

## **Home TexStyle, (Florence, 11 – 13 February 2023)**

We inform you that the ICE Agency intends to organize a mission of foreign operators on the occasion of Firenze Home TexStyle, the international fair on TEXTILES for the home, boating, spa, contract & hotellerie, which will be held from 11 to 13 February 2023.

The trade fair event will take place at the Fortezza da Basso in Florence (<https://firenzehometextstyle.com>).

Below is the presentation of the fair.

Those interested can stay 2/3 nights in Florence, preferably arriving the day before the fair to be present at the opening of the event (IN: 10 February 2023, OUT: 13 February 2023). The ICE Agency will bear the costs relating to the travel (flights and transfers) and accommodation of the delegates (hotel).

Operators interest to participate to the Fair in Italy must send an email to: [maput@ice.it](mailto:maput@ice.it) no later than **31 December 2022**.

The logo features a large, stylized number '5' with the word 'EDITION' written vertically in a smaller font to its right.

5  
EDITION

FIRENZE

# HOME TEXSTYLE

INTERNATIONAL TRADE SHOW

FORTEZZA DA BASSO - FIRENZE

11-12-13 *FEBRUARY 2023*

[FIRENZEHOMETEXSTYLE.COM](http://FIRENZEHOMETEXSTYLE.COM)





FIRENZE  
**HOME  
TEXSTYLE**  
INTERNATIONAL FAIR

**FIRENZE HOME TEXSTYLE is the only international fair in Italy on textiles for the home, boating, spa, contract & hotel.**

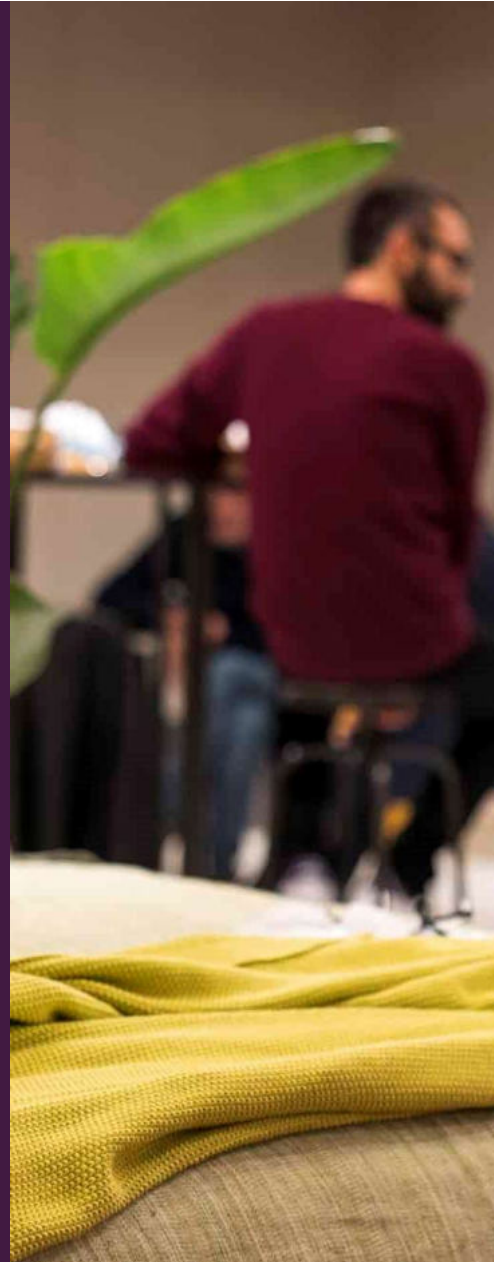
**An unmissable event for professionals in the sector, which aims to encourage exchange and create a meeting place between exhibitors and qualified operators**



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## AT WHOM IS TARGETED

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FIRENZE HOME TEXSTYLE is targeted to at all key players in the world of the home and textile sector interested in the new trends, materials, styles and moods of the moment:

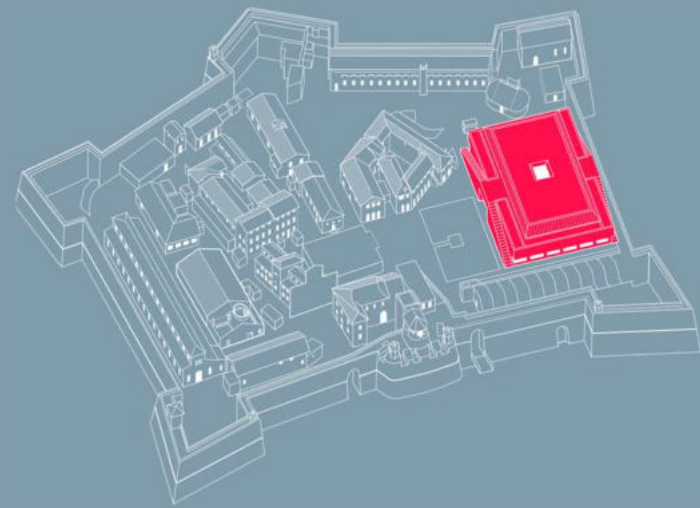
- department store buyers
  - interior designer
  - retailer
  - concept store
  - furniture shops
  - journalists, influencers and sector bloggers
- in addition to all the insiders.



