



40TH EDITION ALONGSIDE THE RECORD OF 723 EXHIBITORS, THE NUMBER OF INTERNATIONAL COMPANIES VISITING MILANO UNICA GREW BY +30.5%, REPRESENTING 98 COUNTRIES

Approximately 12,000 buyers attended the event, representing 6,476 companies (+10% compared to the January 2024 edition) at the high-end textile and accessories trade show at Fiera Milano Rho.

Milan, February 6, 2025 - The 40th edition of Milano Unica, which opened with a record-breaking **723** exhibitors, saw an extraordinary presence of **international visitors**. For the first time, **foreign companies accounted for 40% of the total attendees**, reaffirming Milano Unica's international standing in the high-end textile and accessories sector.

In total, approximately 4,800 international buyers representing around 2,500 companies (+30.5%) visited Milano Unica's stands, contributing to an overall attendance of about 6,500 companies (+10%). This figure is even more significant given the additional increase in Italian companies, exceeding 4,000 (+3.5%).



Double-digit growth was recorded in key export markets, both in terms of the number of companies per country and percentage growth: France (+35%), the United Kingdom (+41%), the USA (+25%), Spain (+55%), Germany (+51%), Japan (+27.5%), Switzerland (+19%), and China (+14%).

Additionally, notable growth was seen in emerging markets of potential interest: the United Arab Emirates (+75%), Saudi Arabia (+50%), and Brazil (+55%).

"The final figures for this 40th edition have exceeded even our most optimistic expectations. The record number of exhibitors was an initial sign of confidence, but given the production challenges reported by industry professionals and growing geopolitical tensions, there was little reason to be overly optimistic. The significant and widespread increase in the presence of companies from all key geographical areas for our exhibitors is therefore a promising sign of the reliability of the positive recovery forecasts for the second half of the year. Among the many positive figures, one particularly stands out from France, confirming Milano Unica's positioning and strength. This edition saw a 40% increase in French exhibitors, and France recorded the highest number of visiting companies, with 213 in attendance," commented **Simone Cancini**, President of Milano Unica.

"The credit for this extraordinary success must be shared among many key players. First and foremost, with the Presidential Committee and my predecessors, who have courageously and strategically pursued our distinctive goals, such as the meticulous selection of exhibitors based on quality, creativity, and sustainability.

*Then, I must acknowledge the ever-growing trust and support of our exhibitors, who have believed in the uniqueness of our event. Lastly, but no less important, the dedicated commitment of the Milano Unica organizing team, expertly led by General Manager **Massimo Mosiello**. My deepest gratitude goes to all of them,"* concluded **Simone Cancini**.

During the **opening ceremony**, introduced by the President of Milano Unica, the Minister of Economy and Finance, **Giancarlo Giorgetti**, sent his greetings and best wishes for a successful event via video message. In attendance was also the **Prefect of Milan, Claudio Sgaraglia**, who focused on an upcoming protocol aimed at combating illegal labor practices in the fashion supply chain.

Up next was the round table discussion **"Textiles, Production is the True Luxury"**, moderated by **Nicola Porro**, Deputy Director of *Il Giornale*, blogger, and host of *Quarta Repubblica*, featuring **Toni Belloni**, President Italy LVMH, and **Alessandra Gritti**, Vice President and CEO of Tamburi Investment Partners. The starting point for both was the unusual market situation that emerged after Covid. Belloni described it as an *"excess of transitory desirability"*, while Gritti referred to it as a *"distorted market"*, leading to a significant rise in fashion product prices. As a result, many industry players underestimated the importance of fostering creativity. This was followed by a slowdown, which, according to Belloni, saw consumers adopting a more cautious approach, contributing to the double-digit growth of the second-hand market. Gritti, however, does not see this as a recession but rather as a phase of consolidation.



Prompted by Porro, Belloni and Gritti addressed the challenges faced particularly by small family-owned businesses in the supply chain and their crucial role in fostering creativity in the final product. They emphasized the importance of structured companies supporting these smaller players through strategic alliances. The discussion also highlighted the major obstacles companies face in accessing bank credit and the rising costs linked to excessive regulations—particularly in sustainability—imposed by the European Union.

The Vice-President of the Council of Ministers and Minister of Foreign Affairs and International Cooperation, **Antonio Tajani**, and the President of the Lombardy Region, **Attilio Fontana**, each within their respective areas of competence, reaffirmed their commitment to supporting the industry's interests at the European level. Their efforts are particularly focused on streamlining bureaucratic procedures and advocating for *"sustainability that is truly sustainable for businesses."*

"Milano Unica has reached a truly significant milestone. Over 40 editions—spanning 20 years—this event has grown and strengthened its leadership. The greatest recognition, beyond the impressive figures achieved, comes from the appreciation of exhibitors, who welcomed buyers from 98 countries. To celebrate this achievement, we are already organizing a major event for the upcoming July edition at Teatro Alla Scala in Milan, as a tribute to all those who have contributed to making Milano Unica an international event—powerful and captivating, just like the city it represents."

"Partners in this success include the Ministry of Foreign Affairs and International Cooperation and ITA – Italian Trade Agency, who have actively supported us from the very beginning, helping to establish Milano Unica as an international event. My deepest gratitude goes to them, as well as to our loyal partners Banca Sella and Lauretana," concluded **Massimo Mosiello**, General Manager of Milano Unica.

The 41st edition of Milano Unica is scheduled on July, 8-9-10, 2025.

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