

42nd EDITION
January 20-21-22, 2026 – Fiera Milano Rho

RECORD NUMBER OF EUROPEAN EXHIBITORS: +25% MILANO UNICA GROWS AND RELAUNCHES THE VALUE OF RAW MATERIALS

Italian and European exhibitors confirmed their confidence in Milano Unica's international leadership and its unparalleled role in providing commercial and marketing support to the high-end textile and accessories industry

Milan, January 20, 2026 - ***Milano Unica***, the Italian trade show for high-end textiles and accessories, inaugurates its 42nd edition at Fiera Milano Rho, in Halls 8-12 and 16-20, with the Spring/Summer 2027 collections presented by a total of 730 participating companies. In particular, the exhibitors of Ideabiella, Moda In, and Shirt Avenue account for 585 (+5.2% compared to the corresponding February 2025 edition) including 137 European textile producers (+25%), 129 participants in the Special Areas and the Korea and Japan Observatories and 16 publishing houses. In addition to the increase in the number of exhibitors, this edition of Milano Unica also grew in terms of exhibition area, covering a total of 25,803 sqm.

"These results are far from predictable, if we consider the overall performance of the textile and apparel industry at the national and international level over the past two years, especially in the luxury segment. The results confirm that Italian exhibitors and, increasingly, European exhibitors appreciate the valuable support Milano Unica provides in terms of the international promotion of their products," commented **Simone Canclini**, President of Milano Unica.

According to the Istat-based data covering the first nine months of 2025 processed by the Market Research Office of Confindustria Moda, the 2025 balance for the Made-in-Italy textile industry still shows a general weakness despite the remarkable easing of the negative trend in sales and exports compared to 2024 (-1.5% vs -8.8% for sales and -1.5% vs -10.7% for exports). The analysis of the individual export markets shows that, in the first nine months of 2025, China and Hong Kong, taken together, remain the first export market, worth approximately Euro 200 million, while, individually, China recorded a -17.7% reduction and Hong Kong was down -24.7%. China alone ranks fourth in terms of market share after France (-3.1%), Germany (-1.3%), and Tunisia (+7.4%). A positive sign comes from the following countries: USA (+5.9%), Portugal (+0.9%), Morocco (+14.4%), Poland (+18%), and Great Britain (+9.2%).

"If we take a closer look at the data, we can infer some further indications in support of moderate optimism. In the third quarter of 2024, the industry as a whole performed well, with a growing sales volume for cotton and linen fabrics, making up the losses accumulated in the previous two years. These positive signs can be interpreted as heralding a good start in 2026," added the President of Milano Unica.

In his welcome speech at the Opening Ceremony, President Canclini emphasized the new meaning of luxury: *"Luxury means putting raw materials back in the spotlight, elevating them as the foundation of brand identity and credibility. This necessitates righting the imbalance in supply chain relationships, which are increasingly oriented downstream, and the progressive loss of product expertise. In a constantly changing premium and luxury market, product, quality, and expertise are once again key storytelling elements."*

The round table was introduced by the institutional greetings from **Attilio Fontana**, *President of the Lombardy Region*, **Claudio Sgaraglia**, *Prefect of Milan*, **Maurizio Forte**, *Central Director for Exports at the Italian Trade Agency ICE*, and **Giovanni Bozzetti,** *President of Fondazione Fiera Milano*; and **Giuseppe Valditara**, *Italian Minister of Education and Merit* videoconnected.
The dialogue with Nicola Porro is dedicated to the strategic value of education and training as a lever for continuity and development of the system. The discussion is intended to highlight the central role of competencies and expertise, know-how and knowledge as well as generational transfer in building the future.

The debate, moderated by **Nicola Porro**, *journalist, essayist, and TV anchorman*, focused on the strategic role of raw materials - as invisible as they are crucial - as a lever for

reconnecting brands and consumers, who have become increasingly demanding about the consistency between price and value. Innovation and quality are therefore real assets, not mere abstractions but integral parts of experiences consisting of materials, performance, details and durability.

