



L'INNOVAZIONE DIGITALE MADE IN ITALY DEI PROCESSI AZIENDALI DI SUCCESSO



LE 4 F DEL MADE IN ITALY: LA FINANZA INVESTE IN FASHION, FURNITURE E FOOD



I NUOVI PARADIGMI DELL'ITALIAN LIFESTYLE



CALUDIO MARENZI
PRESIDENTE E AMMINISTRATORE DELEGATO, HERNO



I VALORI DEL TERRITORIO



GUIDO GRASSI DAMIANI
PRESIDENTE, DAMIANI



GHERARDINI, STANDARD ETHICS: SFIDE IMPORTANTI PER MODA SU SOSTENIBILITÀ



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C'È UNA RIVOLUZIONE NEL REAL ESTATE DEL FASHION?



BEYOND EXPO 2020, LA VISIONE DI DUBAI PER LA CITTÀ DEL FUTURO



NORSA, FERRAGAMO: IN CINA DEMOGRAFIA TRAINANTE PER I CONSUMI

French context is very much linked to couture, and their ability has been well directed towards communicating this value of excellence», Chiuri said. «The Italian reality, on the other hand, developed later and exploded with prêt-à-porter in the 1970s. It was certainly experienced more from the business side and the creative aspect was less emphasised». The CEO of the Prada Group, Patrizio Bertelli, also offered a vision of the present and future of Made in Italy, pointing out: «It is essential to support the supply chain also in the transformation of the product, which involves issues such as sustainability. The complexity of distribution in the world means that there are small companies that are unable to meet the increasingly high costs. So many small and medium-sized companies are at risk of closing down. So we have thought that where there are conditions and needs we will help these companies not so much by acquiring them but rather by intervening with investments of minority shares». Serge Bruntschwig, Fendi's CEO, emphasised the company's desire to «train the new generations and invest in the talents of tomorrow. We collaborate with the public authorities to support and make everyone understand how important Italian savoir faire is», the CEO said. «In Italy

there are still many small and medium-sized companies run by families. They must be protected. We promote programmes that support these small companies and keep them close to the market». «According to our observatory, 20 to 30 billion euro of investment will be needed to meet sustainability targets, 80% of which will concern raw materials. Processes and animal welfare will be fundamental, and we must be transparent», said Flavio Sciuccati, senior partner of The European house Ambrosetti. Carlo Piacenza, CEO of Piacenza Cashmere, said: «Controlling the supply chain at every stage will be the key to success». For Stefania Trenti of Intesa Sanpaolo: «The strength of Made in Italy is the diversification of the districts». The bank's expert gave an overview of the performance of the various sectors. «I don't believe that there is an optimal size or that there is a universally suitable strategy for everyone, because someone has in fact demonstrated that you can live very well even in an intermediate size and by working on quality, production excellence and excellence in all other business activities, which are the characteristics that make Made in Italy great. Digitalization can also help to make the management of the supply chain more efficient», he concluded.

«Safeguarding the Made in Italy product to offer the highest quality to its customers is fundamental for Lanificio F.lli Cerruti. We are the only integrated wool mill still existing within the walls of Biella, therefore combining sustainability, material traceability and processing efficiency with the guarantee of a high-end product», said Filippo Vadda, ceo and president of the company acquired in 2018 by the Njord partners fund. Adding that: «People really care more and more about wearing something unique, customized and brands have to invest in this». Of the same opinion, for the world of fragrances, is also Laura Burdese, ceo and president of Acqua di Parma: «We work with an integrated supply chain and with a network of small and medium-sized Italian family businesses that still live in and around Parma, where the maison was born more than 100 years ago. These are companies that are not legally part of the company but which co-develop the products in perfect harmony with us and which make an essential contribution». But there are many scenarios explored at the conference. Customer experience, from design to olfactory marketing were the topics of the panel by Lorenzo Cotti, CEO of Integra Fragrances, and the temporary owner and commercial

director of Zordan, Alfredo Zordan. «Especially after the pandemic, a company needs to be geo-local, to have a local presence but with international sustainability certifications», explained Mattia Armelli, commercial director of Analytical group. «The luxury supply chain is doing well, stimulated by the polarization that even during the pandemic has provided support», Arcangelo D'Onofrio, CEO of Temera, confirmed. And coming to the Dubai side of the conference, «At Expo 2020, the Italian Pavilion has already had 200,000 visitors in the first month». Carlo Maria Ferro, president of Ice, pointed this out, adding: «It is a great result that shows the attention that the world has for Made in Italy fashion, design and culture. In the first eight months of this year, Italian exports did very well. There was a 4.9% growth on 2019 levels, therefore significantly higher than pre-covid levels». And among the pavilion's protagonists was Dolce&Gabbana, which created a tribute installation at the Santa Chiara monastery in Naples. «New projects in the real estate and nautical world are on the way», revealed ceo Alfonso Dolce, stressing that: «We have been very keen to use these 18 months of the pandemic to bring to life initiatives that will go on to strengthen the brand's DNA across the globe in