

Made in Italy

The excellence of quality



Infinity by Porada: table with metal frame and glass top fixed on a chromed metal ring

Italian industry has a long and proud tradition of producing high-quality manufactured and handmade products.

In the sectors of fashion, interior design, furniture and food products, Italy's contribution stands out considerably. This global dominance of the luxury market begins at the grassroots level. Farmers and food producers work to the highest standards using traditional preparation method but in strictly hygienic, modern conditions, creating food

of glamour and global trends, had humble but proud beginnings as family-run workshops. The strength of Italy's industry is based on a consumer culture that is not afraid of innovation and avant-garde thinking, provided that quality, innate elegance and sound design are privileged. Building on the twin foundations of top-quality artisanship and openness to new ideas, Italy has become a hub for contemporary design and a center for the production of many of the world's most respected brands.

The "Made in Italy" label remains synonymous with glamour, quality and design excellence and is set to tackle a changing future by promoting these qualities in emerging luxury markets across the world. Mario Boselli, who has just been re-elected as the president of the Chamber of Italian Fashion, is confident that the "Made in Italy" label is resilient enough to weather the storm and emerge from the crisis intact. He adds that the strength of the Italian fashion system is the network of small to medium-size enterprises that have been, in his opinion, "decisive in the growth of the 'Made in Italy' brand." He says that "the creativity of Italian stylists and designers, the flexibility of the system will bring about innovative solutions to hasten the end of the crisis." Part of this comeback will depend on penetrating new emerging markets where rapid structural GDP (gross domestic product) growth translates into a burgeoning market of people able to appreciate and consume luxury fashion goods, of which Italy is a world leader.

Italy's future success will rely on a creative mix of tradition and innovation. Trussardi is a high luxury brand that has

been in operation for just under 100 years. The company will celebrate its centenary (1911-2011) next year, making it a heritage company for Italy and one of great value and prestige from a sector and national perspective. Trussardi began producing high-quality gloves in 1911. Gloves have been the company's core business for 60 years and remain so today. The brand has also branched out and now offers a complete Trussardi lifestyle embodied in its stylish boutique near the La Scala Opera House in Milan, where guests can enjoy haute-cuisine in surroundings inspired by haute-couture. The brand branched into clothing and other luxury areas but has always maintained the core guiding principles of quality artisanship on which it was founded 100 years ago. Beatrice Trussardi, the CEO of this company, spoke of Trussardi's presence in the Japanese market.

"The Japanese market is characterized by an appre-



Bruno Allievi
CEO
Porada Srl

ciation for innovation coupled with tradition" she says. This makes Japan an ideal market for Trussardi, which embodies these key values of the "Made in Italy" ideal. Japan has indeed proved fertile ground for the brand: Trussardi has been operating in the country for 40 years and yearly revenues for Trussardi sales amount to

Economic data

Trade Balance 2009
(from: www.ijbg.ice.it)
Export: ¥54.182 billion
Import: ¥51.378 billion

For more information (websites)

www.cameramoda.it
www.trussardi.it
www.bebitalia.it
www.porada.it
www.minotti.it
www.trueitalianfood.it
www.aiol.it
www.parmigianoreggiano.it



about €42 million a year. Beatrice Trussardi is determined to emphasize and consolidate this historical link between her family business and the appreciative Japan market with plans to open a flagship store in Tokyo in the near future.

