

An edition marked by growth for LA MODA ITALIANA A SEOUL attended by around 1,334 members of the trade.

Very positive feedback and lots of new business contacts

for the 51 protagonist brands: the Ente Moda Italia exhibition project -

in collaboration with Sistema Moda Italia and Assocalzaturifici -

confirms its role as an increasingly strategic rendezvous for the Korean market

For the 51 Italian brands that brought their new collections to **the fourteenth rendezvous with La Moda Italiana a Seoul** – organized by **Ente Moda Italia from 30 January to 1 February** in the elegant setting of the **Westin Chosun Hotel in Seoul** – it was a very satisfying edition during which important business contacts were launched and concluded.

Over the three days of the event **around 1334 members of the trade attended (a rise compared to the 1250** registered at the last winter edition), who really appreciated the new **men's and women's fashion collections for fall/winter 2019-20** featuring: **leather clothing and furs, accessories, bags and luggage, footwear, millinery, coats and jackets, knitwear and total looks.**

The buyers and members of the South Korean retail trade attending included **representatives of the country's most important department stores, large fashion groups, top retailers** and key **independent multi-brands**, as well as many new names.

“The significant results registered at every edition of LA MODA ITALIANA A SEOUL were corroborated both in terms of the numbers as well as the quality of those attending” **says Alberto Scaccioni, CEO of EMI** “offering further confirmation of the validity of the format which has made it a key rendezvous for Italian brands on the South Korean market. Our exhibitors worked well over all three days of the fair, meeting some of the top players in Korean distribution who are increasingly attentive to quality and purchasing typologies, offering a snapshot of one of the most sophisticated retail scenarios on an international level. For this reason South Korea is increasingly strategic for our companies, a market in which it is worth investing even more intensely through promotional and commercial operations. And here I would like to emphasize how much our progressively close collaboration with **Sistema Moda Italia** and **Assocalzaturifici** has been an important driver for our presence on the Korean market”.

This edition of La Moda Italiana a Seoul once again included some special partnerships including that with Kimbo Espresso which contributed to offering Italian-style hospitality to the Korean buyers attending the event to meet Italian entrepreneurs.

Here are the brands that took part in this edition:

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,

ENTE·MODA·ITALIA EMI

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

For more information:

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 in New York, Italian Fashion @ Project Womens in Las Vegas, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong and La Moda Italiana @ Project Tokyo.

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