4 ITALY

4.1 GENERAL ECONOMIC SITUATION

The Gross National Product (GNP) in Italy has been growing in the last two years similar to other 'EURO' countries. In 2000 the economic growth rate amounted to 2.9% and in 2001 the rate was around 2.0%. Italy also ranks in line with the average inflation rates in the other EU countries. The overall inflation rate in Italy was 2.7% in 2001. However, Italy is one of the countries with the highest unemployment rates in Western Europe, namely 9.5% in 2001.

Italy's current population is 57.6 million: the country has developed to an economic level similar to that of countries such as France or United Kingdom. Before 1945, Italy was quite rural and today the country can still be characterised by an agricultural South with an unemployment rate of 20% and a few big state–owned companies. On the other hand, the 'rich' North has a favorable economic climate and many successful private companies. The presence of the state is a general problem for the whole country, and hinders the full economic development of other European countries. Italy has to deal with of illegal work on a large scale. The Italian government is trying to directly reduce the number of unemployed workers and employees by employing them with their national companies.

4.2 THE MARKET FOR OUTERWEAR

4.2.1 Market size

Italy is the third biggest clothing market in Europe and therefore plays a major role in the European fashion business. The market size for men's and boys outerwear is indicated with 1.0 Billion € and the women's and girls market with 1.6 Billion €. Detailed information from Sistema Moda Italia on womenswear and menswear is given in Table 4–1 and Table 4–2 respectively.

The market size of Italian womenswear was 7.48 Billion € in 2001 and increased by only +0.7% compared to 2000. The exports increased by +9.5% in 2001 and can be taken as an indicator of the world´s perception of the good quality and image of 'Italian Fashion'. At the same time the imports virtually exploded by +14.6% and have practically compensated for the plus in exports.

A look at the previous years from 1998 to 2001 shows that the high import increases are not a temporary phenomenon. However, the total market of outerwear for women in Italy hasn´t increased much. Since 1998, the market has grown by less than 4% annually. The strongly increasing clothing imports into Italy are a clear indicator of fiercer competition in the local market and the weakened position of the local manufacturers that now have to 'struggle' with the cheaper imports.

Table 4–1: Size of the Italian womenswear market, 1998–2001

	1998	1999	2000	2001	Percentage change from previous year
	in bn. €				
Import Market	1.58	1.73	2.06	2.36	+14.6
Local Production	10.77	10.71	11.48	11.81	+2.8
Exports	5.50	5.32	6.11	6.69	+9.5
Total Market	6.85	7.12	7.43	7.48	+0.7

Source: Sistema Moda Italia (2002)

As Table 4–2 shows, similar developments with high imports and a more or less stagnating total market (+2.1% in 2000 compared to 1999) can be observed for the menswear market as well. This market, with total sales of 5.89 Billion € in 2000, is around 26 % smaller than the womenswear market (7.43 Billion € in 2000). However, the imports of menswear in 2000 with 2.85 Billion € were clearly higher than the womenswear imports with 2.06 Billion €.

Table 4–2: Size of the Italian menswear market, 1999–2000

	1999	2000	Percentage change in % from previous year
	in bn. €		
Import Market	2.50	2.85	+14.3
Local Production	7.58	7.85	+3.5
Exports	4.31	4.81	+11.6
Total Market	5.77	5.89	+2.1

Source: Sistema Moda Italia (2001)

4.2.2 Market characteristics

The Italian clothing market has been mainly ‘provided’ by a strong national apparel industry, comprised primarily of family–owned production companies. These small to medium size companies are flexible and often highly specialised in specific products. They are able to react quickly to market needs. The strong community within these companies allows the Italian companies to produce higher quality goods and to be more effective. About 90% of the small firms are geographically concentrated and often build so–called “conzorzii”, e.g. for export group marketing activities.

The Italian clothing industry is one of the most competitive within the EU and imports of outerwear encounter difficulties in finding a proper market access. The Italian clothing industry itself is highly export oriented and plays an important role in the economic situation of the whole country. 700.000 workers directly depend on the Italian clothing industry. Italy is a leading country for clothing worldwide. The exports of clothing are double the imports.

Italian consumers are very much brand oriented, but also are looking for items which offer ‘value for money’. In recent years, the consumers have also become more price oriented and are known for their high demands regarding quality. Because of the high specialisation of the Italian producers and their offer of very sophisticated collections, manufacturers from abroad should avoid 'copy' Italian outerwear.

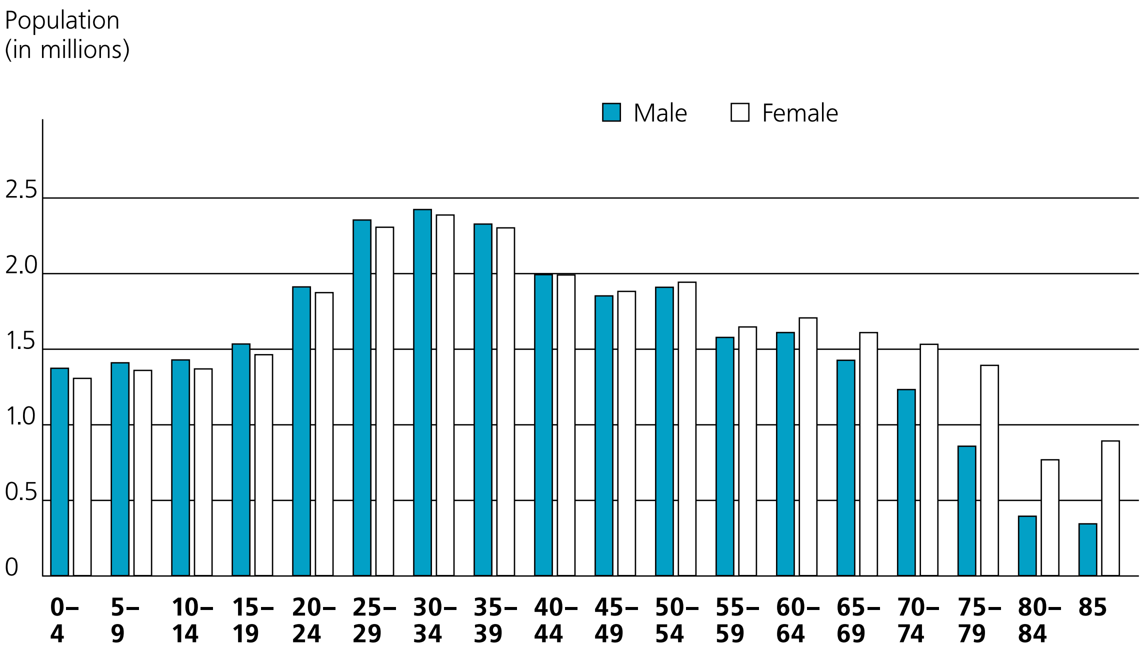
Cheaper and 'lighter' clothing is more often sold in the south of Italy, where the climate is warmer and there is less income per capita. There are more expenditures on clothing in the richer 'North' than in the South, although more people live in the South of Italy.

4.2.3 Demographic Characteristics

Italy is known as a family loving country where children and mothers play an important role in the society. Less well known is the fact that the formerly high birth rates in Italy have dramatically dropped since 1975 – more than in other European countries. The situation is similar to that of Germany, but even more serious.

The total population of Italy is 57.6 million inhabitants. The highest share in the population is the 30–34 age group, with a total of 4.8 million inhabitants. Compared to this age group, there is nearly half that number in the lowest age group, meaning the newborn – 4 year old segment. (2.6 million persons). However, the 'reduction' of the Italian citizens population seems to have stabilized at a low level. More details can be taken from Figure 4–1.

Figure 4–1: Age structure of the Italian population by sex, 2000



Source: U.S. Bureau of the Census, International Data Base.

The consequences of this decrease in the Italian population is not only (and will be sold) less children's wear has been sold, but that major changes on the production side have been required. Since the clothing production in Italy has a tradition of small family–owned companies, there are negative effects due to 'smaller family sizes'. The owners are no longer able to run the company with fewer family members. Another consequence is that parents often cannot find a successor for their clothing business. Since these small family companies are flexible and highly service oriented and also dominate the independent shops, the whole clothing distribution in Italy is affected.

4.2.4 Retail sales by product category

The shares of the different apparel segments (styles) of 'formal and casual clothing, leisure wear and active sportswear in Italy are similarly structured to the more traditional oriented British clothing market. Table 4–3 shows the dominant role in sales of 'formal clothing': 41% of sold menswear in Italy is formal wear and 44% of womenswear respectively. Compared to other European countries, the share of formal wear is very high.