Porada is a furniture company that embodies the essence of Italian design. Its pieces are immediately recognizable for their particular design language, which seamlessly and elegantly merges the classic and the contemporary. The company in its present form was founded in 1968 by Luigi Allievi, who had ambitious plans to extend the company, which had been making chairs since 1948. He set Porada on a new course by collaborating with architects and designers to produce winning designs for all kinds of furniture. These include young design talent that Porada is keen to foster and exploit according to Bruno Allievi, the current CEO. For this reason the company maintains strong ties with the Politecnico di Milano where many of Italy's budding design talents hone their skills. Porada creations have always made use of high-quality hardwood as their main design element. In recent years the company has also begun to incorporate steel, glass and plastics into its designs, creating beautiful and functional furniture concepts. The company is firmly rooted in Italian artisanship but many of its designs embrace internationalism or are inspired by intercultural exchange. The fruit of this globalized approach is furniture with universal appeal. The furniture is particularly popular in Japan where, according to Allievi, 8 to 9 percent of the company's furniture is sold and Porada's cherry wood creations are particularly popular. When asked what makes Porada special, Bruno Allievi pointed out a number of the company's strengths. He noted that the company makes sure to keep a high profile at many international trade fairs including those held annually in Cologne, Paris, Belgium, Valencia as well as Milan's key furniture design event, the annual Salone del Mobile. He also added that the company is very competitive in terms of its furniture delivery service. Allievi went on to explain the company's future plans, which include plans to explore untapped markets in Africa (Ghana, Tunisia, Egypt, Algeria and South Africa) and markets in the new Europe and Russia.

Another family run success story is Minotti. The company has been producing furniture since it was founded by Alberto Minotti in the 1950s. In the 1960s the leadership of the

company passed to the founder's two sons, Renato and Roberto. Inheriting an already very successful enterprise, these brothers would turn the company into a household name. Since 1997 the architect Rodolfo Dordoni has been coordinating the company's collections and helping to lift the brand to new heights. According to the Minotti brothers, "Made in Italy" means the fusion of tradition and technology, which at Minotti S.p.A refers to a blended production process making use of state-of-the-art mechanization to enhance craftsmanship and traditional hand-work imparting a feeling of industrial accuracy and emotion.



Roberto Minotti
CEO
Minotti S.p.A.

Minotti combines extremely careful choice of materials, impeccable details and convincing design concepts to create truly inspiring pieces of furniture that propel the reputation of Italian design to even greater levels. The Minotti brothers confirm that their company too, like so many other Italian companies, is forever pursuing the goal of adapting its output to current trends and customer expectations. For this reason, the company is well-integrated in the Milan furniture design scene and continuously works to offer refined customers the elegance, luxury and design genius they are looking for when decorating their homes. The Minotti Brothers commented on the brand's presence in Japan, saying that the company has a special relationship with this country. Minotti's tradition of quality design and precision craftsmanship rings true with Japan's aesthetically enlightened consumers. It has had a flagship showroom in Tokyo for 10 years.

B&B is another important Italian interior design and furniture company. B&B has been present on the Japanese market from the earliest days of the company's history in the 1960s. The compatibility of Italian design models with Japanese tastes is illustrated by B&B's success in that market. "For B&B, 'Made in Italy' is the real thing," says CEO Giorgio Busnelli. "In fact, 98 percent of our production process still takes place in Italy."

Italy's gourmet treasures

"I'm immensely proud that the fertile and productive region of Veneto has added seven new wines to its already impressive list. Again and again the region shows its dedication to agricultural excellence and flying high the banner of Made in Italy."

So said Giancarlo Galan the Italian Minister of Agriculture, Food and Forestry. His passion for the subject of Italian food production is obvious. The "list" he is referring to is a list of agricultural and food products labelled DOC. This label guarantees that these products are produced in a specific locality and by specific traditional methods. It is a guarantee of quality, taste and uniqueness and is the key to safeguarding the future of these excellent regional specialties. This is not out of mere nostalgia for old-fashioned flavors and time-honored methods. On the contrary, strict controls on the quality of food products are an essential part of the Italian economy because food, wine and agricultural products form the second largest domestic sector of the economy and count among the most important national export industries.

The protection of regional brands and local producers is critically important. Galan insists that any new listings be published in national newspapers. This reflects his commitment to the DOC system as a way of protecting producers, the economy as a whole, a cherished national heritage

sive variety of quality products that the country produces: products that are gaining recognition and appreciation in markets all over the world.

