

## PRESS

### **MODAPRIMA: QUALITY FASHION FOR MEDIUM AND LARGE-SCALE INTERNATIONAL DISTRIBUTORS IS SHOWCASED IN MILAN**

**MODAPRIMA N. 64** will be premiering **ready-made men's and women's fashion and accessory collections created-for-large-scale-distribution for the 2009 spring-summer season and sneak-peeks of the 2008-2009 fall-winter collections** from 24-26 May at the **MIC-MILANO CONVENTION CENTER**, fieramilanocity (Via Gattamelata 5).

"In two and a half years of managing and organizing Modaprima, Pitti Immagine has created a great amount of expectation around this event", states Agostino Poletto, deputy general manager. "The **internationalization, scouting and segmentation** of the collections, the new exhibition layouts and special features aimed at informing visitors about fashion trends and the factors affecting the market's economy, have made Modaprima an increasingly important sector event".

**Over 150 collections** will be presented at the next edition by around **80 companies** specialized in private label and ready-made products for medium and large scale distribution.

Alongside the already well-known names such as **Ann Max, Banana Moon, Bernardini, Creazioni Rosanna, Maglificio Venezia, Mehari, Nuovi Sarti, Pliss, Zanetti Moda**; there will be newcomers to the event, along with some comebacks: **Calzificio Franzoni, GI.P.T., Guerzon, Hazard Couture, Kinky Star, Magnum, Manifattura Nocese, Noblesse Oblige, Paco e Ruan, Veronica Effe**.

The dynamism of **MODAPRIMA** is also rooted in its **constant commitment to promotion**: through targeted initiatives and projects directed at both new and traditional markets, realized in collaboration with **ICE-Istituto per il Commercio Estero** [Italian Foreign Trade Commission], as well as by networking with the private buying groups that Pitti Immagine can count on for its shows in Florence and Milan. The countries involved in this edition include the United States, South Korea, Japan, Russia, as well as delegations from other former Soviet Union countries. By offering a selection of products suited to the specific needs of large scale distribution and chain stores, without sacrificing style or quality, **MODAPRIMA** confirms its role as a **strategic event for Italian and foreign buyers**.

Once again Modaprima presents **FASHION CUBE**, the research area focusing on fashion trends for upcoming seasons. Curated by the fashion editor, **Sergio Colantuoni**, and produced with the cooperation of the exhibitors, Fashion Cube uses a selection of clothing and accessories to present **six different moods: the new "fashion equations"**. The new concept for spring-summer 2009 features the maximum of creative expression: **SUMMER+COLORS, SUMMER+ART, SUMMER+START, SUMMER+OCEANS, SUMMER+CURRY, SUMMER+ECO-LUX**.

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