



41ST EDITION

July 8-9-10, 2025 – Fiera Milano Rho

INCREASED NUMBER OF EXHIBITORS: 735 IN TOTAL SIGNIFICANT GROWTH IN EUROPEAN PARTICIPATION (+8.7%)

Milano Unica consolidates its international role as a leading trade show for high-end fabrics and accessories, despite global geopolitical uncertainties

Milan, July 8, 2025 - The 41st edition of Milano Unica opens today at Fiera Milano Rho with a total of 735 exhibitors showcasing their Fall/Winter 2026/2027 collections of high-end fabrics and accessories. In particular, **584** companies **(+2.6%)** participate in the Ideabiella, Moda In and Shirt Avenue exhibitions. Of these, **459** exhibitors are Italian, and European exhibitors have grown by a significant **+8.7%**. An additional **134** companies participate in the Special Areas and the Korea and Japan Observatories, along with **17** industry publishers. The total exhibition space has increased by **3.3%**.

According to data from the Economic Studies and Statistics Office of Confindustria Moda, the industry performance in Q1 2025 showed both encouraging and challenging signs following



the all-negative results of 2024. Made-in-Italy textiles closed 2024 with total sales of Euro 7 billion, down -8.8% year-on-year. Exports amounted to Euro 3.8 billion, marking a -10.7% decrease. In the January-March 2025 period, woven fabrics dropped -6.9%, while knits were up +11%. In the same period, exports fell -2.3%, compared to the comparative period in 2024, with differing performances by product categories. Wool and knits showed a downward trend, losing -5.3% and -4.1%, respectively. Cotton rose by +1.1%, linen by +1.2%, and silk by +1.6%. Similarly, divergent trends were recorded in exports by destination. Exports to EU countries (accounting for 45.8% of total exports) declined by -5.0%, while non-EU exports, representing 54.2%, posted a slight increase of 0.1%. China saw a reduction of -16.5%, while the United States, a key strategic market, recorded growth of +18.4% with encouraging signs, despite uncertainties related to Trump's tariff policies. In the same period, imports surged with double-digit growth, with non-EU countries accounting for 68.6% of the total, led by China (+40%).

*"Beyond the increase in the number of exhibitors, I want to highlight the value of the new European participants who are attending Milano Unica for the first time, recognizing its consistency and relevance as a platform for the commercial and marketing promotion of their collections," said **Simone Canciani**, President of Milano Unica. "These numbers reflect growing confidence in our trade show and give us renewed responsibilities to support and promote the industry, despite the uncertainties and criticalities of the global economy and the international geopolitical scenario. Data from the Economic Studies and Statistics Office of Confindustria Moda indicates that we are not yet out of the tunnel, but there is a glimpse of light. While exports declined in early 2025, the trends vary significantly by product segment and destination market, particularly the U.S. and China. The same applies to the divergent trends between the performance of knitted versus woven fabrics."*

The opening ceremony began with the speeches from **Claudio Sgaraglia**, Prefect of Milan, and **Elena Buscemi**, President of the Municipal Council.

Nicola Porro, deputy editor-in-chief of "Il Giornale" and host of Quarta Repubblica moderated the following panel discussion focused on continuity and renewal of Made-in-Italy manufacturing, with insights by **Edoardo Zegna**, heir of two of the sector's most iconic companies.

In her keynote, **Claudia D'Arpizio**, Senior Partner and Global Head of Fashion and Luxury at Bain & Company, outlined current challenges and future prospects for the luxury segment: *"2025 marks a turning point for the luxury sector. New generations seek authenticity and creativity, restoring the central value of experience. After a phase of overcorrection, marked by extreme price dynamics and polarization, many brands are re-focusing on and re-discovering their identity, reaffirming product quality, and recalibrating price structures. Today, luxury must be discreet, genuine, and aligned with personal fulfillment rather than ostentation. The segment must also redefine its cultural, generational, and geographic relevance. By 2030, the market is expected to expand to over 300 million new consumers, half of whom will be from Gen Z and Gen Alpha, who are demanding and*



values-driven consumers. In a world where turbulence is the new normal, companies must show resilience and long-term vision."