One major new market for Italian products is Japan, where the demand for authentic Italian food products has soared in recent years. It seems younger generations of Japanese are eager to explore foreign regional cuisines, just as in Italy Japanese food has been growing in popularity in



Giancarlo Galan
Italian Minister
of Agriculture

with the opening of countless sushi bars. Unfortunately, an indirect consequence of this cultural exchange and mutually beneficial trade is the burgeoning of cheap imitations of Italian products bearing false labels on supermarket shelves in Japan. Thankfully, Buonitalia, an important food quality monitoring board charged with safeguarding the "Made in Italy" brand in terms of food products, has embarked on a campaign to raise awareness among Japanese consumers, helping them discern genuine products from

absent from the traditional Japanese diet is cheese. The endless variety and proliferation of high-quality and regionally distinct cheeses is certainly one of Europe's and Italy's greatest cultural treasures. It is a culinary heritage that the discerning Japanese consumer will have no problem appreciating. The king of Italian cheese is undoubtedly Parmigiano Reggiano. Authentic Parmigiano Reggiano is a DOC product, meaning that authentic Parmigiano Reggiano can only be produced in a specific area where it has been produced for over 900 years. The provinces of Parma and Reggio Emilia (from where the cheese takes its name) are classic Parmigiano Reggiano country as well as specific areas near Modena, Mantua and Bologna. Parmigiano Reggiano has been produced in this area for 40 generations but this strict regionalism is not a matter of mere nostalgia; even if the cheese were produced following the exact same processes anywhere else, a different product not deserving of the name Parmigiano Reggiano would inevitably be produced. This is because of the specific climatic and topographical conditions of the area that lend the cheese its unique and subtle characteristics. It is produced from the milk of local free-range cows, known for the richness of their milk and matured for 24 months, longer than any other cheese, without the use of



Parmigiano Reggiano is one of the oldest and richest cheeses known in the world.

and discerning consumers, locally and abroad, who value high-quality Italian produce.

With some 45,000 farms and 1.1 million hectares of cultivated land, Italy, despite its small size, is the fifth most important country in terms of agriculture after Australia, China, Argentina and the United States. The fact that Italy, who is dwarfed by these countries, is able to compete internationally is an illustration of the importance that the sector has in the nation's economy. The food industry contributes about 15 percent of the country's GDP. However, Italy is not a country of massive food conglomerates that flood the market with homogenous products; on the contrary, 93.8 percent of Italian food companies employ less than 10 people. This gives some indication of the mas-

any artificial preservatives or additives. This hard, full-flavored cheese with its unmistakable grainy texture is usually grated over pasta, risotto or soup dishes and lends them a wonderful richness and enhanced dimension of subtlety. Connoisseurs also recognize that the Parmigiano Reggiano is equally at home as a table-cheese to be appreciated for its multiple layers of flavor and its lovely texture. In its home region, where no meal is complete without a dose of Parmigiano Reggiano, it is often served with pears. One of Italy's most famous products, and deservedly so, despite thousands of products attempting to imitate it, real Parmigiano Reggiano continues to maintain a devoted following in Italy and to gain new fans among informed food lovers all over the world.



Beatrice Trussardi
President and CEO
Trussardi S.p.A.

products unrivalled globally for their taste and health benefits. Italian food has become world famous for its superior quality thanks to the efforts of these producers and authentic Italian produce graces the tables of food lovers all over the world.

In other field for which Italy is famed, such as leather work, jewelry and carpentry, thousands of small and medium-size family industries work tirelessly across the country to produce articles that are justly famed for their superb attention to detail, long-lasting quality and elegance. It is from this heritage of artisanship that many of Italy's commercial success stories have drawn their inspiration and know-how. Many of the biggest fashion houses, which today represent the cutting edge



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Minotti
T O K Y O

Made in Italy

Alcantara S.p.A., an Italian success

Made in Italy is more than just a label indicating the geographic origin of a product, it's a promise. "Made in Italy" promises thoughtful design and superior quality and embodies a tradition of combining innovation and modernity with age-old traditions of handmade excellence. Faced with crisis induced belt-tightening, many consumers may be tempted to choose products that do not offer this promise of authenticity and quality. For this reason, it is critical in the current climate that Italian industry is kept viable in order to keep the promise alive and to boost the sectors on which the nation's economy depends.

