



**LA MODA ITALIANA @ SEOUL:**

**from 9 to 11 July at the Westin Chosun Hotel,**

**Ente Moda Italia turns the spotlights on the new collections**

**of 28 Italian brands, in collaboration with Sistema Moda Italia and**

**Assocalzaturifici. Great expectations for the latest edition of the project that presents Italian style to South Korea, one of the most responsive and dynamic markets of the moment**

**Ente Moda Italia** is back in **South Korea** with a new edition of “**La Moda Italiana @ Seoul**”, the exhibition-rendezvous that has been presenting a selection of collections from Italian companies to the Korean market for fourteen seasons.

**From Tuesday 9 to Thursday 11 July 2019**, inside the Grand Ballroom of the **Westin Chosun Hotel**, one of the most beautiful hotels in downtown Seoul, **the protagonists** will be **28 Italian brands** with their new **men’s and women’s fashion** collections for **spring-summer 2020** featuring: **clothing, accessories, bags and luggage, footwear, millinery, coats and jackets, knitwear and total looks**. Once again this edition of “**La Moda Italiana @ Seoul**” is produced in **close cooperation with Sistema Moda Italia** and **Assocalzaturifici** and will involve the promotional consultancy of **People of Taste**, the innovative business agent platform that supports international designers and their creativity on the South Korean market. In fact, EMI has launched the **[www.lamodaitalianaaseoul.com](http://www.lamodaitalianaaseoul.com)** web portal, in collaboration with People of Taste, which will provide members of the trade with lots of useful information about the event and the participating companies.

*“Our presence in Seoul is an important opportunity for small and medium sized Italian businesses to present their collections and maximize the quality of their products vis-à-vis South Korean fashion retailers”, says Alberto Scaccioni, CEO of Ente Moda Italia. “Past seasons have thrown up concrete and significant feedback on the part of sector players – at the last summer edition there were over 900 buyers, these included the country’s most important department stores, big fashion groups and the top retailers and independent multi-brands – and, for this reason at this edition we have once again registered great interest on the part of Italian companies, also considering the trend of our exports to this country. The updated figures regarding exports to Korea, recorded by Confindustria Moda show that, in the first three months of 2019, Italian fashion-textiles performed really well, with an overall increase of +22%, confirming the great vivacity of a market that appreciates Italian style and creativity. Undoubtedly our participation at Seoul is confirmed as a strategic tool at the service of Italian companies that we also realize thanks to the synergic collaboration with Sistema Moda Italia and Assocalzaturifici with which we share the objective of top quality promotion of our country’s fashion”.*

*“A sector like footwear well represents the value and the journey of Made in Italy fashion: in fact, like many other industries, footwear finds the most important part of its commercial expression in the international market. Looking at the latest sector surveys, Italy is in third place among the exporters on a worldwide level and is in second place for leather footwear” observes Tommaso Cancellara, General Director of Assocalzaturifici. “Our production finds its most important interlocutors in Asian countries and the ongoing dialogue with them represents an essential condition for keeping the interest of our buyers on this continent alive and demonstrating the value of the research and quality that is contained within a Made in Italy product. So a rendezvous like “La Moda Italiana @ Seoul” constitutes an ideal moment for allowing companies in our industry to enter into contact with a market that is ready to welcome them, as well as to reaffirm the quality of our footwear, the strong identity of which represents an Italian flag in the world.”*

This edition of **La Moda Italiana @ Seoul** will also feature the **special partnerships of Kimbo caffè** and **Misura Corea** whose products will contribute to offering an Italian-style welcome to the Korean buyers coming to the event to meet Italian entrepreneurs.



**Here are the brands that will be participating at this edition:**

**AFG 1972, ALEX & CO., AMA PURE, BARBARA DI DAVIDE, Basetti Collection, CALPIERRE, CANTARELLI, CARMENS, CERBERO, CERUTTI, DANIELE LEPORI, DI FRANCO, FERRUCCIO VECCHI, FILOMOTI, FONTANELLI, FUSELLA MADE IN ITALY, GALLOTTI, HUBERT GASSER, LAFABBRI, MY LAB, NELLO SANTI, RAFFAELE D'AMELIO, RFR FABIANO RICCI, ROSSI FUTURING, SALCO, THIERRY RABOTIN, VEZZO and VOLPI.**

**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 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, La Moda Italiana @ Almaty (Kazakhstan), La Moda Italiana @ Kiev, La Moda Italiana @ CENTRESTAGE in Hong Kong and La Moda Italiana @ Project Tokyo.*

*ASSOCALZATURIFICI represents, on a national level, businesses of an industrial nature that operate in the footwear production sector. It includes around 600 registered companies and is the spokesperson for an industry which comprehensively invoices over € 14.2 billion, employs 75,600 people and exports 85% of its production. The association's mission is to contribute to the establishment of an innovative, entrepreneurial, international and sustainable system that is capable of promoting the economic, social, civil and cultural growth of the country. Assocalzaturifici is part of the European Footwear Confederation and is a regular member of Confindustria. In March 2017 it joined Confindustria Moda, the federation which brings together the businesses and associations in the fashion textiles sector and the complementary ambassadors of the excellences of Italian manufacturing.*

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