



CHINA & ITALY

TWO TAILORS IN A GLOBAL MARKET

A new challenge,
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

1997

OPENS TO THE RUSSIAN MARKET

2005

BECOMES A DISTRIBUTOR

2011

OPENS TO THE CHINESE MARKET



2012

Milano Fashion Global Summit

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

2012

Milano Fashion Global Summit





ASSOMODA

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

Milano Fashion Global Summit **2012**



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



2012

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

2012
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



2012

Milano Fashion Global Summit

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

2012
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