



Milano Unica's 43rd edition closes today
July 7-8-9, 2026 – Fiera Milano Rho

INTERNATIONAL ATTENDANCE REACHES NEARLY 50% FOR THE FIRST TIME

SIMONE CANCLINI: "EUROPEAN MANUFACTURING CONTINUES TO BE A BENCHMARK WHEN IT INVESTS IN QUALITY, RESEARCH, INNOVATION AND PEOPLE."

Milan, 9 July 2026 - The 43rd edition of Milano Unica has come to a close, showcasing the Fall-Winter 2027/28 collections of high-end fabrics and accessories for apparel. The event confirmed the strong presence of international buyers, while recording a slight decline in Italian attendance, partly due to transport disruptions. Particularly significant was the increase in buyers from **France (+25%)**, followed by the **United States (+8%)**, the **United Kingdom (+10%)**, **Japan (+14%)** and **Korea (+22%)**, ranked according to the number of companies represented. Attendance from China and Germany remained stable. For the first time, international visitors accounted for almost 50% of total attendance. This achievement adds to the event's already strong opening figures: **737** participating companies overall, including **604** exhibitors across the Ideabiella, Moda In and Shirt Avenue exhibitions.



Alongside the confirmed presence of **460 Italian exhibitors**, the event also recorded a significant **15.2% increase in European exhibitors**.

A vision that further strengthens the international role of the exhibition

The 43rd edition once again demonstrated that the competitiveness of the European textiles and accessories industry continues to rest on its ability to combine quality, research, innovation and manufacturing expertise. Against an international backdrop that remains marked by uncertainty and complexity, Milano Unica provided companies with more than a business platform: it offered a space for dialogue, networking and growth, where supply and demand found common ground for future development. The Opening Ceremony, entitled **"From Roots to the Future: The Path of Innovation in Textiles and Fashion,"** set the tone for the entire exhibition, highlighting how innovation draws its strength from the ability to enhance skills, knowledge, tradition and technological progress.

"The results achieved by this edition represent an important consolidation, but even more significant is the message that has emerged over these three days: European manufacturing continues to be a benchmark when it invests in quality, research, innovation and people.

Milano Unica continues to grow because it grows together with the companies that face the challenges of international markets with determination every day.

Our role is to continue providing them with a platform capable of generating relationships and development opportunities, beginning with the strategic issue of sustainability. In this area, a partnership between businesses and institutions is now essential to deliver what can no longer be postponed: the creation of a fully integrated recycling supply chain." stated **Simone Canclini**, President of Milano Unica.

Throughout the three-day exhibition, Milano Unica hosted a series of meetings, panel discussions and networking opportunities involving exhibitors, buyers, institutions, members of the press and industry professionals from the world's leading markets.

The Special Areas, the Japan and Korea Observatories, together with the exhibition content dedicated to innovation, sustainability and research, once again demonstrated Milano Unica's ability to anticipate the industry's evolution by providing companies with practical tools to strengthen their competitiveness.

During her visit to the exhibition, **Alessia Cappello**, Councillor for Economic Development and Labour Policies of the Municipality of Milan, commented:

"The figures achieved by Milano Unica tell a story that goes far beyond the success of a trade show: they reflect the vitality of a supply chain that continues to move forward, invest, innovate and create value. This event confirms its role as a privileged observatory of the fashion industry to come, where premium fabrics and advanced solutions reveal the direction of the market while creating opportunities for meetings, networking and inspiration across the sector. For Milan, hosting an exhibition of this calibre means reaffirming the city's central role within the international fashion landscape and enhancing



a manufacturing system that continues to generate innovation, employment and economic growth."

Massimo Mosiello, General Manager of Milano Unica, added:

*"Every edition of Milano Unica is the result of a remarkable collective effort built on expertise, research, passion and responsibility. Without these qualities, the significant achievements of this edition would not have been possible. Innovation never happens by chance. It is the outcome of people who choose every day to challenge themselves, share knowledge and look beyond the present. This is the spirit that we see reflected in our exhibitors and that makes Milano Unica much more than a trade exhibition: it is a community that grows alongside businesses and continues to invest in the value of European manufacturing. This growth is also made possible thanks to the invaluable collaboration of the Italian Trade Agency (ITA) and the Italian Ministry of Foreign Affairs and International Cooperation, whose support plays a decisive role in strengthening the presence of international buyers and fostering dialogue between the Italian textile industry and global markets. The value of Milano Unica lies in its ability to contribute to the growth of the entire textile manufacturing ecosystem. Finally, I would also like to express our gratitude to our longstanding partner **Lauretana** for the continued support."*

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