



February 4-5-6, 2025 – Fiera Milano Rho



RECORD NUMBER OF EXHIBITORS AT MILANO UNICA

Exhibitors have once again confirmed their trust in the must-attend international event of the high-end textiles and accessories industry

Milan, February 4, 2025 - **Milano Unica, the Italian trade show for high-end textiles and accessories**, opens the doors of its **40th edition** at Fiera Milano Rho showcasing the Spring/Summer 2026 collections in halls 13-15 and 22-24. This edition has reached a record high in the number of exhibitors (**723**), the most in its 20 years of history. In particular, these include **556** exhibitors (+**9.5** compared to the January 2024 edition) in the three Ideabiella, Moda In and Shirt Avenue exhibitions; **150** exhibitors in the Special Areas and the Korea and Japan Observatories, plus **17** publishers.

The increased number of exhibitors necessitated an expansion in **exhibition space** (over **+12%**) compared to the January 2024 edition.

These significant results confirm the trust of the most prominent manufacturers of high-end textiles and accessories in Milano Unica, serving as an indispensable tool to promote their collections globally. Despite the difficult moment for the entire Made-in-Italy sector, all the Italian districts are represented in the trade show.

According to Confindustria Research Center estimates, in 2024, sales of Made-in-Italy textiles dropped in both the domestic market (-5.2%) and exports (-8.5%) with a few



important exceptions. In particular, China, which together with Hong Kong accounts for more than 10% of total exports, grew by 4.8%. Exports to Vietnam and Sri Lanka also rose, making for 5% of total exports. It should also be noted that in the first nine months of 2024, export volumes dipped slightly (-1.3%). This confirms that in terms of quantity, total exports of textiles in 2024 were almost in line with the amounts of 2023, but with lower prices and margins. This is an encouraging sign, suggesting a better performance in 2025.

“The important milestone reached in this 40th edition of Milano Unica, with a record high in the number of exhibitors, should stimulate us even further to strengthen its leadership at the international level. Particularly in this context of economic uncertainty and widespread geopolitical tensions, there is a need for a strong and qualified tool to promote and support the international expansion of Made-in-Italy and Made-in-Europe textiles and accessories. Thanks to the widespread creativity, capacity for innovation and attention to sustainability of the professionals operating in the various specialized districts, the industry remains a point of reference for our country, generating income and employment and with a positive impact on the trade balance as well,” said **Simone Canclini**, President of Milano Unica. *“Milano Unica is growing as a research incubator, promoting dialogue between the past, the present and the future to support the evolution of creativity. The **exhibition dedicated to Anna Piaggi**, an iconic figure in the fashion world, renowned for her unique and visionary style, her ability to break conventions and promote innovative aesthetics, goes exactly in this direction,”* he concluded.

In addition to being a cultural and customary event, every season Milano Unica proposes special areas that have become complementary to the exhibition panorama over time, along with cross-cutting projects targeting creativity, the arts, aesthetics, tradition and technological innovation.

The Cube Still Frame is an evocative video installation that delves into the trend concepts presented at the trade show, sharing new ideas and creative insights through evocative images and effects.

Beyond Tailoring is a new project resulting from the partnership of major players in the textile supply chain. An immersive, multisensory storytelling journey focusing on processes of menswear production across the different phases.

The special areas always include the **Innovation Area**, organized by TexClubTec, the Technical Textiles Section of Confindustria Moda, to increase the visibility of product and process innovations and enhance the importance of interaction between companies of the entire supply chain.

Mare di Moda has been promoting and protecting Made-in-Europe collections of beachwear, lingerie and athleisure fabrics and accessories of controlled origin since 2002, at the main trade show in Cannes, Miami and London.

Startup Textile Connection with 8 Italian startups that will cover a broad range of areas: from circular economy to scrap management, quality control, traceability and digital solutions.



Many honored guests attended the opening ceremony: in videoconnection, **Antonio Tajani**, Vice President of the Council of Ministers and Minister of Foreign Affairs and International Cooperation; **Giancarlo Giorgetti**, Minister of Economy and Finance, who sent a motivational message; **Attilio Fontana**, President of the Lombardy Region; and **Claudio Sgaraglia**, Prefect of Milan.

Matteo Masini, Director of Consumer Goods Office, took part on behalf of the Italian Trade Agency ICE.

The round table focused on a critical theme, **“Textiles: production is the real luxury,”** emphasizing how the excellence of Made-in-Italy products is a fundamental quality pillar and guarantee.

Moderated by **Nicola Porro**, Deputy Editor of *Il Giornale*, blogger and host of *Quarta Repubblica*, the two influential speakers, **Toni Belloni**, President of LVMH Italy, and **Alessandra Gritti**, Deputy-President and CEO of Tamburi Investment Partners, highlighted how spinning and weaving upstream in the supply chain are key to the performance of the high-end market.

“We are proud that all the work we have done with dedication, care and determination, is unequivocally bearing fruit.

However, this does not mean that we have reached the finish line, but – instead – this is a starting point, from which to improve and innovate further. Our entrepreneurs set the guidelines, as they contribute to building Milano Unica’s success.

Their satisfaction is and remains our main goal. Their talent and passion are the real strength of this event, which continues to grow and win appreciation upstream of the textile supply chain, building solid foundations for the downstream part.

*I will never fail to extend my usual heartfelt thanks to the **Italian Ministry of Foreign Affairs and International Cooperation** and the **Italian Trade Agency ICE** for the promotion and internationalization of Italian companies abroad for their irremissible support, season after season, helping to make Milano Unica a trade show with the highest international standing.*

*Last but not least, I would also like to thank our loyal partners **Banca Sella** and **Lauretana** for their valuable support” concluded **Massimo Mosiello**, General Manager of Milano Unica.*

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

For additional information:

Milano Unica Press Office tel. +39 02 6610 1105

Alessandra Ardenzi mob. +39 335 677 46 20

Daniela Scardi mob. +39 3661964979