



Milano Eyewear Show
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Italian fashion landed at CIIE in Shanghai

Italian fashion landed at CIIE EVENTI in Shanghai 7 NOVEMBER 2018

Six trade show brands came together to put the spotlight on Italian excellence: MICAM, MIDO, MIPEL, Milano Unica, Lineapelle, The One Milano. Italy's textile, fashion and accessory industry exports products worth over EUR 2.2 billion to China every year.

Italian fashion excellence is to feature at one of the most important appointments in terms of visibility and business, the China International Import Expo (CIIE), which has opened from November 5 until November 10 in Shanghai.

This is the first time that a large Fashion delegation crosses the national borders and heads for one of the most interesting markets for Italian fashion to showcase the offering of **over 66,000 firms** that, together, generate a **turnover of more than EUR 94 billion** and employ more than **580,000 workers**.

The textile, fashion and accessory industry pools together the culture and tradition of world-class districts and companies. China is the eighth destination, in terms of value, for exports relating to the Confindustria Fashion sectors, which in 2017 exported the equivalent of EUR 2.21 billion (up by more than 14% compared to 2016). This first collective experience looks set to offer a valuable opportunity to promote Italian products with an increasing number of buyers, drawing on the delegation's combined strength to represent the country as a whole.

From tanning to leather goods, from fur to fabrics, and through to accessories: Italy's culture of beauty and first-rate craftsmanship landed in Shanghai through the brands of six major trade shows with a considerable international reach. At CIIE, the strong identities of these events were combined within a single format – "The Garden of Lifestyle"- designed to emphasise each exhibition's standing. Indeed, Chinese buyers already regard these leading names – **MICAM, MIDO, MIPEL, Milano Unica, Lineapelle, The One Milano** – as synonymous with business and quality in their respective sectors

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