'Casual wear' has a market share of 30% for menswear and 31% for womenswear and is a preferred product category of the Italian consumer, as in all other Western European countries. Within this product group, shirts and trousers stand out for the highest shares in sales. Jeans and trousers represent one third of the Italian market for woven outerwear. However, casual wear in the Italian understanding has – compared to the northern European markets – a very sophisticated touch with high quality fabrics and basic but elegant designs.

'Basic leisure wear' is less important in Italy and only represents 22% (menswear) and (21% ladieswear) of the total clothing market. Looking at the different separate product categories it can be observed that casual wear trousers, for example, are sold more often in Italy than (basic) jeans trousers. The minor role of this segment, that is mainly produced by manufacturers from abroad, can be explained by the Italian taste for more elegant styles.

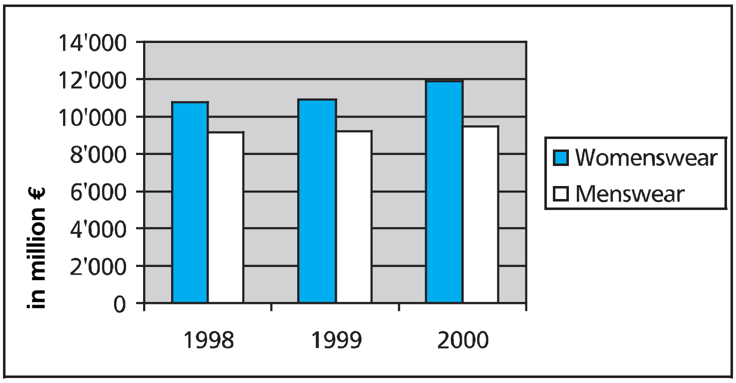
Table 4–3: Shares of outerwear by sex, 1999

in % of total value	Men	Women	in % of total value	Men	Women
Formal Clothing	41	44	Casual wear	31	30
Coats	8	9	Outdoor jackets	7	8
Suits/jackets	18	9	Shirts	8	6
Trousers	9	5	Jumpers/cardigans	–	8
Dresses/skirts	–	16	Pullovers	6	–
Shirts/blouses	6	5	Trousers	10	8
Basic leisure wear	22	21	Active sports wear	6	5
T-shirts	7	5	Track/jogging suits	3	3
Tops/bodies	–	5	Tops and shorts	2	1
Shorts	2	1	Other	1	1
Jeans trousers	7	4	Sweaters/fleeces	6	6

Source: CBI Rotterdam (1999)

As indicated in Figure 4–2 womenswear as well as menswear have steadily increaed their sales year after year. The year 2000 was an especially excellent year with 11.886 Million € sales of womenswear including knitwear and hosiery. This accounts for an increase of +8.5% in 2000 compared to 1999 (€ 10.954 Million). Sales in menswear climbed by + 2% in 2000 to a level of € 9.427 Million. Unlike in other European countries analysed for this survey, sales of menswear are almost at the same level of womenswear.

Figure 4-2: Turnover of womenswear and menswear, 1997–2000



Source: Sistema Moda Italia (at consumer prices incl. VAT)

The sales of children's outerwear shows nominal stagnation over the last few years; taking inflation into consideration, the market has even shrunk. This is also a result of the demographic situation with low birth rates. The sales of girls outerwear is 60% higher than for boys. In the younger age groups the difference in sales is more significant than for male and female buyers in their adolescence.

4.2.5 Consumer behaviour

4.2.5.1 Consumer preferences

Table 4–4 shows the development of the preferred types of retail channels for clothing from 1995 to 1999. The table indicates that Italian consumers mainly prefer to buy clothing in independent shops. This retail sector still accounts for half of the total Italian clothing retail market. The main reasons why Italian consumers prefer independent retailers is that these shops are 'closer to the consumer'. Furthermore, these 'boutique like' shops offer personal contact and more service. The formerly very strong market position of independent retailers has been weakened, but is still clearly dominating the buying decisions of the consumers. The high share of clothing consumption through independent shops expresses the desire for service and quality. A graphic illustration of the 1999 situation is given in Chapter 4.4.3.1 'Retailers'.

Table 4–4: Clothing retail channels by market shares, 1995–1999

in % of total value	1995	1997	1999
National multiples	18	19	19
Variety/Department stores	7	8	10
Mail order	3	3	3
Hyper– and supermarkets	7	8	11
Independents	59	56	51
Street markets and other	7	6	6
Total	100	100	100

Source: ISTAT (National Italian Institute for Statistics)

The fact, that Italians are more and more price oriented as consumers can be derived from the increasing role of hyper– and supermarkets in the Italian retail market, where men's and children's wear in particular is bought. At the same time, consumers have a high 'brand awareness'. This is particularly evident in the segment of children's clothing. Many children love to have clothing with favourable pictures of current trends for kids on it – such as T-shirts with certain comic pictures of "Pokemon" or "Simpson", figures that are generally favoured by European kids.

Italian consumers are said to have good taste regarding clothing. However, this does not influence their preference for certain clothing materials. They sometimes accept synthetic materials over natural fabrics. Looking at Table 4–5, there are certain trends during the years 1998 to 2000. Clothing products of 100% wool or mixed wool are less in demand over the given time period. This is true for consumption in volume and value.

The analysis of sales for different cotton materials shows a different picture. The sales of pure cotton products have decreased, while the sales for mixed cotton products slightly increased from a share of 10.2% in 1998 up to a share of 10.5% in 2000. Also, silk materials have been consumed less over the years.

Considering the short time period of three years, there are substantial consumption increases of 'other fibers' including synthetic materials. In volume, the consumption increased from a market share of 15.8% to 18.6% and in value from 21.5% to 24.4% within three years from 1998 to 2000. New fabrics with better wearing comfort like GoreTex and Tactel, stretch fabrics are included in this group of materials.

Table 4–5: Consumption of fibers, 1998–2000

in %	1998 Volume	1998 Value	1999 Volume	1999 Value	2000 Volume	2000 Value
Pure wool	5.5	15.3	5.3	14.7	5.1	14.3
Mixed wool	8.5	12.0	8.2	11.9	8.0	11.6
Pure cotton	53.5	37.2	52.1	36.1	51.5	35.7
Mixed cotton	14.6	10.2	14.8	10.4	15.0	10.5
Silk and mixed silk	2.1	3.8	1.9	3.6	1.8	3.5
Other fibers	15.8	21.5	17.7	23.3	18.6	24.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

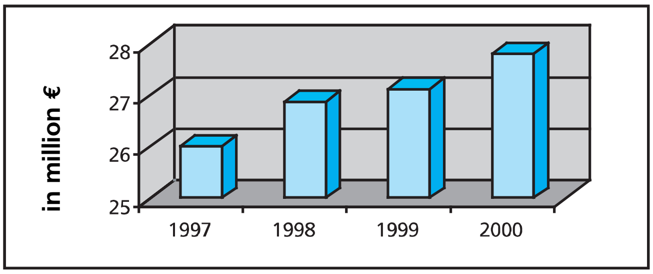
Source: Sistema Moda Italia/AC Nielsen (2001).

4.2.5.2 Consumer expenditures

Italy, in terms of consumption volume of clothing, belongs to the 'top four' countries within Europe together with France, the UK and Germany. The consumption of clothing accounted for 27.8 Billion € in 2000. Over the last few years, the spending on clothing in Italy has gradually increased. The average growth rate of clothing consumption from 1997 to 2000 was +2.25% annually. More details can be taken from Figure 4–3.

It is notable that Italian women do not buy much more clothing than men. In other European countries like UK or Germany, the expenditures of women for clothing are nearly double those for men. In Italy women only spend around 20% more on clothing compared to men. This means that in Italy the market segment for menswear is more important than in the other countries analysed in this survey. Other sources indicate a difference of 40% between consumption of men's and ladies' wear, but this would still be less than in Germany or in the UK.

Figure 4-3: Consumption of womenswear and menswear, 1997–2000



Source: Sistema Moda Italia (2001)

As Table 4–6 indicates, the total expenditures in the North and in the South of Italy are different. The disposable income in the North is much higher than in the South. The Italian Statistical Office (ISTAT) indicates the average household income with 2'441 € for the North and only 1'811 € for the South of Italy (all figures for year 2000. While the incomes in the North have steadily increased, the income in the South demonstrated a temporary drop in 1999. For the whole country, the income per household only rises slowly. Considering the inflation the income growth, rates are even negative.

Based on the figures by ISTAT, a distinction between clothing and footwear consumption is not possible. The figures indicate that the consumption of clothing/footwear in Italy accounts for 6.6% of the total household consumption (Basis: middle income household). This share in the disposable income spent for clothing was quite stable in the years from 1997 to 1999 at a level of 6.7%. The consumption of clothing per capita is more than the average in Europe.

