



## 41ST EDITION

# DOUBLE-DIGIT GROWTH IN INTERNATIONAL VISITORS (+10%)

## Milano Unica consolidates its position as the leading international trade show for high-end fabrics and accessories

*Milan, July 10, 2025* - The 41st edition of Milano Unica, showcasing the F/W 2026-2027 collections of high-end fabrics and accessories for menswear, womenswear and childrenswear, concluded with a notable increase in international attendance (+10% compared to the corresponding edition in 2024). This growth, though with varying percentages, was recorded across all the major markets for Made-in-Italy textiles: the Netherlands (+46%), Germany (+33%), UK (+23%), USA (+16%), France (+14%), and Japan (+9,5%). Conversely, China declined by -3.5% vs the July 2024 edition and Korea by -14%. International exhibitors accounted for 45% of the total, marking a comprehensive success add to the already excellent starting figures: **735** exhibitors in total, **584** of whom participated in the Ideabiella, Moda In and Shirt Avenue exhibitions **(+2.6%)**, including **459** confirmed Italian participants and a significant **+8.7%** rise in European exhibitors.



*“On the eve of the event, we were concerned about international participation given the complex and challenging global geopolitical and economic situation. However, the 41st edition of Milano Unica further strengthened its role as a global platform for marketing and commercial promotion. Nearly all key export markets for Made-in-Italy textiles and accessories – both within and outside the EU – responded positively. While the real outcomes will be seen in 2026 – and we hope they will be positive – the feedback from our exhibitors regarding business contacts and buyer attendance allows us to look to the future with moderate optimism,”* commented **Simone Canciani**, President of Milano Unica.

The President of Milano Unica opened the the 41st edition of Milano Unica’s Opening Ceremony by recalling the important milestones achieved in the last two editions and expressing gratitude to those who made them possible, first and foremost the exhibitors, the Executive Committee, and the staff led by General Manager **Massimo Mosiello**.

During the institutional remarks, the Prefect of Milan, **Claudio Sgaraglia**, recalled the importance of the “Memorandum of Understanding on the legality of procurement contracts in the fashion supply chains,” recently signed at the regional level in Lombardy by relevant public authorities, trade unions, and business associations, and encouraged other local institutions to follow this example. **Elena Buscemi**, President of the Milan City Council, conveyed greetings from Mayor, Giuseppe Sala, and acknowledged the industry’s critical role in the success of Made-in-Italy manufacturing and Milan’s key position as host to this landmark event. **Matteo Zoppas**, President of the Italian Trade Agency ICE, sent a video message expressing concern about *“the negative start to 2025, marked by a decline in textile exports,”* and stressed the need to *“continue investments in resources to support the industry.”* He also highlighted the presence of 110 buyers from key international markets at Milano Unica as a sign of ICE’s ongoing commitment.

**Edoardo Zegna**, Chief Marketing Digital and Sustainability Officer and member of the fourth generation of the Ermenegildo Zegna Group was interviewed by **Nicola Porro**, Vice-Editor-in-chief of Il Giornale and host of Quarta Repubblica. Zegna spoke about the generational transition in the family business and his own contribution to its evolution, while **Claudia D'Arpizio**, Senior Partner and Global Head of Fashion and Luxury at Bain & Company, spoke about the situation and outlook for the luxury market.

Edoardo Zegna traced the company’s history, now in its fourth generation. The first generation, led by his great-grandfather Ermenegildo in 1910, laid the foundation of the business and developed a vision; the second expanded internationally and introduced finished products; the third, - his father Gildo and his uncles – built the brand and a broader vision for the textile industry. Now it is fourth generation’s turn, whose task is not to add more products, but rather to introduce an emotional and experiential dimension—one that helps consumers understand the difference between something merely expensive and something truly valuable due to its intrinsic value.

Claudia D'Arpizio highlighted the similarities between the present and the 2008 crisis—with



one key difference: the role of China, which at that time represented a lifeline for the entire Made-in-Italy supply chain. Today, the upstream supply chain has no lifeline in the often unjustified price increase spree adopted by many luxury brands. *“The China we once knew no longer exists. Back then, China was playing an important role in the high-end market, because Chinese consumers considered luxury purchases as a symbol of success and even the political class was encouraging this trend. Now, the situation has radically changed. For the first time, the Chinese government is facing the challenge of youth unemployment amid a slowing economy. It is true that there are new markets like India and the Middle East, which hold a great potential, but they are more difficult to penetrate. As for the US, the situation is not easy either, though we are starting to see signs of improvement,”* explained D’Arpizio.

On opening day, the President of Milano Unica also received well-wishes and apologies for their absence from the Vice-Prime Minister and Minister of Foreign Affairs, **Antonio Tajani**, and the Minister for Enterprise and Made in Italy, **Adolfo Urso**. The Vice-Prime Minister Tajani congratulated the organization for setting new records in total participants and European exhibitors. *“Milano Unica confirms its status as one of the top trade shows in the industry, an outstanding showcase of unique know-how. The government is committed to fostering growth and competitiveness and ready to support the achievement of even more ambitious goals.”*

**Minister Urso** joined in congratulating the achieved milestones and added: *“The fashion and textile industry is a strategic component of our productive and manufacturing landscape, employing over 400,000 people across 40,000 companies. In 2024, it generated a total turnover of nearly euro 65 billion, with a trade surplus of euro 11.4 billion. Our fashion industry is a globally recognized symbol of excellence, especially in France, Germany, Spain, and the US. In the US, despite Trump’s announced tariff policies, we are currently recording a promising +18.4% increase in exports in the first few months of 2025. China now plays a strategic role, accounting for 10% of Italy’s fashion and textile exports, with a continued growth trend. The Ministry for Enterprise and Made in Italy is working on the development of a ‘Protocol on Anti-Counterfeiting and Legality’ to safeguard and protect the authenticity and value of Made-in-Italy goods internationally, including the extension of Protected Geographic Indication labeling to non-agri-food products.”*

**Massimo Mosiello**, General Manager of Milano Unica, concluded *“The remarkable results achieved at this edition are the outcome of teamwork, as emphasized by President Canclini, and reinforce Milan Unica's strategic role in supporting the textile and fashion industry. This is demonstrated by our partnership with Mare di Moda. Beyond the creativity, sustainability, and product quality guaranteed by our exhibitors, we constantly strive to enhance our services and hospitality. We want participation in Milano Unica to be both meaningful and aspirational with meetings, insights, and standout moments, such as the exceptional performance of “Swan Lake” offered to our exhibitors and guests on Wednesday evening at the Teatro alla Scala in Milan. This success has been made possible thanks to*



*the valuable and ongoing financial and organizational support of the Ministry of Foreign Affairs and International Cooperation and the Italian Trade Agency ICE for the Promotion of Italian Companies and Internationalization. I wish to thank them sincerely, as well as our trusted partner Banca Sella and Lauretana for their continued support."*