



Tuesday, July 8, 2025, h 11.00 a.m.

Auditorium, Service Center
Fiera Milano (Rho)

Milano Unica 41st edition
Opening Ceremony

THE THREADS OF TIME: A DIALOGUE WITH THE NEW GENERATIONS OF MADE-IN-ITALY TEXTILES

A dialogue with the heirs of prominent Italian companies of the fashion textile industry, playing a central role in maintaining continuity and fostering renewal in Made-in-Italy manufacturing.

Opening

Simone Canclini
PRESIDENT OF MILANO UNICA

Speakers

Claudio Sgaraglia
PREFECT OF MILAN

Elena Buscemi
CHAIRPERSON OF THE CITY COUNCIL

Matteo Zoppas
PRESIDENT OF ITA - ITALIAN TRADE AGENCY

Videomessagge

Panelists

Claudia D'Arpizio
SENIOR PARTNER AND GLOBAL HEAD OF FASHION & LUXURY
AT BAIN & COMPANY

Edoardo Zegna
CHIEF MARKETING, DIGITAL AND SUSTAINABILITY OFFICER
OF ERMENEGILDO ZEGNA GROUP

Moderated by:

Nicola Porro
DEPUTY-EDITOR-IN-CHIEF OF IL GIORNALE, BLOGGER
AND HOST OF QUARTA REPUBBLICA

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