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# FORTEZZA DA BASSO

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FLORENCE HOME TEXTSTYLE takes place in the sixteenth-century Fortezza da Basso, a masterpiece of Renaissance architecture, located in the lively heart of Florence, a few steps from the central station of Santa Maria Novella, the main monuments and shopping streets and only 4 km from Amerigo Vespucci airport, which is connected with Line 2 of the tramway.



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# IMMAGINE ITALIA & CO.

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FIRENZE HOME TEXSTYLE takes place simultaneously with IMMAGINE ITALIA, the main international event dedicated to the underwear, lingerie, homewear and accessories sectors, now in its sixteenth edition. An important combination, a strong coexistence in favor of all participating companies.

FIRENZE  
**HOME  
TEXSTYLE**  
INTERNATIONAL FAIR

**IMMAGINE  
ITALIA & Co.**





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## WHY BE THERE?

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## PARTECIPARE FA LA DIFFERENZA

Exhibiting at FIRENZE HOME  
TEXSTYLE means establishing new  
relationships with the main  
distribution channels. Participating  
companies can strengthen their  
brand awareness and contribute to  
the growth of the most innovative  
community in the national textile  
sector.

Also for this edition, the fair  
includes an articulated program of  
promotional activities through the  
involvement of foreign buyers.

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## SECTORS OF THE FAIR

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- Household Linen
- Draperies
- Home Textiles
- Upholstery
- Marine Textiles
- Spa Textiles
- Textile Publishing
- Contract/Hotel Industry
- Fragrances







# EXHIBITION SPACES

1 open side

(4X3XH2.5M.)



2 open sides

(4X3XH2.5M.)



## PRE-FITTED STAND

€ / sqm 200.00 + € 500.00 registration fee  
(including insurance services, presence in the catalog and online showcase)

The set-up includes:

- White walls
- Carpet
- Lighting with spotlights
- 1 3kw electrical socket
- Sign holder
- 1 desk
- 3 chairs
- 1 basket
- 1 coat hanger

11 sq m closet complete with lockable door

- Pre-fitted stand



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## EXHIBITION SPACES

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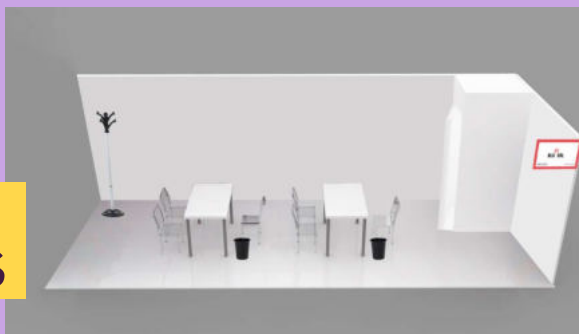
1 open side

(8X3X2.50M.)



2 open sides

(8X3X2.50M.)



### PRE-FITTED STAND

For double stands, the supply of furnishings increases proportionally, apart from the electrical socket which remains single.

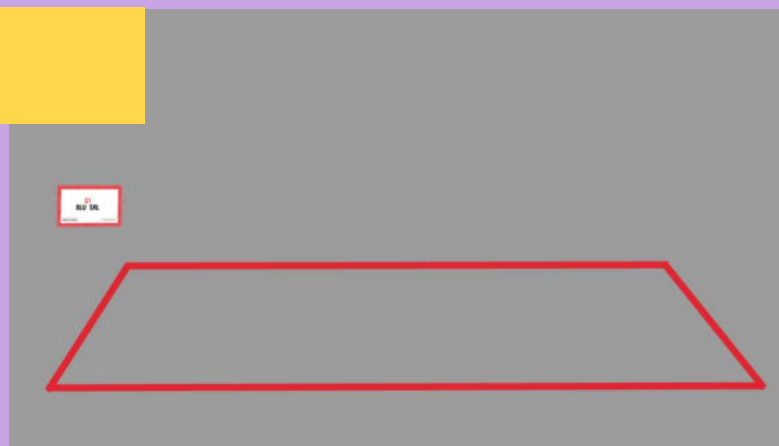


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# EXHIBITION SPACES

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**Bare area**



€ / sqm 165.00 + € 500.00 registration fee  
(including insurance services, catalog presence  
and online showcase)



## THE TAILOR-MADE COMMERCIAL TOOL FOR YOU

The new digital showcase dedicated to FIRENZE HOME TEXTSTYLE exhibitors designed to meet the commercial and communication needs of companies in order to promote their presence 365 days a year and not just during the event.

At any time, all key players in the home and textile furniture sector can consult the exhibitor cards on computers and mobile devices, with the help of photos, videos and catalogs.

# DIGITAL SHOWCASE

HOME TEXTSTYLE IT ▼

MENU

FILTRI

AZZERA I FILTRI

RICERCA BRAND 🔍

**CATEGORIA**

- Tappezzeria
- Contract/Hotellerie
- Editoria tessile
- Fragranze
- Tendaggi
- Tessile per l'arredo
- Tessile per la casa
- Tessile per nautico

**ORDINE ALFABETICO**

- Ordine da A a Z
- Ordine da Z a A

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# INCOMING BUYER



A project of incoming buyers from the main countries of the world, in collaboration with **ITA Italian Trade & Investment Agency** and Promofirenze-Special Company of the Chamber of Commerce of Florence.

Firenze Home Textstyle connects economic operators with the most important companies in the sector thanks to the B2B matching platform. Buyers will have access to the exhibitor database to schedule appointments at the fair and transform contacts into concrete business opportunities.



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# CONTATTI

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