To this end, the Region of Lombardy with Roberto Formigoni at its head has pledged its support to the fashion and textiles industries, investing €13 million in the sector. In this vein, on the occasion of the opening of Milano Unica, a high-profile pan-European textiles and accessories exposition held in Milan, he said: "The Lombardy Regional Government believes that supporting the fashion industry in its entirety represents one of the most effective ways of getting out of the crisis."

He continued: "We have chosen to focus on revitaliz-

strongest in the G-8.

"One company in this world-class industry that continues to gain ground despite the crisis is Alcantara S.p.A.: an Italian success story. Alcantara® is a highly versatile covering material invented by Miyoshi Okamoto in Japan in the early 1970s when he was working at Toray Industries. In 1972 Toray and ENI, an Italian chemical company, joined forces and founded Alcantara S.p.A., which for nearly 40 years has kept the production of Alcantara® a closely guarded secret and has owned the exclusive patent to produce this unique material. On the original basis of a Japanese breakthrough, Alcantara S.p.A. built up a story of innovation and success in the spirit and values of the "Made in Italy" label, according to CEO Andrea Boragno.

The 450,000-sq.-meter factory where Alcantara® is produced is in Umbria, in the heart of the Italian peninsula. According to the CEO, the factory's position in Nera Montoro in the ancient region of Umbria links the production of this space-age product to the handmade values of the Renaissance workshops that flourished in Italy and made Italian artisanship famous throughout the world. His feeling is that this Italian heritage of high-quality workmanship, custom design and creativity is a major contributor to the company's success. Alcantara S.p.A. is by no means stuck in the Renaissance, nor confined to the sleepy hills of Umbria; on the contrary, the company's commercial and management headquarters and show room are in Milan, Italy's most forward-thinking and financially oriented city. Having its headquarters in Italy's commercial and design capital guarantees maximum exposure to the company's key markets.

Alcantara S.p.A. maintains a presence at the many trade fairs held in Milan, from the world-famous annual furniture and interior design show to the city's famous fashion week as well as automotive shows. The multi-sector presence of Alcantara® as a material of choice is testament to the great versatility of the product.

Alcantara® is an extraordinary material produced by a complex and yet unrivalled technological process. This results in a material that is soft and flexible but also in-

credibly strong and resilient. It is breathable, washable, stain-proof, supple and infinitely customizable through solutions that combine technology and style. Given all these features and the fact that Alcantara® is a one of a kind material, far away from any imitation, the continued success of the company seems assured. This hasn't, however, meant that Alcantara S.p.A. is resting on its laurels; in fact the opposite is true. The company is forever innovating and expanding its capabilities, ensuring that clients are offered the widest possible range of options.

CEO Andrea Boragno highlights that innovation is at the heart of the company's ethos: "We believe in developing the company's ability to provide highly innovative solutions, able to satisfy, if not anticipate, the needs of even our most demanding clients."

The basic color range contains 200 colors to choose from, but given just a week's notice, Alcantara S.p.A. can produce material in any color imaginable to suit client specifications. To date, the company has produced Alcantara® material in 3,000 different shades, 1,000 of which were produced in the last 10 years alone. In addition to many different colors the company also produces a range of effects using a number of different techniques, including embossing, laser cutting, finishing, printing, perforation, lamination, electro and thermo welding and electroforming. Alcantara® is available in four different thicknesses.

Apart from its unique properties and superior quality, a key factor in the brand's continuing success is the capability to perform a high level of customization, what Boragno calls "tailoring," alluding to the fine Italian tradition of making garments to fit. So dedicated is the company to keeping up with the times and providing up-to-date solutions to customer needs that it has a specific department focused on research and development activity.

The Applications Development Center divided into the Behavioral Tests Lab and the Applied Technology Lab, works to discover new uses for the material. A devoted team of scientists and researchers are forever pushing the limits of the material; building on past gains and working to find high-tech solutions to the specific demands of clients.

