

**A New York rendezvous with the *Italian Fashion* project at *NY Women's*, the new fair dedicated to fashions for women, from 26 to 28 February.**

**Ente Moda Italia is turning the spotlights on 13 collections for women that are more appealing than ever for the American market.**

That the United States is one of the key markets for Italian fashions is evident, especially in light of the recent developments in the New York fair scene that have led to the creation of **NY Women's**.

**Ente Moda Italia** will be playing an active role in this platform dedicated to women's fashions by coordinating Italian participation within the context of the "Italian Fashion" event. **From Monday 26 to Wednesday 28 February**, the new, **2018/19** fall-winter collections by **13 Italian makers** will be showcased at the **Jacob Javits Convention Center in Manhattan**. This group representing Italian excellence will be at **NY Women's** at the **Coterie** and **Edit** fairs organized by UBMFASHION.

*"NY Women's is the most important platform for showing the U.S. market the latest women's collections produced by our small- and medium-sized fashion enterprises", says Alberto Scaccioni, CEO of Ente Moda Italia. "The increasingly structured NY Women's is attended by top buyers and specialized members of the trade who are always interested in investing in Italian fashions and style. The data on Italian fashion exports to the United States from January to October – processed by Confindustria Moda – show that the high levels of trade over the past seasons are holding steady. They confirm the U.S.A. as one of the drivers of Made in Italy with very high volumes and sales (exceeding 1.2 billion euro in 10 months). We believe that being on the American market and its already established distribution channels is a strategic choice as we aim at finding and developing our sales networks".*

The brands that will be participating in "Italian Fashion", at the **Jacob Javits Center** are: **AMINA RUBINACCI, ANGELA CAPUTI GIUGGIU', BARBARA DI DAVIDE - I CASHMERE, BIANCALANCIA, FEMI', KATIA SERAFINI, LANDI FANCY, MANILA GRACE, MELAROSA, PARRONCHI CASHMERE, SHE'S SO, VLT'S BY VALENTINA'S,** and **YC WHYCI MILANO**.

**EMI - ENTE MODA ITALIA**, was established in 1983 by the *Sistema Moda Italia and Centro di Firenze per la Moda Italiana* to promote, propagate and valorize Made in Italy abroad. Within the context of this mission, EMI organizes and arranges the participation of qualified Italian firms in some of the world's major trade fairs which include *Italian Fashion @ Project Womens in Las Vegas, Italian Fashion @ Central Asia Fashion in Almaty (Kazakhstan), La Moda Italiana @ CHIC in Shanghai, La Moda Italiana @ Seoul and La Moda Italiana @ CENTRESTAGE in Hong Kong and La Moda Italiana at CPM Moscow*.

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