



ITALIAN TRADE AGENCY

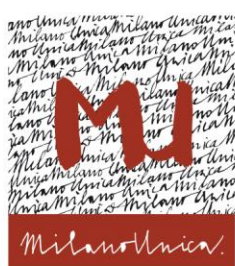
ICE Agência - Escritório de Maputo

ICE Agency inform you that the 35<sup>th</sup> edition of MILANO UNICA is scheduled in Milan, the international trade Fair for the textile and clothing accessories sector which will take place from 12 to 14 July at the Fiera RHO exhibition complex <https://www.milanounica.it>

We attach the presentation of MILANO UNICA in English.

MILANO UNICA is aimed at operators and journalists in the Fashion sector.

If you are interested to attend to the event, send your request to [maputo@ice.it](mailto:maputo@ice.it) by 4 June 2022



## Milano Unica

Conceived, organized, and driven by entrepreneurs, Milano Unica offers international visibility to the world of textiles in a highly qualified context, in line with the quality of its products.

Tailor made to suit customer needs, selective and focused on details, Milano Unica wants to be home. Home to all the professionals of the fashion world, who feel that they belong to a highly professional environment, showcasing Italian style both in hospitality and taste.

The ideal place in which to offer the best products in the world's top end fashion market. The decision to bring forward the September appointment to July responds to the changes of the world of fashion, transforming the exhibition in the most future-oriented event dedicated to textiles.

It was first organized in 2005, resulting from the merger of five separate trade shows which contributed to the international success of Made-in- Italy and Made-in- Europe textiles: Ideabiella, Ideacom, Moda In, Shirt Avenue and Pratotrade. In the single context provided by Milano Unica, Ideabiella, Moda In and Shirt Avenue maintain their own identity, playing a central role in representing the textile excellence to the world.

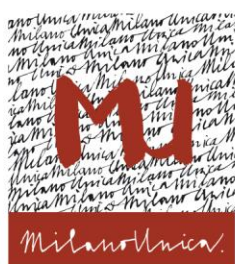
## Visit Milano Unica

Milano Unica access is exclusively reserved to authorized BUYERS

- clothing manufacturers
- tailoring
- design studios
- purchasing groups
- department stores
- online garment selling
- footwear
- retailer
- wholesaler

## Tendenze Milano Unica

The heart of Milano Unica are the "Tendenze", the trends, whose themes and moods change every edition with unique suggestions and combinations. Milano Unica "Tendenze" have always been one of the main creative elements and a stimulus for all exhibitors and fashion professionals. Each season, the Milano Unica's Style Committee attentively and masterfully interprets the evolution of contemporary culture and proposes new and evocative theme-based itineraries that combine fashion trends to inspirations from the arts, cinema, music and traditions from the world over, able to inspire the new collections.



## Partners

The success of the event is also possible thanks to partners and sponsors. Entrepreneurs and Institutions together: a precious and fruitful synergy and the common goal to promote the Made in Italy textiles and accessories worldwide

Italian Ministry for Economic Development

Italian Trade Agency – ICE

Milan Town Council

Sistema Moda Italia – Federazione Tessile e Moda

In collaboration with:

Banca Sella

Lauretana

## Board of Presidents

Milano Unica's board is composed of the Past Presidents, Presidents and Vice-Presidents of the three partnering exhibitions:

President: Alessandro Barberis Canonico

Vice-President: Alberto Jelmini

Ideabiella: Alessandro Barberis Canonico, Ercole Botto Poala

Moda In: Alberto Jelmini, Antonella Martinetto

Shirt Avenue: Simone Canclini

Past Presidents: Paolo Zegna, Pier Luigi Loro Piana, Ercole Botto Poala

General Manager: Massimo Mosiello