




MILANO UNICA 39, JULY 9-11, 2024

Milano Unica in support of the future of the Made-in-Italy value chain

The **39th edition of Milano Unica** opens today at Fiera Milano Rho with 18% more exhibitors over the July 2023 edition and, even more relevant, 22% over the July 2019 pre-COVID-19 edition.

A total of **700** exhibitors, of which **569** are participating in the three exhibitions - Ideabiella, Moda In and Shirt Avenue - and the remaining are divided between the Special Areas and the Korea and Japan Observatories.

All the Italian textile districts will be fully represented in this edition of Milano Unica, both in terms of the number of participating companies and the full range of their offerings. The growing number of exhibitors called for more space, resulting in a 23% increase in the exhibition area.

For these reasons, the trade show has moved to exhibition halls 1-3, 2-4.



The greater number of highly selected exhibitors showcasing their collections of textiles and accessories definitely contributed to increasing Milano Unica's visibility and attracted both international and domestic buyers, who are certain of finding comprehensive collections characterized by quality, creativity, sustainability and innovation.

These figures testify to Milano Unica's relevant role as an extremely valuable partner for textile and accessories manufacturers increasingly focused on quality, who - despite the difficult moment the industry is currently facing - have chosen to participate in an event that offers important support for providers of high-end products and services.

The current situation shows a negative performance in production and trade, continuing on the negative trend of 2023. The first quarter of 2024 recorded a general decline in domestic production and international trade. Despite differences across the various product segments of the textile industry, the reduction was double-digit both in exports and imports. Only exports to China and Hong Kong show data that mitigate the negative picture, confirming their standing as the first export market for Made-in-Italy products. Usually, the textile industry anticipates trends in apparel and fashion, and given that Made-in-Italy textiles are mainly high or very high-end, the industry tends to reflect the poor performance of the luxury sector on the global scale, as shown also by the data reported by prominent global brands.

"I think Milano Unica represents - at the international level - one of the most important events for manufacturers on one hand, and on the other, for buyers of high-quality fabrics and accessories. The products showcased are characterized by innovative style, designed to meet all the needs of the entire sector downstream, with a focus on sustainability and circular economy. Over the years, the market has undergone differentiation. At Milano Unica, we have always privileged excellence in materials and technological research on processing, and the trade show has developed into a point of reference in these complex market scenarios. Indisputably, Milano Unica is experiencing a very favorable moment, despite the difficult situation of the textile industry, but I am convinced that an even greater attention to quality standards will enable Made-in-Italy manufacturers to react to the situation and build a future."

This edition closes a circle and opens another one. It closes a circle because the excellence of all the Italian textile districts lines up compactly and it opens a new one because it represents a starting point for the growing consolidation of Milano Unica's international role," said **Simone Canciani**, the new President of Milano Unica, elected during the most recent 38th edition.



The Opening Ceremony saw the attendance of **Attilio Fontana**, the President of the Lombardy Region, and **Matteo Zoppas**, President of the Italian Trade Agency ICE.

The future of the Made in Italy value chain was the theme discussed by the panel of guests moderated by **Nicola Porro**, an influential Business and Finance journalist and TV host. The following speakers provided their entrepreneurial vision: **Barbara Cimmino**, Vice-President at Confindustria with Responsibility for Exports and Investment Attraction and Co-Founder of Yamamay; **Antonio De Matteis**, President of Pitti Immagine and CEO of Kiton. Insights were also provided by **Luca Solca**, Analyst, Head of Luxury Goods at Bernstein; and **Caterina Sanson**, Partner at OC&C Milan.

The three-day event, **July 9-11**, will see the participation of the industry's best companies showcasing their **creative and innovative proposals for the Fall-Winter 2025/2026 season** in a journey through European and Italian excellence, including the special areas and the content projects.

The Special Areas represent one of the focal points of the event, particularly the **Tendenze Sostenibilità Area** and the **Innovation Area**, testifying to Milano Unica's great attention to sustainability, and process and product innovation. The creative concepts for the upcoming Fall-Winter 2025/2026 season are presented in MU Family, a family storytelling through fabric research combining the manufacturing tradition and modern technology and reflecting contemporary values like respect for the environment and sharing of styles across genders and age groups.

MarediModa is a new entry for this edition, with a preview of the Summer 2026 collections, as is **Velvet Mi Amor** by Stefano and Corinna Chiassai, which celebrates the tradition and innovation of velvet. Velvet is transformed – in a spectacularly original way – from a plain fabric to the object of continuous research and experimentation in an installation that combines fashion, music and art.

"The success of Milano Unica gives us great satisfaction and, even more gratifying is the knowledge that this is the fruit of the commitment and dedication of Milano Unica's Executive Committee to this great project, supported by the entire team.

*Let me thank – warmly, as always - the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ICE for the Internationalization of Italian Companies Abroad**, which – season after season – have been supporting us in making Milano Unica a point of reference for the*



*excellence of textiles and accessories and for an increasingly demanding public. Let me also emphasize that the alliance with the Italian Trade Agency ICE has become more and more solid over time. This derives from the recognition of the important strategic work performed by the management, which led to achieving excellent results on international incoming and the implementation of all communication activities. I would also like to thank our loyal partners **Banca Sella** and **Lauretana** for their valuable support," concluded **Massimo Mosiello**, General Manager of Milano Unica.*

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