In closing, President Canciani announced a video message from **Matteo Zoppas**, President of the Italian Trade Agency ICE, a long-standing loyal partner of Milano Unica.

Alongside its role as a showcase for the excellence of the producers of high-end textiles and accessories, the 41st edition of Milano Unica confirms the array of special areas and thematic projects that enhance the visitor experience and promote innovation, research, and industry culture.

The **Japan and Korea Observatories** have confirmed their participation for ten years consecutively. Together with the consolidated special and institutional areas, Milano Unica continues to offer new content each season through a creative narrative reflected in the **MU Tendenze Sostenibilità** area. The concepts for the Fall/Winter 26-27 season come to life through **exclusively sustainable samples**, underscoring the industry's growing responsibility, passion, and respect toward the planet and future generations.

Numerous special areas confirm Milano Unica's status as both a commercial and cultural platform that anticipates industry evolution and supports value chain development with an international, innovative, and responsible approach:

The **Innovation Area**, curated by TexClubTec, explores cutting-edge solutions for activewear and sportswear, with a special focus on the Milan-Cortina 2026 Winter Olympic Games.

The **Startup Textile Connection** presents seven Italian startups offering tech-driven, sustainability-focused solutions, while the **Design Studios area** highlights the artistic creativity that drives production processes.

The **MU Vintage Area** is now integrated into MU Tendenze Sostenibilità, offering a well-organized selection of vintage pieces and materials that celebrate aesthetic value and circularity. The **MU Info&Style Area** offers consulting and insight from trend agencies, associations, and fashion forecasters.

This edition also features a strong **institutional presence**, showcasing natural and innovative fibers with **Lenzing, Woolmark, Supima, Alliance for European Flax-Linen & Hemp**, and **Cotton Egypt**. Industry expertise is represented by **Confindustria Moda, ACIMIT**, and **UKFT**. Projects promoting sustainable relocation include **AlpTextyles**, while platforms like **Nona Source** facilitate the re-use of deadstock from luxury brands.

Education and training are spotlighted through the participation of **ITS TAM Biella** and **Accademia Costume & Moda**, which are showcasing students' innovative projects. The **MU Trade Press Area** will include the most authoritative international trade publications. **"The Excellences of Textile Magazine"** is a new project and a tribute to the industry's cultural heritage, by exhibiting rare original editions of publications from the postwar period to the present, alongside vintage editorial materials. Milano Unica chose to share this to-be-rediscovered treasure to preserve memory and celebrate the excellence of Made-in-Italy



products.

The Cube Archive's journey continues with **Archivolution**, a place where memory becomes inspiration and research reflects the power of creativity, establishing a bridge between past and future.

Further reinforcing the importance of collaboration, Milano Unica announced a new partnership with **MarediModa**, driven by a shared commitment to protecting and promoting high-quality, Made-in-Europe textiles. At this edition, **MarediModa** will present a preview of its SS27 collections for beachwear, underwear, and athleisure.

"The continued growth in both quantity and quality of Milano Unica's international role is attributable to the exhibitors' creative and product innovation and the trade show's distinctive nature: an event created by entrepreneurs, for entrepreneurs, as a collaborative platform to support the excellence of Made-in-Italy and Made-in-Europe fabrics and accessories in the international competition scenario. With ongoing support from the Executive Committee, Milano Unica aims to further enhance its offering, starting with strict selection criteria for exhibitors and outstanding reception and hospitality services that have made Milano Unica an essential event for industry professionals.

*I would like to sincerely thank the **Italian Ministry of Foreign Affairs and International Cooperation** and the **International Trade Agency ICE**, whose strategic partnership and unwavering support since the beginning have been instrumental to our success. I also extend my gratitude to the Municipality of Milan, whose contribution has been crucial. Milan continues to play a central role internationally, not only as the capital of luxury and design, but also as a cultural and historical landmark. To honor this, we will celebrate our 20th anniversary with a special evening event at Teatro **alla Scala**, one of the world's most prestigious venues.*

Lastly, I would also like to thank our long-standing partner Banca Sella and Lauretana for its valuable support," concluded **Massimo Mosiello**, Milano Unica's General Manager.

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