Although the expenditures in the South in total are lower – due to less disposable income – the share of expenditures for clothing (and footwear) with 8% (1998: 8.2%, 1999: 7.8%) is higher than the 'Italian average'. Generally speaking, the more attractive areas for clothing sales are in the North and central part of Italy, where the import and distribution structures are much better developed. Nevertheless, the South, due to lower income, is demanding more for 'basic clothing items' (e.g. cotton products like cotton casual shirts and trousers, T–shirts, knitwear).

Table 4–6: Comparison of the household income and the structure of household spending by region, 1998–2000

	Northern Italy			Central Italy			Southern Italy			Italy		
	1998	1999	2000	1998	1999	2000	1998	1999	2000	1998	1999	2000
Monthly income per household in €	2277	2306	2441	2127	2156	2149	1759	1731	1811	2077	2088	2178
Spending categories	Percentage distribution											
Clothing/footwear	6.1	6.1	6.0	6.2	6.4	6.5	8.2	7.8	8.0	6.7	6.7	6.6
Food and drinks	17.3	17.2	16.7	19.6	18.8	17.6	23.2	23.0	23.0	19.4	19.1	18.6
Tobacco	0.8	0.8	0.8	1.0	0.9	0.9	1.2	1.2	1.2	1.0	0.9	0.9
Housing	23.1	23.3	23.2	22.6	23.5	24.2	19.1	19.9	19.2	21.9	22.4	22.3
Fuel and electric power	5.1	5.0	4.8	4.6	4.6	4.5	4.2	4.4	4.2	4.7	4.8	4.6
Furniture, services house	6.6	6.9	7.0	6.7	6.7	6.8	7.5	7.5	8.5	6.9	7.0	7.4
Sanitary/health	4.7	4.4	4.3	4.3	4.0	3.5	4.0	4.1	3.5	4.4	4.3	3.9
Transport	15.9	15.7	16.0	14.9	15.9	15.8	14.0	14.3	13.7	15.2	15.3	15.3
Communications	2.0	2.0	2.1	2.3	2.2	2.4	2.3	2.5	2.6	2.1	2.2	2.3
Education	1.1	1.1	1.1	1.2	1.3	1.4	1.7	1.6	1.6	1.3	1.3	1.3
Entertainment/Culture	5.3	5.3	5.5	5.5	5.2	5.4	5.0	4.7	4.9	5.3	5.1	5.3
Other	12.0	12.2	12.6	11.1	10.4	10.9	9.5	9.1	9.6	11.1	10.9	11.5

Source: ISTAT (2001)

As Table 4–7 shows, the share of expenditures for clothing rises with an increasing number of household members: From 5.3% for a single household rising to 5.8% for two people living in one household. In households with three people the share of expenditures in clothing clearly rises up to 6.8% (all figures 2000).

Table 4–7: Comparison of household income and household spending on clothing and footwear by household size, 2000

Number of people per household	1	2	3	4	5+
Monthly income per household in €	1 273	1 897	2 450	2 656	2 667
Monthly household spending on clothing and footwear in %	5.3	5.8	6.8	7.7	7.8

Source: Istat 2000

The share of expenditures for clothing in total expenditures related to a different family status is illustrated in Table 4–8. Looking at the different categories of family status, e.g. the share of expenditures for clothing and footwear indicates with 6.4% for single households with an individual up to 64 years old.

The highest income with 2.668 € and a 'high' share of clothing expenditures with 7.7% is represented by a family household with parents and two children. On the contrary, households with single parents have a lower income and a lower share of expenditures for clothing of only 6.2%.

Households with the head of household having the professional status of entrepreneur, freelancer, manager or employee have a higher share of expenditures for clothing. On the one hand, this can be explained by more expensive formal wear for work. On the other hand, it can be assumed that the share of expenditures (for clothing) is higher with an increasing income.

Table 4–8: Comparison of household income and spending by types of household and professional status, 1999

	Monthly household spending on clothing in %	**Monthly income per household in € (average)**
Household type		
Single person younger than 35	6.4	1756
Single person younger than 35–64	6.4	1599
Single person older than 65	4.0	998
Couple without child with younger than 35	7.3	2496
Couple without child with between 35–64	6.3	2282
Couple without child with older than 65	4.8	1548
Couple with 1 child	7.0	2465
Couple with 2 children	7.7	2668
Couple with 3 children and more	8.0	2589
Single parents	6.2	2037
Professional status		
Entrepreneurs and freelancers	8.1	3328
Workers	6.9	2406
Managing and employees	7.9	2716
Pensioned	5.3	1743
Unemployed	6.1	1511

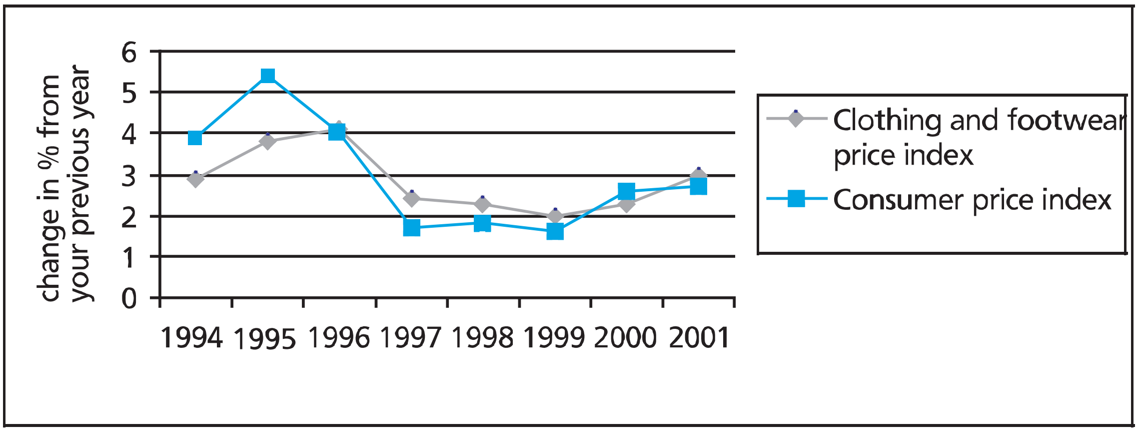
Source: ISTAT 1999

4.2.6 Price developments of clothing

Figure 4–4 indicates the price inflation of clothing (and footwear) compared to the general inflation index in Italy from 1994 to 2001. Contrary to other European countries, the Italian clothing sector from 1994 and on does not demonstrate decreasing clothing prices.

The development of the clothing prices and the national inflation rate showed a similar 'tendency'. For example, in 2001 the general price inflation was 2.7% whereas the prices for clothing increased by 3.0%. Therefore, the clothing prices generally follow the price development of other consumer goods and services. In 1995, when the general inflation rate was high, the prices of clothing also grew more. During the time period illustrated in Figure 4–4 from 1994 to 2001 the lowest national inflation rate was in 1999 with +1.6% whereas the prices for clothing increased by +2.0% only.

Figure 4-4: Inflation rate of clothing and footwear relative to national inflation rate, 1994–2000



Source: ISTAT 2002

4.3 IMPORTS

4.3.1 Total imports

The total Italian imports of outerwear in 2001 is 5.436 Billion €. This current high figure is a result of the strongly increasing imports within the last five years. For example, the increase of clothing imports in 2000 (compared to 1999) was +17.5% and +21.2% in 2001 (compared to 2000). These high growth rates can be explained to a large extent by the previously 'moderate level' of imports compared to other European countries. Developing and emerging countries play an important role in the higher imports of outerwear to Italy.

Additionally, the imports of the different outerwear segments covered by this study took a strong upswing from 1999 to 2001. Looking at the import development of knitted outerwear in Table 4–9, the increase of women's wear in 2000 is especially remarkable. The imports in volume nearly doubled to a level of 23.935 tons (1999: 12.586 tons). Up to 2001, the imports of knitted women's wear tripled compared to +80% from 187.708 tons in 1999 to 257.638 tons in 2001.

At the same time the imports of men's and boys outerwear increased at a much lower rate, e.g. by +1.5% in 2000 compared to 1999. These figures indicate that the men's wear manufacturers from abroad wishing to sell (more) in Italy come up against a very strong national men's wear industry, especially in the formal wear sector with coats, raincoats, suits, jackets, trousers etc.

The deliveries from non–EU countries play a dominant role in all sectors of knitted outerwear. For example, looking at the imports of woven outerwear in € for both sexes (e.g. T–shirts, jerseys, cardigans etc.) 79% of the garments originate from non–EU countries (year 2000).

