

Milan fashion week. A doorway to Italy and its market.

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Businessmen, media, and celebrities will flock in droves to Milan in order to attend one of the biggest events in the fashion calendar. The city's fashion week started on 21 February and will be going on until 27 in a continuous stream of fashion shows by the biggest brands in the industry. Italian fashion firms, such as Prada, Armani, Gucci, Ferragamo, will, of course, have the spotlight upon them, the home field advantage boosting their already worldwide renown.

Milan fashion week will transform the city centre into an open-air showroom for Italian and international fashion giants. With more than 150 events programmed for the week, Milan will see an amazing influx of tourists, industry insiders and curious alike, to the already established and world-renowned 'Quadrilatero della Moda'. Of course, this visitors boom, if not just limited the fashion district, will help more people discover Milan and its beauties. This year, uniting fashion, culture, and history, the Camera Nazionale della Moda is curating "Italiana. Italy through the lens of fashion 1971-2001" an exhibition hosted at the Palazzo Reale.

This year, Milan fashion week is held in a particularly auspicious moment for Italian fashion industry. According to the latest data fashion clothing export increased by 3.4% for a total volume amounting to almost twelve billion euros in the first seven months of 2017 and a 3.6 billion euros surplus.

One of the biggest markets for Italian fashion is the Russian one. Made in Italy fashion export reached the one billion euros mark, growing by 30% compared to a 27% overall growth for consumer goods. Both male and female apparel have grown; footwear, cosmetics, leather goods, jewelry, and eyewear have also grown. According to ICE (Italian government agency responsible for helping national industries' export), brand recognition and customer loyalty are enhanced by participation in business expositions. At 30th edition of CPM Collection Première Moscow, the most important fashion show in Russia and Eastern Europe, there were 143 Italian brands.

Fashion is just one of the many Italian excellence and international events such as Milan can only help foreign businessmen's interest in the country's industries as a whole. Gaining a visa to enter Italy is the first step to engage with the Italian business environment; Investorvisa.it can help non-Schengen investors to gain access to the country thanks to the new visa reserved for investors.

Source: Askanews