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THE INTERNATIONAL TRADE AGENCY ICE AND MILANO UNICA BRING THE EXCELLENCE OF MADE-IN-ITALY TEXTILES TO SHANGHAI

From August 25 to 27, 2026, 27 Made-in-Italy collections will showcase quality, innovation and manufacturing excellence at Intertextile Apparel Fabrics

From August 25 to 27, 2026, the Italian textile industry will present its FW 2027/2028 collections at **Intertextile Apparel Fabrics** in Shanghai, one of Asia's leading fashion trade shows. The event will be held at the National Exhibition and Convention Center, where Italy will occupy a 480 sqm space.

Organized by the **International Trade Agency ICE** in collaboration with Milano Unica, the participation of Italian exhibitors testifies to Shanghai's strategic role as a gateway for supporting Italian companies in their expansion across the Far East and for promoting the distinctive values of high-end textiles, a hallmark of Made in Italy.



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China remains one of the most important export markets for Italian textiles, with demand increasingly focused on high-end products, where the value of craftsmanship represents a clear, distinctive and competitive advantage.

The 27 collections on display will offer a comprehensive overview of Italian textile excellence, ranging from premium menswear fabrics to womenswear collections, highlighting an industry that successfully combines research, style, and manufacturing expertise.

“Intertextile Apparel Fabrics serves as an essential strategic platform for strengthening commercial dialogue between Italian textile excellence and the growing demand for quality in the Chinese market. Chinese buyers and professionals visiting the Italian Pavilion will find much more than an exhibition of premium textiles. They will discover the perfect combination of craftsmanship, innovative design and sustainability. Italy continues to set the global benchmark for design, research into materials and supply chain traceability. Chinese consumers are becoming increasingly discerning of a product’s intrinsic quality, distinctive features, and environmental responsibility. These are the very principles that have always defined Made-in-Italy products. A visit to the Italian Pavilion offers a unique opportunity to connect directly with the industry’s trendsetters, establish valuable business partnerships and discover fabrics that can truly enhance collections by adding value and strengthening their competitiveness,” said **Fabio De Cillis**, Director of ICE Shanghai.

“Following the excellent results of the 43rd edition of Milano Unica, our long-standing partnership with the International Trade Agency ICE allows us to further support the Italian textile industry in a strategic market such as China. Our participation in Intertextile confirms the commitment of Italian companies to maintaining a strong presence in one of the world’s most dynamic markets while showcasing the industry’s strengths in research, manufacturing quality, innovation, and sustainability. In an ever-evolving global context, this collaboration is a key factor in enhancing the competitiveness of our companies while creating new opportunities for international growth. I would therefore like to express my sincere gratitude to the International Trade Agency ICE for our long-standing and fruitful partnership,” said **Massimo Mosiello**, General Manager of Milano Unica.



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Below is the list of the participating exhibitors:

- ACHILLE VALERA LISSONI
- BACCI
- BIELLA MANIFATTURE TESSILI div. F.LLI TALLIA DI DELFINO
- BIELLA MANIFATTURE TESSILI div. GUABELLO
- BOTTO GIUSEPPE
- BRUNELLO
- CANCLINI, BLUE 1925, GR, HM, MIDA, PROFILO TESSILE
- CARLO BARBERA
- CARNET BY RATTI
- DRAGO
- DRAGO BESPOKE
- E. THOMAS
- ESTETHIA G.B. CONTE - MARZOTTO GROUP
- LANIFICIO DI PRAY
- LANIFICIO LUIGI COLOMBO
- LANIFICIO SUBALPINO
- MAGLIFICIO MAGGIA
- MARIO CUCCHETTI TESSUTI
- MARZOTTO - MARZOTTO GROUP
- MENCHI TESSUTI SPA
- MOESSMER
- OLMETEX
- RATTI - MARZOTTO GROUP
- REDA
- REGGIANI
- VITALE BARBERIS CANONICO
- ZIGNONE

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