Table 4–9: Imports of knitted outerwear by sex and product categories, 1999–2001

	1999		2000		2001	
	Tons	1000 €	Tons	1000 €	Tons	1000 €
For men or boys						
Coats, raincoats, anoraks etc. (61.01)	649	12 416	662	14 080	442	10 049
Suits, jackets, ensembles, trousers, shorts etc. (61.03)	10 183	85 116	11 337	99 406	15 854	120 484
Shirts (61.05)	7 588	141 068	6 704	133 221	7 746	156 408
Total	18 420	238 600	18 703	246 706	24 041	286 941
Total extra EU	16 306	164 981	16 710	180 380	22 086	214 752
For women or girls						
Coats, raincoats, anoraks etc. (61.02)	448	11 676	477	13 103	700	20 142
Suits. Ensembles, jackets, dresses, skirts, trousers (6104)	10 313	135 615	21 340	156 889	34 226	178 347
Blouses and shirt blouses (6106)	1 825	40 416	2 118	49 120	2 477	59 149
Total	12 586	187 708	23 935	219 111	37 403	257 638
Total extra EU	10 459	103 299	22 039	143 727	35 754	183 229
For both sexes						
T–shirts, singlets etc. (61.09)	26 287	371 109	27 845	467 338	33 389	561 313
Jerseys, pullovers, cardigans, waistcoats etc. (61.10)	36 215	749 014	39 585	884 609	43 964	1 045 430
Babies garments (61.11)	4 805	87 932	4 831	111 951	6 332	138 648
Impregnated clothing (61.13)	846	7 383	457	8 939	410	8 507
Total	68 152	1 215 438	72 718	1 472 838	84 095	1 753 898
Total extra EU	53 089	781 608	56 284	1 000 939	66 476	1 272 450

	1999 Tons	1999 1000 €	2000 Tons	2000 1000 €	2001 Tons	2001 1000 €
Active Sportswear						
Track suits, ski suits and swimwear (61.12)	8 119	144 229	7 831	144 079	8 458	167 044
Other sportswear (61.14)	2 487	31 730	1 504	36 536	1 666	49 531
Total	10 607	175 960	9 334	180 614	10 124	216 575
Total extra EU	8 923	109 828	7 880	115 679	8 291	136 437

Source: Eurostat Luxemburg March 2002 (year 2001 extrapolated – based on January to August 2001)

Table 4–10 indicates the import figures of woven outerwear into Italy from 1999 to 2001. An interesting fact is that woven men's wear in particular is imported at a higher level than women's wear. The difference compared to the imports of womenswear is very obvious when looking at the value terms. The difference is even higher when analysing the import volumes in tons: The imports of woven menswear is more than double that of the woven womenswear imports.

In 2001, the imports of woven menswear into Italy amounted 2.023 Billion € and 97,675 tons. The imports of woven womenswear in 2001 represent with only 1.251 Billion € and 45,219 tons. It must be mentioned that the high imports of woven menswear is no new development. In the previous years, the same situation could be observed.

All outerwear product segments increased their imports from 1999 to 2001. Nevertheless, looking at Table 4–10, the specific (woven) product categories showed different developments. For example the imports of woven coats increased in 2000 but dropped down again in 2001 to 384.4 Million €. In 2000, imports of woven coats for women increased but stagnated in 2001 with 247.6 Million €. However, the other product categories of woven suits and woven shirts/blouses overcompensated the reduction of the imports of coats.

Table 4-10: Imports of woven outerwear by sex and product categories, 1999–2001

	1999		2000		2001	
	Tons	1000 €	Tons	1000 €	Tons	1000 €
For men or boys						
Coats, anoraks, wind–cheaters etc. (62.01)	16 865	389 305	16 952	429 614	15 047	384 426
Suits, jackets, ensembles, trousers, shorts etc. (62.03)	44 658	859 394	53 147	1 013 985	64 837	1 270 653
Shirts (62.05)	16 024	278 577	15 249	303 170	17 791	368 341
Total	77 546	1 527 276	85 349	1 746 770	97 675	2 023 419
Total extra EU	67 529	1 178 808	76 131	1 412 844	87 089	1 659 982
For women or girls						
Coats, capes, anoraks, wind jackets etc. (62.02)	7 383	204 747	8 591	247 366	8 323	247 580
Suits, ensembles, jackets, dresses, skirts, trousers (6204)	19 807	532 136	24 561	637 404	31 670	817 827
Blouses and shirt blouses (6206)	4 434	118 201	4 116	126 577	5 226	185 536
Total	31 623	855 084	37 267	1 011 347	45 219	1 250 942
Total extra EU	27 585	620 648	32 548	739 498	40 154	967 126
For both sexes						
Babies garments (62.09)	2 854	64 402	3 142	71 418	4 017	88 944
Other incl. Impregnated (62.10)		116 281				
Total	2 854	180 683	3 142	71 418	4 017	88 944
Total extra EU	2 449	115 150	2 859	56 711	3 695	74 972

Source: Eurostat Luxemburg March 2002 (year 2001 extrapolated – based on January to August 2001)

4.3.2 Outward Processing Trade (OPT)

According to Table 4–11 the main two import countries for OPT business with Italy are Romania with imports of 74.4 Million € in 2001 and Croatia with imports of 67.4 Million €. These two countries account for 56.6% of the total OPT business of 250.4 Million € in 2001. At present, the countries with the highest growth rates in the outward processing trade are Moldova (+118.2% in 2001), Albania (+38.9%), Serbia Montenegro (+29.2%) and Croatia (+23.5%). Growth rates of 100% and above can also be observed for Bosnia Herzegovina, Tajikistan and Egypt also demonstrate participation, but at a (still) much lower import level in quantity terms.

For Italy, the importance of OPT imports compared to 'normal' imports of outerwear (f.o.b. business) is low. The implication for clothing manufacturers mainly based in Eastern European countries is that a great deal of potential for more OPT business in the Italian market exists due to the national industry's struggle with increasing costs for labour, energy, raw materials etc.

The share of 'OPT imports' in total imports of clothing into Italy was only 4.6% in 2001. The total OPT business into Italy from non–EU countries has been shrinking year after year: 9.7% in 2000 and 2.4% in 2001. The figures indicating the lower imports of OPT stand in strong contrast to the high increases of 'normal' imports of outerwear.

Table 4–11: Largest supplying countries of OPT outerwear, 1999–2001

Position	Country	1999 in 1000 €	Change from 1999	2000 in 1000 €	Change from 2000	2001 in 1000 €
1	Romania	87 314	–13.0%	75 969	–2.1%	74 376
2	Croatia	55 304	–1.3%	54 583	23.5%	67 384
3	Albania	12 445	45.8%	18 138	38.9%	25 190
4	Belarus	18 050	0.2%	18 083	–11.7%	15 967
5	Hungary	34 080	–52.6%	16 170	–20.3%	12 892
6	Moldova	841	382.4%	4 055	118.2%	8 848
7	Ukraine	8 102	8.9%	8 825	–10.0%	7 942
8	Tunisia	11 518	–53.3%	5 381	41.3%	7 602
9	Bulgaria	9 788	28.4%	12 563	–48.5%	6 468
10	Serbia Montenegro	3 466	35.3%	4 689	29.2%	6 059
11	Russia	2 710	27.6%	3 457	17.1%	4 048
12	Poland	14 767	–16.5%	12 336	–72.2%	3 430
13	Czech Rep.	3 079	4.1%	3 207	–16.6%	2 673
14	Slovakia	18 462	–5.4%	17 463	–86.4%	2 379
15	Bosnia and Herzegovina	418	–11.9%	368	455.5%	2 043
16	Tadjikistan	0	n/a	0	n/a	1 163
17	Turkey	1 665	–64.1%	598	20.5%	720
18	Morocco	1 393	–70.9%	406	50.7%	612
19	Egypt	304	–46.4%	163	157%	419
20	China	128	47.0%	188	–38.3%	116
	Extra EU	284 166	–9.7%	256 722	–2.4%	250 446

Source: Eurostat Luxemburg March 2002 (year 2001 extrapolated – based on January to August 2001

4.3.3 Largest suppliers of outerwear

Looking back at the import figures illustrated in Table 4–10 and Table 4–11 (in volume and value) the different shares of imports from non–EU countries regarding the specific product category are becoming clearer.

To show the import role of extra EU countries, in this chapter the imports of knitted coats, suits and blouses for women (taken from Table 4–9) shall be highlighted. For instance there have been 37.403 tons of knitted coats, suits and blouses for women imported to Italy in 2001. From outside the EU 35.754 tons of these product categories have been imported to Italy in the same year. This is a share of 95.6% (1999: 83.1%) imports from outside the EU for this product category. However, looking at the imports in the same product category in €, the share of imports from non–EU countries is clearly lower: 71.1% (1999: 55.0%). In 2001 the imports of knitted coats, suits and blouses for women from countries outside the EU are given with 183.229 Thousand €, while the total imports of the mentioned products were 257.639 thousand €.

