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MILAN UNICA RETURNS TO SHANGHAI WITH THE EXCELLENCE OF ITALIAN TEXTILES

From September 2 to 4, 2025, 23 Italian companies will participate in Intertextile Apparel Fabrics

Milano Unica strengthens its international commitment by returning to Shanghai from **September 2 to 4, 2025**, to take part in **Intertextile Apparel Fabrics**, one of Asia's leading trade shows for the fashion industry. A total of **23 Italian companies**, representing the excellence of high-end textile manufacturing, will present their Fall/Winter 2026/2027 collections to Chinese visitors at the Shanghai National Exhibition and Convention Center.

Thanks to the organization and strategic collaboration with the **Italian Trade Agency ICE**, Milano Unica Shanghai continues to serve as a key driver for the internationalization of Made-in-Italy products and the promotion of the core values of a trade show that has grown into an internationally recognized brand, including in the Far East.

China remains a key market for Italian textile exports, with a sophisticated clientele that values the founding principles of Made in Italy: creativity, quality, sustainability, and innovation. Despite a slight decline in 2024 compared to the previous year, the Chinese market continues



to show strong interest in high-end products, especially those distinguished by technological research and sustainable fibers, two priorities for today's Chinese consumers.

"Milano Unica Shanghai, a not-to-be-missed event for industry operators, has further strengthened the connection between Italian textile excellence and the new generation of Chinese consumers, who are demanding, curious, sensitive to sustainability, and ready to recognize Made-in-Italy products as symbols of authenticity and innovation," commented Augusto Di Giacinto, Director of ICE Agency Shanghai.

The participating Italian companies will cover an **exhibition area of approximately 450 sqm** showcasing a broad range of Made-in-Italy textiles going from luxury fabrics for menswear to fine materials for womenswear.

"Following the excellent results of the 41st edition of Milano Unica, which has just ended in Milan with a 10% increase in international exhibitors compared to the July 2024 edition, we now look forward to China with renewed enthusiasm and an offer that truly embodies the excellence of Made-in-Italy craftsmanship," said Simone Canclini, President of Milano Unica. "Milano Unica Shanghai is a key opportunity for us to strengthen our dialogue with one of the most attentive and promising markets, a market that views Made in Italy production as a benchmark for quality and innovation."

Milano Unica's renewed participation in the Shanghai trade show underscores its ongoing commitment to supporting the global competitiveness of Italian companies and fostering synergies between traditional craftsmanship and the evolving international fashion landscape.

The **23 companies** participating in **Milano Unica Shanghai** are listed below:

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|-----------------------------------|--------------------------------------|
| 1. BACCI FRATELLI LANIFICIO | 13. LANIFICIO MOESSMER |
| 2. BESANI | 14. MARZOTTO |
| 3. BRUGNOLI | 15. MENCHI TESSUTI |
| 4. BRUNELLO | 16. OLMETEX |
| 5. CANCLINI | 17. RAINBOW BY RATTI / |
| 6. DRAGO LANIFICIO IN BIELLA | ESTETHIA G.B. CONTE - MARZOTTO GROUP |
| 7. E. THOMAS | 18. REDA |
| 8. ESTETHIA G.B. CONTE - | 19. REGGIANI LANIFICIO |
| MARZOTTO GROUP / RAINBOW BY RATTI | 20. SUBALPINO |
| 9. FADA TESSUTI -ITALIA | 21. TALLIA DI DELFINO - |
| 10. GUABELLO - BIELLA MANIFATTURE | BIELLA MANIFATTURE TESSILI GUABELLO |
| TESSILI TALLIA DI DELFINO | 22. VITALE BARBERIS CANONICO |
| 11. LANIFICIO DI PRAY | 23. ZIGNONE |
| 12. LANIFICIO LUIGI COLOMBO | |

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