they are interested in and request a sample, thus consolidating international business.

*“Like last September, we engaged seriously, also thanks to the close collaboration with Fiera Milano, in organizing in the best and safest way possible, in compliance with all the applicable safety standards, a physical trade show, which is fundamental for both Italian and European producers of high-end fabrics and accessories. Despite the uncertainties deriving from the global pandemic, we are confident that visitors will not be disappointed and that Milano Unica will prove to be, even in this complex situation, an important point of reference for exhibitors and buyers. I take this opportunity to extend my special thanks to the Italian Ministry of Foreign Affairs and International Cooperation and the **Italian Trade Agency ITA**, which has provided, also for this edition, the essential economic aid and precious support needed for the success of the event,”* added **Massimo Mosiello**, General Manager of Milano Unica.

Milano Unica thanks the **Italian Ministry of Foreign Affairs and International Cooperation**, the **Italian Trade Agency ITA**, **Sistema Moda Italia** and the **Municipality of Milan**, which reconfirmed its sponsorship. In addition, **Milano Unica** expresses its gratitude to **Banca Sella** and **Lauretana** for their sponsorship.

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