Firstly, it can be stated that the share of imports from outside the EU is quite high – whether calculated in volume or in price. Secondly, the difference may be explained by the higher priced items from the EU and the cheaper products imported from outside the EU.

This example also shows that the share of imports from outside the EU increased considerably during the last three years. In 1999 the share of knitted womenswear in value terms imported from non–EU countries was 55.0% and in 2001 it climbed up to 71.1%. The share of total imports from non–EU countries (in value terms) increased from 65.8% in 1999, and 70.0% in 2000 to 74.0% in 2001. This is a clear signal that the importance of emerging and developing countries has increased to a very large extent and also offers comparatively good sales opportunities in the future.

Looking at the major clothing supplying countries to Italy, Table 4–12 gives a very good survey on the 'top 20' suppliers. Among the emerging and developing countries Romania, has enormous growth rates of 50% every year and imports of 837.0 Million € in 2001. This figure represents 14.4 % of the total imports of outerwear into Italy. A similar picture can be drawn for China (780.2 Million €) and Tunisia (572.4 Million €) that have considerable growth rates, too. Although Romania in 1999 was the third largest supplier, today it is the largest supplier of outerwear to Italy and has even overtaken the largest clothing manufacturing country worldwide – China, which was previously in the first position.

The three biggest suppliers are Romania, China and Tunisia. The three countries mentioned have a cumulative market share of 40.3%. This shows again that import countries are not scattered, but there is a concentration on a few big players. It can be assumed that Romania and Tunisia, as traditional strong OPT countries, work for large Italian manufacturers that have outsourced at least parts of their production to nearby 'low cost countries'.

Other strong non–EU countries which have reinforced their position in 2001 in terms of value and are in favour of the Italian importers of outerwear favour are Bangladesh (+17%), Turkey (+31.2%), Hungary (+58.7%), India (+40.8%), Morocco (+16.3%), Croatia (85.6%), Bulgaria (+111.4%) and Mauritius (30.7%).

Table 4–12:Largest supplying countries of outerwear, 1999–2001

Position	Country	1999 in 1000 €	Change from 1999	2000 in 1000 €	Change from 2000	2001 in 1000 €
1	Romania	340 197	47.9%	503 096	66.4%	836 982
2	China	501 332	34.9%	676 179	15.4%	780 209
3	Tunisia	405 870	14.5%	464 653	23.2%	572 351
4	France	336 181	1.3%	340 685	–2.4%	332 400
5	Belgium	245 288	13.7%	278 924	14.1%	318 262
6	Bangladesh	173 222	26.8%	219 593	17.0%	256 999
7	Fr Germany	168 691	7.0%	180 532	6.4%	191 998
8	Turkey	113 438	22.2%	138 628	31.2%	181 839
9	Hungary	69 168	34.3%	92 909	58.7%	147 493
10	India	83 535	15.1%	96 129	40.8%	135 372
11	Portugal	109 091	–0.9%	108 157	24.8%	135 015
12	Spain	136 019	–4.9%	129 360	0.7%	130 258
13	Morocco	76 501	19.5%	91 438	16.3%	106 305
14	Netherlands	85 619	11.4%	95 350	9.2%	104 098
15	Indonesia	83 621	28.6%	107 516	–4.3%	102 853
16	Croatia	42 392	12.4%	47 638	85.6%	88 416
17	Bulgaria	29 020	39.5%	40 490	111.4%	85 581
18	UK	128 826	–11.3%	114 228	–29.7%	80 273
19	Switzerland	39 370	19.9%	47 187	47.5%	69 583
20	Mauritius	39 887	21.9%	48 619	30.7%	63 531
	EU	1 306 425	2.8%	1 343 334	5.1%	1 411 940
	Extra EU	2 510 225	25.2%	3 141 751	28.1%	4 023 778
	Total	3 816 649	17.5%	4 485 085	21.2%	5 435 718

Source: Eurostat Luxemburg March 2002 (year 2001 extrapolated – based on January to August 2001)

4.4 TRADE STRUCTURE

4.4.1 Developments in the retail trade

The independent retailers, which are mainly run as family businesses, (still) have a strong market position. As illustrated before, the role of the independent shops in Italy has lost quite a bit of importance and many shops have had to close down because the owners could not find a successor for their business. Low birth rates cause the problem, given that there is no own child to take over the business. Furthermore, tremendous competition has arisen in the clothing market from clothing multiples and supermarkets that have discovered that selling of clothing is a profitable business.

Like in other South European countries in Italy the domestic production and the distribution of clothing is highly linked. Many Italian clothing brands like Benetton, Marzotto Group etc. have built up their own retail system, often based on franchise partnerships all over the country. In Europe however as in Italy itself, Italian clothing brands and collections have lost market shares. The multiple shops of Italian clothing companies have tried to answer with "going public", joint ventures and mergers, with partial success. With the earned income from giving out stocks, some Italian multiples have financed their expansion plans to buy other companies and brands or to enlarge their production facilities or to extend their distribution network.

As shown in chapter 4.3 the imports grow strongly and especially low priced products are imported and sold in Italian super- and hypermarkets. In addition, the formerly middle priced and high priced items are influenced by increasing imports.

The Italian clothing association 'Sistema Moda Italia' states that the multiples in Italy cope better with the new challenges of cheap mass imports than many small companies. The developments in clothing retail are very much in favour of multiples like Sasch, Benetton etc. that are able to optimise the stock keeping and to efficiently act in the market. To underline this statement: For example in Milan you will find only four Benetton shops in one shopping street, out of which there is one store with several floors. Such 'flagship stores' of course also help to build up the brand names of the clothing companies. The small companies however have less financial possibilities to follow the technical trends in research and development and to establish their own distribution system.

Since the variety stores also import and take advantage of cheaper clothing from outside the country, this segment could have profited in terms of gaining market shares. However, the market importance is not as much as was forecasted years before. Variety shops have to fight against discounters or super- and hypermarkets not to lose their customers searching for middle priced and middle quality items. Unlike in previous years, these super- and hypermarkets offer good quality and very reasonable prices.

Instead of only selling clothing, advanced managed Italian retailers (mainly multiples and department stores) also often offer cosmetics, bags, shoes, accessories and sometimes even stylish household articles. There is a trend that retailers in Italy put emphasis on a 'lifestyle ambience' in the outlets and appropriate surroundings like cafeteria or special places for children. The aim is to keep the customers in the shops as long as possible to motivate them to finally buy something.

The e-commerce and Internet sales in Italy have fewer opportunities than in other European countries. Very low growth rates of clothing sales through this distribution channel can be predicted, because logistically similar structured mail-order business is very small as well. The Italian Post is not efficient and too slow and is a real burden to run a proper mail-order or e-commerce business. Furthermore, the Italian consumers like to touch the material and trying on the clothing. The Italian consumers having ordered via internet or mail-order are generally not prepared to wait for the items bought for more than one week.

It can be expected that there will be a lot of changes in the Italian retail sector still to come. This can be assumed based on observations in the developments in other European countries before, e.g the growth rates in the retail sector in Italy (around 3.5% annually) are (still) higher than in countries like Germany or France.

However, at present, foreign retailers are only active in the segments of grocery or supermarkets – and not in the more specialised clothing business. The list below shows the absence of Hennes & Mauritz, Gap, Mango, Zara etc. which are not present (yet) in the Italian market and are hesitant to start their business due to the strong local competition. Absolutely exceptional is therefore the German mail-order company Otto, that already has moved into the Italian retail sector with 294 Million € sales annually of clothing and other products..

The UK based Market Research Institute 'Retail Intelligence' believes that smaller chains like French Connection (UK), Vögele (Switzerland), WE International (Netherlands) or Brantano (Belgium) might consider entering the Italian retail market. On the other side, Italian retailers like Sasch have entered the markets abroad. Benetton (sales of 611 Million € in Italy) and Coin (731 Million € sales - clothing and all other products) acquired the German department store Kaufhalle.

4.4.2 Leading Retailers

The largest clothing retailer is the well known Benetton Group which has 5,000 shops in 120 countries all over the world. The turn-over at retail level is 2.1 Billion €. Benetton is a manufacturer and a retailer at the same time and carries the brands United Colors of Benetton, Sisley and many other brands for sportswear and sports equipment. The group´s strategy is to increase the floor-space and to transform its shops into megastores. The large shops are managed directly by Benetton (no franchising) and are located in historical town centers and main shopping centers. The new Benetton 'Megastores' sell casual wear, underwear and accessories for women, men and children.

