

**Italian style is the protagonist in South Korea with Ente Moda Italia. From 30 January to 1 February, at the Westin Chosun Hotel, EMI presents the fourteenth edition of LA MODA ITALIANA @ SEOUL: in collaboration with Sistema Moda Italia and Assocalzaturifici, a focus on the latest ideas of 51 Italian brands. Growing numbers and attention among Italian companies in one of the markets which is most responsive to Italian lifestyle**

**Ente Moda Italia** launches the new season of international fair participations in South Korea with a new edition of “**La Moda Italiana a Seoul**”, the exhibition project that, for fourteenth seasons now, has been presenting a selection of collections from Italian companies to the Korean market.

**From 30 January to 1 February 2019** in the Grand Ballroom of the **Westin Chosun Hotel**, one of the most prestigious hotels in downtown Seoul, **the protagonists** will be **51 Italian brands (a rise with respect to the 43 a year ago)** with their new **men’s and women’s fashion** collections for **fall/winter 2019-2020** featuring: **leather clothing and furs, accessories, bags and luggage, footwear, millinery, coats and jackets, knitwear and total looks.**

This edition of “**La Moda Italiana @ Seoul**” is produced in **close cooperation with Sistema Moda Italia and Assocalzaturifici**, and the project will also involve the promotional consultancy of **People of Taste**, an innovative business agent platform that supports international designers and their creativity on the South Korean market. It was actually in collaboration with People of Taste that Ente Moda Italia launched the web portal **[www.lamodaitalianaaseoul.com](http://www.lamodaitalianaaseoul.com)** through which buyers can preregister and find plenty of useful information about the companies taking part in the fair.

*“Being in Seoul with a selection of small-and medium-sized Italian firms is a fundamental occasion for maximizing the quality of their collections and intensifying our links with local operators” says **Alberto Scaccioni, CEO of Ente Moda Italia.** “After several seasons of concrete results and important feedback from high profile South Korean retailers, once again for this edition we have registered a growth in participation and great interest on the part of Italian companies, in an economic phase that continues to be positive for Made in Italy on this market. Trade with South Korea has intensified over the past few seasons, just like Korean buyer attendance at recent Italian trade fairs has increased. Confindustria Moda export figures show that in the first ten months of 2018, Italian textile-fashion exports to South Korea registered an increase of around +13.5%, with some product categories enjoying even more consistent growth. For this reason our participation at Seoul is once again a strategic tool at the service of Italian companies that is also made possible thanks to the close cooperation with Sistema Moda Italia and Assocalzaturifici with whom we share our mission of quality promotion of our country’s fashion products”.*

The **special partnerships for this edition** include the presence of **Kimbo Espresso** which will contribute to offering Italian-style hospitality to the Korean buyers attending the event to meet Italian entrepreneurs.

**And here are the brands that will be showing in the rooms of the Westin Chosun Hotel, Seoul:**  
**AD MILANO, ADRIANO BARONI, AFG 1972, ALDO BRUE', ALEX & CO., ANDRE' MAURICE, ANTONIO CRISTIANO, ARTICO, BARBARA DI DAVIDE, BASETTI COLLECTION, BUN, CARMENS, CERUTTI, CHRISTIAN GHIEMMETTI, COLVA, D'ARIENZO, DI CARLO 1975, DIS - DESIGN ITALIAN SHOES, DISMERO, DONNA CAROLINA, FERRUCCIO VECCHI, FILOMOTI, FONTANELLI, FONTANI, FRANCESCA BASSI, FRANCO GIAZZI, FUSELLA MADE IN ITALY, GALLOTTI, GRANDIFUR, H.A.N.D., KI 6?, LA MILANESINA, LE BABE, LORENA BENATTI, MARANT BAGS ITALY, MEROLA, MONTEREGGI, MUSETTI, MUSETTI CASHMERE, MY LAB, NELLO SANTI, RFR FABIANO RICCI, ROCCO RAGNI - BOTTEGA PERUGINA, ROSALBA VALENTINI, ROSSI FUTURING, SILVANO BIAGINI, TOSATO1928, VICTORY, VLAB LABORATORIO N.5, VOLPI and WHYCI MILANO.**

# ENTE·MODA·ITALIA EMI

**For more information:**

**[www.lamodaitalianaaseoul.com](http://www.lamodaitalianaaseoul.com)**

***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 @ CPM Collection Première Moscow, Italian Fashion @ Coterie New York, Italian Fashion @ Project Womens Las Vegas, La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE Hong Kong and La Moda Italiana @ Project Tokyo.*

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