Within this general framework, the speakers contributed with complementary points of view. **Claudio Marenzi**, *President of Herno and President of Montura*, offered his entrepreneurial viewpoint, drawing attention to the risk posed by the progressive widening of the gap between final products and raw materials. Marenzi emphasized how the perception of value can be weakened when low-quality materials are associated with high-end products and how fabrics can make a difference in asserting the authenticity and credibility of a brand's positioning.
Simone Marchetti, *European Editorial Director & Editor-in-Chief of Vanity Fair*, brought the debate back to the cultural, media, and lifestyle level, analyzing how authenticity in storytelling and the preservation of human heritage are equally decisive ingredients in product positioning.
Luca Solca, *Managing Director, Luxury Goods at Sanford C. Bernstein Schweiz*, offered an interpretation of the global luxury scenario, highlighting how luxury is undergoing a phase of profound redefinition, where the narrative must return to solid foundations: expertise, product, and real value, rather than relying on purely aspirational aspects.
Finally, **Stefania Saviolo**, *Professor in the Department of Management and Technology at Bocconi University*, made reference to the findings of the supply chain research and observation activities following the MUSA project (an innovation ecosystem funded by the Ministry of University and Research as part of the PNRR) and the ongoing dialogue with textile companies. Her contribution opened the discussion on the role of communication, training and transparency as strategic levers for the future of the Made-in-Italy sector, focusing more and more on the communication and promotion of the excellence of the upstream stages of the supply chain.

The Opening Ceremony concluded with a speech by **Valentino Valentini**, *Deputy Minister at the Ministry of Enterprise and Made in Italy*, who confirmed the support of the institutions for a country-strategic industry.

"Milano Unica represents the very heart of Made-in-Italy textile manufacturing. Apparel, design, automation, and mechanics are all sectors of excellence in Italy, which is why high-end Made-in-Italy products are known and appreciated worldwide. Made in Italy is not merely a geographical label: the key focus is not "where" but "how". Made-in-Italy products are created with passion, expertise, and tradition, combined with a constant drive for innovation. In an extremely complex international scenario, data confirm that the entire industry has faced significant challenges over the last two years, both nationally and internationally. However, figures for the second half of 2026 allow for cautious optimism. The government is actively committed to promoting Italy and opening up new markets. This commitment is demonstrated by the recent visit of Prime Minister Giorgia Meloni to Asia, as well as the highly successful world tour of the Vespucci ship. Further

opportunities may also arise from the agreement with the Mercosur countries. Alongside these international activities, the Ministry has implemented a series of targeted measures. The latest budget law includes regulations and funding to combat ultra-fast fashion, with Euro 500 million allocated to finance development contracts. The Nuova Sabatini law has been refinanced with Euro 200 million in 2026 and Euro 450 million in 2027 to support SME investments in capital goods, while mini development contracts for the fashion sector are forthcoming, as provided for in the SME bill. These measures are designed to support and accompany businesses in their path toward innovation, enabling them to compete in global markets while leveraging the undisputed, internationally recognized qualities of Made-in-Italy products," said Deputy Minister **Valentino Valentini**.

"Milano Unica was conceived and has grown as a networking tool, designed by entrepreneurs to support the supply chain in its entirety.
In recent editions, despite the complex geopolitical context, the trade show recorded significant increases in the number of visitors, buyers, exhibitors and national and international media. Much of the credit goes to the exhibitors, who guarantee the highest quality of the proposals presented, making our biannual appointment a not-to-be-missed event. Another winning card is teamwork: Milano Unica ensures services and inputs that are always in line with the expectations of the most demanding users. I would like to take this opportunity to thank **the Ministry of Foreign Affairs and International Cooperation** *and* **the Italian Trade Agency (ICE)**, *which have always provided valuable, concrete support in international incoming and communication projects. Thanks also to our loyal partners Banca Sella and Lauretana,"* said **Massimo Mosiello**, General Manager of Milano Unica.

The 42nd edition of Milano Unica confirms its status as a key commercial event and also as a dynamic and cultural platform capable of stimulating the sharing of visions about the future of fashion, the strategic role of raw materials and the industrial and symbolic value of the European premium and luxury supply chain.

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