Max Mara is an Italian fashion giant with a continuously growing turnover, with 1,028 Million € in 2001, with more than 1,200 shops in over 100 countries. Max Mara operates with 17 companies in the markets and owns more than 40 sublabels. The brand produces and distributes womenswear, mainly coats and suits.

Stefanel has around 120 shops in Italy and about 400 shops for womenswear all over the world. In the megastores of Stefanel also other brands than Stefanel are offered. The whole company has a turnover based on retail and production activities of 260 Million € a year. Stefanel owns four production sites in Italy and one in Germany.

The Coin Group is one of the leading European retailers for clothing, accessories, and household goods and has a turnover of 1.2 Billion € a year. The retail chains Oviesse, Coin, Bimbus, Kid's Planet, Act and La Standa belong to the COIN Holding and are subsidiary companies for different market segments. For some years now Coin owns the German retailer Kaufhalle which was a strategic step for Coin to enter foreign markets and invests heavily in restructuring. Throughout Italy there are 73 Coin shops and 203 Oviesse shops as well as 61 Bimbus outlets. The Coin clothing range is produced by Manifatture di Fara SPA, Sirema Srl. Manifatture di Fara SPA and Sirema Srl. In 1998, it acquired the non-food sector of Standa, which is one of Italy's largest supermarket chains that also sells clothing, but to a lesser extent.

La Rinascente is the leading department store in Italy with a good reputation offering a wide product range including a wide variety in clothing. In 2001 La Rinascente realised 308 Million € with its 16 outlets. La Rinascente aims to be the more elegant department store. Like other retailers that pursue a quality strategy, the stores are attractively decorated for national and international customers. La Rinascente department stores are located in characteristic places in the city centres of the major Italian cities.

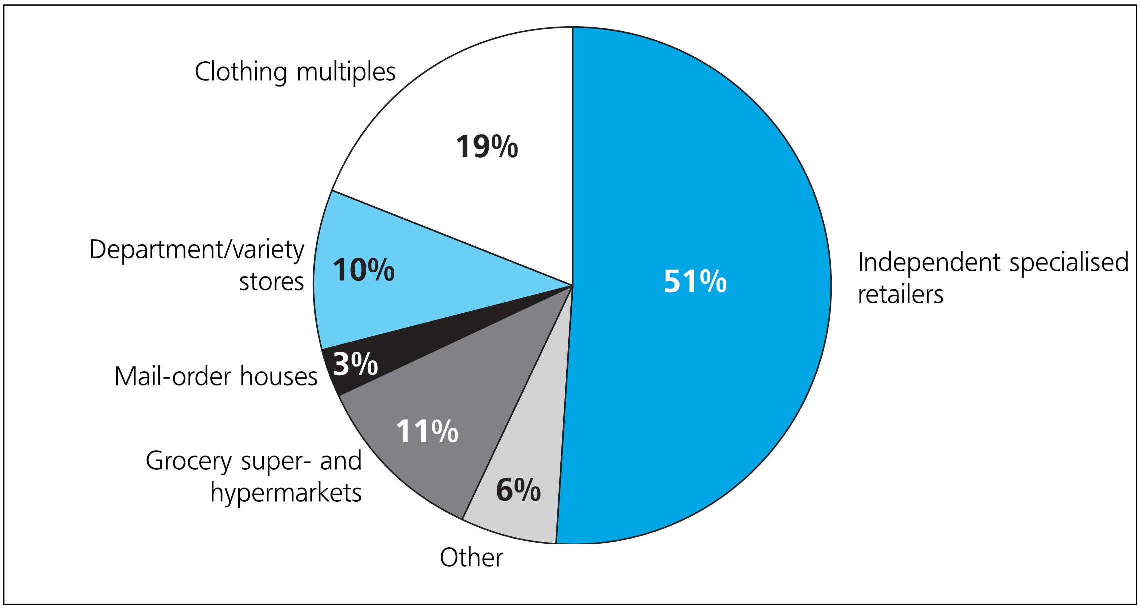
4.4.3 Distribution Channels

4.4.3.1 Retailers

Figure 4–5 gives a survey on the structure of the Italian clothing retail market. The graph indicates that independent retailers account for 51% of the clothing retail and therefore represent more than half of the market. As opposed to other European countries, where multiples have the largest share, in Italy only 19% of the clothing is sold through these clothing chains.

Grocery super- and hypermarkets represent 11% whereas department stores stand for 10% of the clothing retail distribution in Italy.

Figure 4-5: Clothing retail channels by market shares, 1999



Source: ISTAT (2001)

4.4.3.1.1 Independent specialised retailers

The Italian clothing market is dominated by independent retailers. These are mainly family run clothing shops, and had a market share of 59% in 1995. Since then, the importance of independent retailers has gone down to a market share of 51% in 1999. Italian small retailers offer high priced items with an emphasis on quality, brands, well designed outlets and service. These 'boutique like' shops convince with 'personal contact' and good 'availability' by a dense allocation of the shops all over the country.

Market share: 51% in 1999
Trend: Strongly Decreasing (1995 = 59%)

4.4.3.1.2 Clothing multiples

In contrast to other EU countries, in Italy clothing multiples mainly belong to clothing manufacturers. The most prominent is Benetton. Other clothing brands with own shops are Stefanel (womenswear), Max Mara (womenswear), Prenatal (children's wear) or Chicco (children's wear). Since these clothing chains aim to sell their own collections, importers will have difficulties in selling to them. This situation is totally different from other countries like UK, Germany or The Netherlands. The Italian clothing multiples only buy a few kinds of items to complete their product range. However, if they import clothing, then they buy directly and concentrate on basic items.

Clothing chains other than those tied to Italian manufacturers have serious problems in Italy. There is no Marks & Spencer, no C&A or H&M in Italy yet. With only little profitability there are French multiples like Decathlon, Kookai, Promod or Kiabi in Italy. These are, at the same time, companies that do not generally sell the clothing they produce, but buy from all over the world.

Market share: 19% in 1999
Trend: Increasing (1995 = 18%)

4.4.3.1.3 Department/variety stores

There are two big department stores in Italy: La Rinascente and Gruppo Coin. The department stores in Italy have an amazing large range of products to offer. For example Coin offers ladies clothing from outerwear over underwear, night and swimwear to Jeans- and sportswear. Beauty, Fitness as well as shoes have also a major share in the range of products offered in the Coin stores. Although most of the quality clothing items are sourced in Italy (often brands) especially men's and children's wear is often imported directly from manufacturers abroad.

Market share: 10% in 1999
Trend: Increasing (1995 = 7%)

4.4.3.1.4 Mail-order houses

Due to unsatisfying postal services in Italy, the mail order business is little developed and has no real tradition as in other European countries. The leading mail-order company is 'Postalmarket'. Although the German mail-order company Otto gained market importance, the mail-order market share has remained at 3% and does not show any signs of change.

Market share: 3% in 1999
Trend: Constant (1995 = 3%)

4.4.3.1.5 Textile discounters

There are no textile discounters in Italy.

4.4.3.1.6 Grocery super- and hypermarkets

While multiples and department stores often buy directly from manufacturers, the super- and hypermarkets sometimes also make use of agents and importers/wholesalers based in Italy. These super- and hypermarkets concentrate on cheap products and are 'direct' buyers/importers of clothing for which they have installed purchasing departments and specialised buyers for clothing who also travel abroad to inspect the production partner on the spot.

The super- and hypermarkets in Italy only offer a limited range of clothing products, often the consumer finds knitwear like T-shirts and pullovers, casual trousers including jeans, underwear items, anoraks and all kinds of shirts. The major supermarkets, mainly located in the North of Italy, are CoopGS, Ipercoop, Gruppo Standa, Conad, Euromodis, Despar Italia and Esselunga. The share of clothing sold through super and hypermarkets is continuous and strongly increasing, reaching a level of 11% in 1999.

Market share: 11% in 1999
Trend: Strongly increasing (1995 = 6%)

4.4.3.1.7 Others

Open (street) markets and consumer fairs are often supplied by specialised wholesalers that import directly from emerging and developing countries. Markets and fairs traditionally play an important role in Italy. However, the wholesalers involved in this 'fair and open market business' also buy fashion products with good quality that are sold at these fairs as well. Since these 'traders' exhibiting on those open markets have to react quickly to market trends, they also buy selected clothing items from domestic manufacturers.

