

**Ente Moda Italia teams up with the Liberty Fashion Fairs Group (LFFG) to promote Italian companies at the New York fashion fairs.**

**From 2020 EMI will be organizing the participation of Italian collections dedicated to men's, women's and swimwear fashion respectively in the special "Italian Fashion" areas inside the Liberty, Capsule and Cabana fairs.**

At the same time as some of the most important fairs dedicated to men's fashion – and more – are being held in New York, **Ente Moda Italia** announces to that it has signed a new collaboration agreement with the **Liberty Fashion Fairs Group**, one of the most innovative US players in the organization of fair events. The agreement also envisages that, starting from the **2020 editions** of the **Liberty men's fashion** fair, the **Capsule women's fashion** fair and **Cabana**, the rendezvous dedicated to swimwear and resort wear, all staged in **New York**, Ente Moda Italia will be the protagonist of these shows with its special "**Italian Fashion**" areas presenting the latest collections of a selection of Italian brands.

Also participating in the collaboration launched between Ente Moda Italia and Liberty Fairs will be SMI Sistema Moda Italia that aims to contribute to the expansion of the promotional activities of the most creative Italian companies that are focused on the latest trends on a market like the American one which is always attentive to *Made in Italy* product innovations.

"We are pleased to announce this new collaboration with the Liberty Fashion Fairs Group", **says Stefano Festa Marzotto, President of Ente Moda Italia and of the internationalization committee of SMI**. "For a number of seasons Liberty has been organizing some of the most innovative exhibition projects on the American fair panorama, rendezvous which have a strong identity and occupy a high level position in terms of US retail. We are convinced that this marks the launch of an important new course for our presence on this market which remains a point of reference for Italian fashion exports".

"*Liberty* for men's fashion, *Capsule* for women's fashion and *Cabana* for swimwear and travel wear are all fairs that are oriented towards a select, innovative fashion product with a contemporary spirit", adds **Alberto Scaccioni, CEO of EMI**. "So they represent important tools for the optimal promotion of the collections of our small and medium sized companies through layout displays that maximize the quality of their products and high profile communication aimed at American buyers and department stores. Together with our partners we will be increasing our investment in "Italian Fashion" projects in the conviction that we can further strengthen the presence of Italian companies in the USA".

"EMI and SMI have been trying for a long time to finalize collaborations of this nature in the USA" **says Gianfranco Di Natale, Director General of Sistema Moda Italia**, "initiatives that are directed in particular towards on trend and innovative companies, and I believe that this agreement will fully satisfy our expectations".

"We feel the collaboration with EMI takes our business to another level! We are very excited about this partnership and look forward to making this a great experience for everyone", concludes **Sharifa Murdock, co-owner and sales director at Liberty Fashion & Lifestyle Fairs**.

# ENTE·MODA·ITALIA EMI

New York, 24 July 2019

**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 the participation of qualified Italian firms in some of the most important international trade fairs which include Italian Fashion @ CPM Collection Première Moscow, Italian Fashion @ Capsule in New York, Italian Fashion @ Liberty Fairs in New York and Las Vegas, Italian Fashion @ Cabana a New York, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong and La Moda Italiana @ Project Tokyo.