

Positive satisfaction at new edition of "La Moda Italiana a Seoul": the exhibition project of Ente Moda Italia which took place in the Korean capital from 27 to 29 June, registering about 900 operators in the sector, confirming its pivotal role of strategic appointment for the Korean market.

Positive feedback from the intervening buyers, both for the numbers of the participating companies and for the quality and creativity expressed in the collections of the brands taking part in this edition

For the 35 participating Italian brands, it was an edition of satisfaction and good business contacts initiated and concluded. **The thirteenth appointment with "La Moda Italiana a Seoul"** was organized by Ente Moda Italia from 27 to 29 June 2018, in the elegant surroundings of the **Westin Chosun Hotel in Seoul**.

Throughout the three days of the event, **almost 900 operators in the sector took part and appreciated the new collections for spring / summer 2019 including leather clothing, accessories, bags and suitcases, footwear, outerwear, knitwear and total looks.**

Among the buyers and retailers in the Korean retail industry, there were **representatives of the most important department stores in the country, large fashion groups and top independent retailers and multi-brand stores**, including several new names.

"The results of this latest edition of LA MODA ITALIANA A SEOUL, both in numbers and in the quality of presences, are further confirmation of the validity of its format - says **Alberto Scaccioni, CEO of EMI** - which is what made it become a reference appointment for Italian brands on the Korean market. Our exhibitors have worked well, meeting some of the best players in the Korean distribution, surely one of the most sophisticated retail scenarios internationally. And the buyers who took part complimented us for the increase in the number of collections presented (10 more than a year ago), and the selection of brands, considered as fresher than ever and more innovative. South Korea is once again confirmed as a strategic market for our companies, a reality on which to invest with promotional and commercial operations with increasing intensity. I would like to underline how the support of **ICE-Agenzia per la Promozione all'estero e l'Internazionalizzazione delle imprese italiane**, and the increasingly close collaboration with **Sistema Moda Italia and Assocalzaturifici**, has been a decisive factor for our presence on the Korean market".

Once more this edition of " **La Moda Italiana a Seoul** " was in fact made in close collaboration with **Sistema Moda Italia and Assocalzaturifici**, and benefited from the promotional support from **ICE-Agenzia per la Promozione all'estero e l'Internazionalizzazione delle imprese italiane**, which has implemented a targeted communication campaign and promotional initiatives dedicated to reinforcing the project among the Korean operators, together with some hospitality and *sponsorship* services. From several editions the project has featured the promotional involvement of **People of Taste**, an innovative business agent platform on the Korean market, which successfully re-launched the informative web portal **www.lamodaitalianaaseoul.com**, dedicated to the companies taking part in the event.

Among the partnerships of the show - realized thanks to the collaboration of **ICE Agency** - positive feedback also came from the presence of **Kimbo Espresso** and **Mulino Bianco** companies, which offered Italian hospitality to the buyers meeting Italian entrepreneurs .

ENTE·MODA·ITALIA EMI

Here are the brands that participated in the Westin Chosun Hotel hall in Seoul:

AFG 1972, ALDO BRUE', AMETHIST, AMINA RUBINACCI, Basetti Collection, CARMENS, CERUTTI, DANIELE LEPORI, DIEGO M MILANO, DISMERO, FERRUCCIO VECCHI, FILOMOTI, FONTANELLI, GALLOTTI, GIANNI CHIARINI, GRÜNLAND, LAURA DI MAGGIO, LE BABE, LORENA BENATTI, MABELLINI, MANILA GRACE, MASSIMO SANTINI, MONTEREGGI, MY LAB, MYF FAUSTA SANTI, NELLO SANTI, PIA LAURI CAPRI, RFR FABIANO RICCI, ROSSI FUTURING, ROSSO35, SESA, TAMO BY HAND, V LAB LABORATORIO N.5, VICTORY e YC MILANO.

EMI - ENTE MODA ITALIA, 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, La Moda Italiana @ CENTRESTAGE in Hong Kong, La Moda Italiana at CPM Moscow and and La Moda Italiana @ Magic Japan a Tokyo.

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