Market share: 6% in 1999
Trend: Decreasing (1995 = 7%)

4.4.3.2 Sales Intermediaries

4.4.3.2.1 Clothing Manufacturers

Clothing manufacturers in Italy often run their own shops to be independent from retailers. Manufacturers only buy a small share of their collection from foreign manufacturers, mainly in order to complete the existing product range. Big scale clothing manufacturers in Italy are e.g. Benetton, Stefanel, Max Mara, Prenatal, Marzotto or Chicco. The small clothing companies are concentrated in so-called "conzorzii" in Biella/Piémont region (woollen products, coats, jackets, suits), Como-Lecco/Lombardie (silk, woollen products, coats, jackets, suits), Emilia Romagna (all kind of textiles), Tuscanny (woollen products, coats, jackets, suits).

4.4.3.2.2 Sales Agents

As the retailers are scattered all over Italy and difficult to reach from overseas markets a collaboration with an agent is common in Italy and generally recommended for a better market penetration.

Most of the agents are concentrated in the North of Italy, who operate with sub-agents in central and southern Italy. The commission for an agent covering the whole Italy is about 8%–15%. Independent regional sales agents take between 3% and 7%.

4.4.3.2.3 Importers and wholesalers

The Italian importers operate nationwide and mainly ask for the 'exclusive distribution rights' for the whole of Italy. Importers/wholesalers in the classical sense tend to be few in Italy, because of the high competition within the distribution system and the strong position of the clothing brands with their own efficient outlets. The importers often can only position themselves by a 'low price strategy', e.g. by sourcing basic fashion items in emerging and developing countries. The role of Italian importers is getting less important, because dealing and importing of clothing (being a fashion item with its up and downs in sales) is more and more seen as a risk. National manufacturers try to avoid the collaboration with Italian importers because they have the image of being too expensive.

Similar advantages and disadvantages may occur when dealing with Italian wholesalers. Wholesalers in Italy normally act only within their region to be more flexible for local markets and fairs. The Italian wholesalers mainly buy from local producers. Italian wholesalers also tend be very spontaneous in their choice with a strong tendency not to bind themselves in long-term business partnerships.

4.5 ITALIAN FASHION TRADE FAIRS

The Italian market for fashion fair is quite clearly structured according to their main product segments. The main cities for fashion fairs with a European importance are Milan and Florence. Italian Fashion Fairs like the 'International Men's Wear Fair 'Pitti Uomo' still has an international excellent reputation and in fact buyers from all over the world tend to visit these international fashion events. The description below only considers those shows with an international approach.

The exhibitors at the Moda Prima in Milan are manufacturers of ready-to-wear clothing from Italy and from countries like France, Spain, UK and Germany. The trade show aims to address major Italian retailers like departments stores, chains and mail-order companies, but also wholesalers, importers and trading companies. The fair also gives space to manufacturers of non-exclusive clothing. Only one out of four sections is reserved for Italian manufacturers.

The most important fashion fair for womenswear is the Milano Moda Donna in March and September each year. The main fashion fair for menswear is the Pitti Uomo which is quite small but of absolutely international importance with many buyers from overseas. The children's wear Fair Pitti Bimbo is held twice per year, (January and July) and is the European trendsetter for kid's wear with an international concept, both on the buyers as well as the exhibitors side.

Table 4-13: Italian fashion trade fairs

Trade fair	Date	Product range
Momi Moda Milano	February & October	womenswear
Milano Moda Donna	Febr./March & Sept./Oct.	womenswear
Pitti Immagine Uomo, Florence	January & June	menswear
Pitti Immagine Bimbo, Florence	January & July	Children's wear
Moda Prima, Milano	June & December	Ready-to-wear for major retailers
Milano Collezioni Donna	October	Womenswear
Prato Expo, Florence	February	Regional Ready-to-wear show

Source: Textilwirtschaft Frankfurt/Main 2002

4.6 LIST OF MAJOR BUYERS OF LADIES, MEN'S AND CHILDREN'S WEAR IN ITALY

Clothing Chain Stores

Albos SRL
Co&Co S.a.s. di Cozzolino Giuseppe
Via Catello Fusco 49/51
I-80053 Castellammare di Stabia (NA)
Tel. +39 (0) – 81 – 8719433
Fax: +39 (0) – 81 – 87 00 22 0
www.albos.it

Product range: Knitwear, underwear, swimming dresses

Price segment: middle level

Number of outlets: 90+100 franchise partner

Arimo SRL
C. Mazzini 149
I-63100 Ascoli Piceno (AP)
Tel. +39 (0) – 736 – 254 532
Fax: +39 (0) – 736 – 254 661

Product range: underwear, swim- and beach-wear

Price segment: middle level

Number of outlets: app. 100 including franchise partners

ARTENI Confezioni SpA
Via Nazionale, 135
I-33010 Tavagnasco (UD)
Tel. +39 (0) – 432 – 661288
Fax. +39 (0) – 432 – 660624
www.arteni.it

Product range: ladies', men's, children's wear

Price segment: middle level

Number of outlets: 10

Bernardi SpA
Via Savoiana, 13
I-33050 Ronchis (Ud)
Tel. +39 (0) – 431 – 568111
Fax. +39 (0) – 431 – 567066

Product range: ladies', men's wear

Price segment: lower level

Number of outlets: 135

Contarelli srl
Via Lecco, 5
I-25128 Brescia
Tel. +39 (0) – 30 – 353 0581
Fax. +39 (0) – 30 – 354 5197

Product range: Ladies' and men's wear

Price segment: middle to higher level

Number of outlets: 20

Jeune Srl
123/125, V. Casale Santarelli
I-00040 Roma (RM)
Tel. +39 (0) – 6 – 7984 5219
Fax. +39 (0) – 6 – 7984 5931
www.jeune.it
email : jeune@jeune.it

Product range: ladies' wear, young fashion

Price segment: middle to higher level

Number of outlets: 9

La Cicogna srl
Via Boccea, 496
I-00166 Roma
Tel. +39 (0) – 6 – 624 0789
Fax. +39 (0) – 6 – 854 6021

Product range: children's wear

Price segment: middle level

Number of outlets: 10

IMB All'Onesta
Via Procaccini, 36
I-20154 Milano
Tel. +39 (0) – 2 – 331 01137
Fax. +39 (0) – 2 – 331 07447

Product range: ladies', men's, children's wear

Price segment: middle level

Number of outlets: 20

Modifin SpA
Via Monte Napoleone, 11
I-20121 Milano
Tel. +39 (0) – 2 – 7600 8528
Fax +39 (0) – 2 – 7601 1271

Product range: Men's and ladies' wear

Price segment: high level

Number of outlets: 20

Note: Manufacturer and retailer

Nico Garda SpA
Via G. Pascoli, 13/14
I-37010 Affi (VR)
Tel. +39 (0) – 45 – 723 6344
Fax. +39 (0) – 45 – 723 6708
www.nico.it

Product range: all kinds of clothing

Price segment: low

Number of outlets: 12

Note: app. 100 employees

Jeans-, Sportswear and Young Fashion:

Fenis International srl
Zona ind.le Ravigliano
I-64013 Corropoli (TE)
Tel. +39 (0) – 8 – 6183 9040
Fax. +39 (0) – 8 – 6183 9066
www.mohave.it

Product range: jeanswear

Price segment: middle level

Number of outlets: 12

Fornari Spa
Zona Ind.le "A"
I-62012 Civitanova Marche (MC)
Tel. +39 (0) – 7 – 3389 5511
Fax. +39 (0) – 7 – 3389 5518
www.fornari.com
email: fornari@fornari.com

Product range: young fashion

Price segment: middle level

Number of outlets: app. 50 all over the world

Note: Brand 'Fornarina'

JDS (James Dillon Sport Wear) SpA
Str. 1 Pal. E-4 V. Milano Fiori
I-20090 Assago (MI)
Tel. +39 (0) – 2 – 892 2101
Fax. +39 (0) – 2 – 892 210214
www.jdsinternational.com

Product range: Sports-, casual-, jeanswear for ladies and men

Price segment: middle level

Number of outlets: 8

Modifin SpA
Via Monte Napoleone
I-20121 Milano
Tel. +39 (0) – 2 – 7609 31
Fax. +39 (0) – 2 – 7609 3590

Product range: men's and ladies wear

Price segment: lower to middle level

Number of outlets: 20

Mazzorato Abbigliamento srl
Via della Croce, 18
I-31023 Resana
Tel. +39 (0) – 423 – 784577
Fax. +39 (0) – 423 – 784 635
www.mazzorato.com

Product range: ladies wear

Price segment: lower level

Number of outlets: 15

Sport'85 srl
V. Piare, km 68.600
I-04100 Latina (LT)
Tel. +39 (0) – 773 – 486456
Fax. +39 (0) – 773 – 660624

