

**“La Moda Italiana @ Seoul”, the Ente Moda Italia exhibition project which was held in the South Korean capital from 9 to 11 July, turning the spotlights on the new collections of 28 Italian brands, is confirmed as a strategic rendezvous for the Korean market.**

**For the 28 Italian brands** that took part in the **fifteenth rendezvous with “La Moda Italiana @ Seoul”** – organized by **Ente Moda Italia from 9 to 11 July 2019** in the elegant setting of the Grand Ballroom of the **Westin Chosun Hotel in Seoul** – this was an edition that stood out for the good commercial contacts that were established and concluded.

**Almost 400 buyers attended** over the three days of the fair, **representing some of the country’s most important department stores, top retailers and key independent multi-brands**. They greatly appreciated the new 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”** was produced in **close cooperation with Sistema Moda Italia** and **Assocalzaturifici**, with the promotional consultancy of **People of Taste**, the 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 EMI launched the web portal **[www.lamodaitalianaaseoul.com](http://www.lamodaitalianaaseoul.com)** which provided all the members of the trade with useful information about the fair and the companies taking part in it.

*“With **La Moda Italiana @ Seoul**, EMI continues to monitor the South Korean market, giving small- and medium-sized Italian firms a chance to present their collections and maximize the quality of their products vis-à-vis South Korean fashion retailers” says **Alberto Scaccioni, CEO of EMI**. “South Korea continues to be very decisive for our companies, a market on which it is important to maintain an increasingly intensive presence through promotional and commercial initiatives. In fact I feel it is necessary to emphasize how much the increasingly close collaboration with **Sistema Moda Italia** and **Assocalzaturifici** is a strategic driver for our presence on the South Korean market”.*

*“The South Korean market is very interesting and its contraction, following years of significant growth, necessitates targeted actions today in order to enable Made in Italy exports to strengthen and stabilize” states **Tommaso Cancellara, General Director of Assocalzaturifici**. “In fact, given the overall slowdown in demand and in the sell-out levels of organized retail groups, it is necessary to devise a system strategy that valorizes Italian fashion products: so alongside the efforts of private entities and business networks, the contribution of public bodies like Agenzia ICE [ITA - Italian Trade Agency] and MISE-Ministry for Economic Development becomes vital and it is imperative that their agenda of interventions also includes events like **“La Moda Italiana @ Seoul”**.*

The **special partnerships at this edition included Kimbo caffè and Misura Corea** whose products offered an Italian-style welcome to the Korean buyers who came to the event to meet Italian entrepreneurs.

**Here are the brands that participated at this edition in the areas of the Westin Chosun Hotel, Seoul:**

# ENTE·MODA·ITALIA EMI

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 a sector 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.*

**E.M.I. Ente Moda Italia s.r.l.**

Via Faenza 109 - 50123 Florence

tel. +39.055.214835

fax+39.055.288326

[www.emimoda.it](http://www.emimoda.it)

email: [firenze@emimoda.it](mailto:firenze@emimoda.it)

press office: [ruta@pittimmagine.com](mailto:ruta@pittimmagine.com)

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