

CHINA & ITALY TWO TAILORS IN A GLOBAL MARKET

A new challege, a new business & partnership opportunity

Assomoda president dialogue

Giulio di Sabato





FASHION SHOWROOM

1988
SARI SPAZIO IS FOUNDED
and it turns to the Middle & Far East markets

1997OPENS TO THE RUSSIAN MARKET

2005BECOMES A DISTRIBUTOR

2011OPENS TO THE CHINESE MARKET



ASSOMODA requires a national and most importantly an international figure to represent it.

2003

PRESIDENT OF ASSOMODA LOMBARDY

which today is called Moda & Sport Lombardia

2004
PRESIDENT OF ASSOMODA ITALY

which today is called Assomoda



Milano Fashion Global Summit



Associazione italiana degli agenti e distributori della moda e dello sport

In the center of fashion

ASSOMODA

The Italian association for agents & distributor in fashion and sport



ETHICS

Code of conduct

THE FIRST ITALIAN FASHION ASSOCIATION TO DEDICATE ITSELF TO THE CODE OF ETHICS

FOREIGN MARKETS

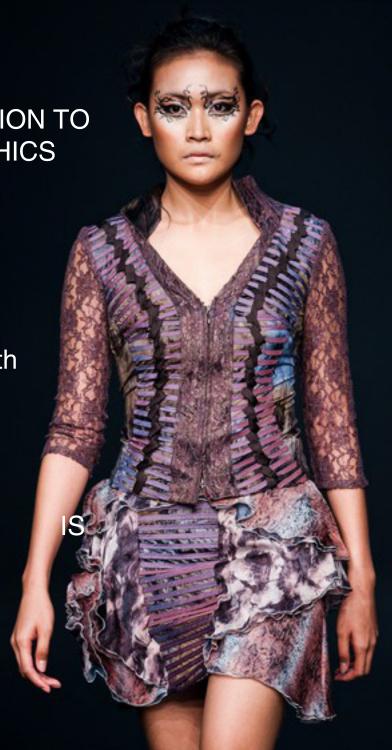
Transfer from Agent to Distributor

BUSINESS NETWORK

Being small is always nice, not alone but with an innovative company network.

- MORE THAN 1000 ASSOCIATES
- 90% OF OUR ASSOCIATES ARE CONNECTED WITH A SHOWROOM
- 70% OF THE ITALIAN FASHION TURNOVER GENERATED BY THE PMI
- ABOUT 10,000 12,000 PMI COMPANIES ARE DISTRIBUTED BY ASSOMODA MEMBERS





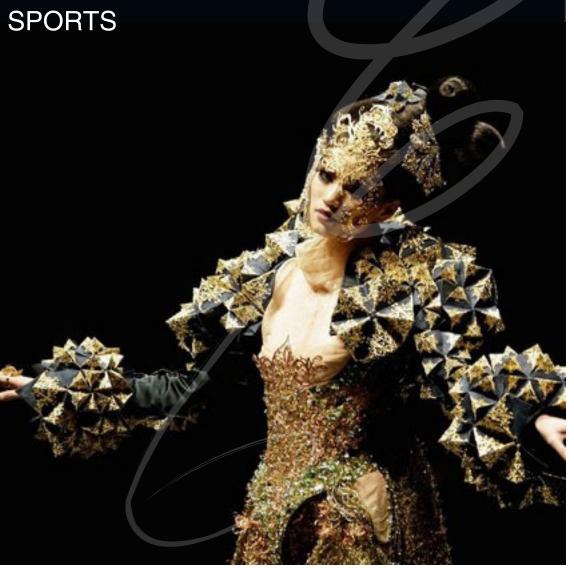
THE 4 ASSOMODA DEPARTMENTS

1. AGENTS AND DISTRIBUTORS FOR FASHION

2. AGENTS AND DISTRIBUTORS FOR SPORTS

3. MEMBERS AND PARTNERS

4. YOUNG DESIGNERS
Of which we have more than 60 enlisted to date



TEMPORARY SHOP, SHOWROOM BUSINESS CENTER, EVENT SPACE

Assotemporary CREATED AND DERIVED BY ASSOMODA

FASHION ART & DESIGN DISTRICT

Fad
FASHION HOUSE
ART, FASHION AND DESIGN DISTRICT
TEMPORARY SPACES

TRADE SHOW

Cool Hunter Italy
YOUNG DESIGNERS 1ST EXHIBITION REVIEW
22 – 24 SEPTEMBER WITH A SPONSORSHIP
HANDLED BY ASSOMODA



Milano Fashion Global Summit

MARIO BOSELLI

«CHINA & ITALY ARE THE WORLD'S BEST TAILORS» China produces mid-range level products Italy produces high end products

EVOLUTION OF THE FASHION INDUSTRY EXCELLENT CHINESE LEVEL PRODUCTION

CREATING A

- CHAIN SYSTEM OF THE ITALIAN MODEL
- INTERIM DISTRIBUTION
- NETWORK OF MULTIBRAND SHOWROOMS
- DEVELOPMENT OF MULTIBRAND SHOPS

TRAINING YOUNG DESIGNERS

PARTNERSHIP OPPORTUNITIES

BETWEEN ASSOMODA AND THE CHINESE FASHION ORGANIZATIONS



COLLABORATION ITALY-CHINA FOUNDATION

of which we are honorary members

FIRST ITALIAN FASHION FORUM BEIJING SUMMIT

25 - 26 OCTOBER 2011

WORKSHOP SEMINAR

CINA October 2011 – RUSSIA May 2011 SOUTH AFRICA Fall 2012

OPENING ASSOMODA branch opening

BEIJING / SHANGHAI



Milano Fashion Global Summi