Product range: jeans and casualwear

Price segment: lower level

Number of outlets: 24

Teddy SpA
Via Coriano, 58
I-47900 Rimini
Tel. +39 (0) – 541 – 389503
Fax. +39 (0) – 541 – 383430
www.teddy.it

Product range: ladies wear

Price segment: middle to upper level

Number of outlets: 80 + 110 franchise partner

Department Stores

COIN Spa
Via Terraglio, 17
I-30174 Venezia (VE)
Tel. +39 (0) – 41 – 549 8000
Fax. +39 (0) – 41 – 982722
www.coin.it
www.gruppocoin.it

Product range: men's ladies and children's wear

Price segment: middle to upper level

Number of outlets: 35 + 60 franchise partners

Note: second largest department-store in Italy – has a mail-order business as well – app. 4000 employees – runs 105 Oviesse shops + 30 Bimbus shops

Il Continente Srl
P. Catena, 24
I-14100 Asti (AT)
Tel. +39 (0) – 141 – 351519
Fax: +39 (0) – 141 – 35 889

Product range: men's ladies and children's wear

Price segment: lower level

Number of outlets: 10

Standa Commerciale Spa
Vl. Oceano Atlantico 271
I-00144 Roma
Tel. +39 (0) – 6 – 591 3890
Fax. +39 (0) – 6 – 591 3892

Product range: men's, ladies and children's wear
Price segment: lower to middle level

Number of outlets: 232 Standa outlets – 30 Standa supermarkets + 200 franchise partners

Note: belongs to Coin Group

UPIM Spa
15, C. Ventidue Marzo
I-20129 Milano (MI)
Tel. +39 (0) – 2 – 5990 2457
Fax: +39 (0) – 2 – 5990 23 29
www.upim.it

Product range: men's, ladies and children's wear

Price segment: lower to middle level

Number of outlets: 103 stores + 200 franchise partners

Note: belongs to La Rinsacente

Mail Order Companies

G.D.A. SpA
Via Trieste, 24
I-20068 S. Bovio di Peschiera Borromeo (MI)
Tel. +39 (0) – 2 – 752 5388
Fax. +39 (0) – 2 – 753 0555

La Base SpA
Via Bugatti 2
I-20144 Milano
Tel. +39 (0) – 2 – 8321751
Fax. +39 (0) – 2 – 832 1752

Grocery Super- and Hypermarkets

Comogross SpA
Via Carducci Angolo statale Veresina
I-22070 Montano Lucino
Tel. +39 (0) – 2 – 402 362
Fax. +39 (0) – 2 – 471 110

CONAD Consorzio Nationale Dettaglianti scarl
Via Michelino, 59
I-40127 Bologna
Tel. +39 (0) – 51 – 508341
Fax. +39 (0) – 51 – 508379
www.conad.it

COOP Italia Non-Alimentari
Via Bruschi, 126
I-50019 Sesto Fiorentino
Tel. +39 (0) – 55 – 421 31
Fax. +39 (0) – 55 – 421 3208
www.coop.it

DESPAR ITALIA
Via Caldera, 21
I-20153 Milano
Tel. +39 (0) – 2 – 409091
Fax. +39 (0) – 2 – 4090 9300

EUROMADIS
Via Christoforo Colombo, 51
I-20090 Trezzano sul Naviglion
Tel. +39 (0) – 2 – 484521
Fax. +39 (0) – 2 – 4845200

Grosmarket Lombardini SpA
Via Provinciale, 80
I-24044 Dalmine
Tel. +39 (0) – 35 – 432 0111
Fax. +39 (0) – 35 – 564 981

Gruppo G
Via Cacciatori, 111
I-10042 Nichelino (TO)
Tel. +39 (0) – 11 – 461 9200
Fax. +39 (0) – 2 – 461 9240

Metro SpA
Via XXV Aprile, 23
I-20097 San Donato Milanese
Tel. +39 (0) – 2 – 517 11
Fax. +39 (0) – 2 – 517 12457

Manufacturers/Importers and Wholesalers/Importers

G. Armani Spa
Via Borgonuovo 11
I-20121 Milano, Italy
Tel.: +39 (0) – 2 – 723 181
Fax: +39 (0) – 2 – 723 18 455
www.giorgioarmani.com

Belvest spa
V. Corsica, 55
I-35016 Piazzola sul Brenta (PD)
Tel. +39 (0) – 49 – 969 9111
www.belvest.com

Product: ladies', men's wear
Manufacturer + wholesaler

Benetton Group SpA
Villa Minelli
I-31050 Ponzano (Treviso)
Tel. +39 (0) 422 519412
Fax +39 (0) 422 519740
www.benetton.com

Note: 5.000 stores in 120 countries

Cadena Italia srl
V. Leopardi, 31
I-22075 Lurate Caccivio (CO)
Tel. +39 (0) – 31 – 391030
Fax. +39 (0) – 31 – 391040

Product: clothing
Manufacturer + wholesaler

Casucci spa
Vl. Abruzzi
I-64016 Sant'Egidio alle Vibrata (TE)
Tel. +39 (0) – 8 – 618 481
Fax. +39 (0) – 8 – 618 41860
www.casucci.it

Product: jeans and sportswear

Center Distribution srl
C. Buenos Aires, 54
I-20124 Milano
Tel. +39 (0) – 2 – 2940 5672
Fax: +39 (0) – 2 – 2940 5673

Product: Ladies' and men's wear
Manufacturer + wholesaler

Class Fashion – Intens Fashion Group srl
V. Tiburtina, 643
I-00159 Roma (RM)
Tel. +39 (0) – 6 – 438 5972
Fax. +39 (0) – 6 – 438 6671
www.class-fashion.com

Product: ladies' wear
Manufacturer + wholesaler

FORALL Confezioni spa
V. F. Filzi, 34
I-36050 Quinto Vicentino (VI)
Tel. +39 (0) – 444 – 356096
Fax. +39 (0) – 444 – 357064
www.sartoriale.it
www.palzileri.it

Product: men's wear
Manufacturer + wholesaler

Immagine Sas
V. Umberto I, 209
I-98051 Barcellona Pozzo di Gotto (ME)
Tel. +39 (0) – 90 – 979 5867
Fax. +39 (0) – 90 – 979 5867

Product: children's, ladies' wear
Manufacturer + wholesaler + retailer

INTIMARE
TDF Sul
Via Telesio, 18
I-20145 Milano - Italia
Tel. 392 48 015026 Fax: 392 48 015339
E-mail: intimare@opit.it
www.intimare.com

Product: womenswear

KOKO srl
V. Lombardia, 8
I-25025 Manerbio (BS)
Tel. +39 (0) – 30 – 993 8422
Fax. +39 (0) – 30 – 993 8452
www.koko.it

Product: ladies' wear
Manufacturer + wholesaler + retail shops

Max Mara Fashion Group Srl
Via Fratelli Cervi, 66
I-42100 Reggio Emilia
Tel.: +39 (0) 522-7991
Fax: +39 (0) 522-382639

Products: ladies wear – higher segment

Miniconf
Via Provinciale 1/a
I-52010 Ortignano
Tel: +39 (0) 575 533226
Fax: +39 (0) 575 533300
www.miniconf.it
info@miniconf.com

Note: children's wear retail and wholesale

Sama Diffusione srl
St. Padana Superiore, 18
I-20063 Cernusco Sul Naviglio (MI)
Tel. +39 (0) – 2 – 9210 3508
Fax: +39 (0) – 2 – 9210 2559

Products: ladies', men's wear, casualwear, sportswear

Sunshine srl
V. Villapizzone
I-20156 Milano
Tel. +39 (0) – 2 – 380 02329
Fax: +39 (0) – 2 – 380 02 667

Note: Importer - clothing of all kinds, supplier for Coin and Standa

Tonali SpA
V. C. Catisti, 3
I-21045 Gadazza Schianno (VA)
Tel. +39 (0) – 332 – 464233
Fax. +39 (0) – 332 – 464158

Buying Associations

Cooperativa Legler srl
V. Carducci, 5
I-24030 Presezzo (BG)
Tel. +39 (0) – 35 – 4158 111
Fax. +39 (0) – 35 – 4158 126

Buying of all kinds of clothing
Buying centers, supermarkets, retail shops

Euroconfezioni Soc.coop.r.l.
39, v. Bellini
I-89055 Reggio Calabria (RC)
Tel. +39 (0) – 965 – 371878
Fax. +39 (0) – 965 – 371878

Buying cooperation, manufacturer, retailer
All kinds of outerwear, sportswear, workwear

VEGE Italia Soc.Coop.rl
Via Caldera 21
I-20153 Milano
Tel. +39 (0) – 2 – 409031
Fax. +39 (0) – 2 – 48 20 29 80

Buying Cooperation