It was here that the many different varieties of the material were developed: for instance, a stretchable version of the material for the garment industry, a type with high "light fastness" (a critical requirement in some applications), and a type specially designed to adhere perfectly to rounded surfaces. On the aesthetics side, too, Alcantara S.p.A. is constantly innovating and has a style department whose team of designers are actively engaged with trends in the market and with design leaders in every field to create new looks, textures, patterns and color schemes to suit even the most avant-garde

tastes. These two dedicated departments are on the front-line in maintaining a product that is, according to its CEO, "a noble among products, complex and technologically advanced, which, unlike any other material, allows for infinite interpretations."

Alcantara S.p.A.'s commitment to innovation has been duly noted within Italy and the contributions of the company to Italian industry have not gone unmentioned. Con-



Andrea Boragno
Chairman and CEO
Alcantara S.p.A.

findustria, the Italian employers' federation, whose members represents the cream of the crop of Italy's industrial system, awarded Alcantara S.p.A. with a special prize for excellence in innovation, issued by the president of the Italian Republic. For Andrea Boragno, innovation remains a core value of the company and stems from the constant, daily challenge of adapting the product to meet customer's specific needs. Of the Confindustria prize he had the following to say: "The Prize for Excellence in Innovation we were awarded makes us proud because it recognizes the company's commitment to technological, research and environmental advances."

Alcantara S.p.A.'s focus on the future comprises more than just innovative design using the most modern techniques but also a commitment to the future of the planet. This is highlighted by the CEO, who explains the company's environmental ethos: "We know that we have to take care of the environment and society by making sustainability a central value in our company."

For this reason, he goes on to note, Alcantara S.p.A. radically reduced its carbon emissions by 49 percent in a single year. It has achieved this by only using renewable energy sources and compensating for any others by supporting projects connected to renewable sources patronized by the United Nations. This has resulted in a 100 percent carbon neutral production process.

Boragno proudly adds that Alcantara S.p.A. is Italy's first industrial company to gain this distinction. The zero emissions company policy far exceeds the expectations of the official regulations set by the government and represents the company's own commitment to a greener future. Alcantara S.p.A.'s staff also reaps the benefits of this ethos of sound corporate social responsibility by working in safe, clean and pleasant conditions with all the best working benefits.

Boragno takes the utmost pride in his company's unique product and points to some of the factors that make it so appealing to designers in different fields. In particular, he notes its beauty, sensoriality, extreme functionality and infinite variety in terms of applications. It is for these reasons, he says, that "the excellence of creative people, who design the everyday we inhabit, objects, furniture, cars, clothes, understood the versatility of the material and its potential to shape our lifestyle from the very beginning."

The CEO noted the critical contributions made by Giulio Cappellini, an icon in the world of international design and Alcantara S.p.A.'s art director. He has had a massive impact on the company by helping it keep abreast of what the ever-changing design world wants from a material. The main requirements remain versatility, a unique feel, exclusive texture and rich colors, all of which are embodied by Alcantara®. The applications for Alcantara® seem limitless. Four sectors already make extensive use of the product: the automotive sector, the luxury yacht and maritime sector, interior design and fashion.

One of the main applications of Alcantara® is in the automotive industry. Alcantara®'s unique versatility and resilience make it an ideal material for use in such an industry where a combination of elegance, practicality and comfort is the minimum requirement. The material is light and stain-resistant and can easily withstand wear and tear. Alcantara® is used throughout the interior of cars as upholstery for the seating and dashboard and to cover the headliner and steering wheel. It is particularly suited to this application as it affords excellent grip and is breathable. The modernity and design value of Alcantara® is confirmed by the many concept cars that incorporate Alcantara® into their designs.

Alcantara® is also often seen gracing the interiors of the most modern and beautiful homes and businesses. Forward-thinking designers were quick to embrace the material's myriad applications in the field of interior design. Its infinite customizability is what makes it so attractive in this creative and dynamic field. It can be made to suit any style or mood and can find a place in rooms ranging from the outlandish and super-modern to the classic and traditional. Many of its colors are inspired by the warm, rich tones of nature and are suited to a cozy nest. Others are futuristic, metallic and innovative and find a place in the homes of the avant-garde. Apart from its aesthetic appeal, it is also immensely practical; a feature that is greatly appreciated in today's household and allows a homeowner to enjoy a material that is inviting, warm and rich while still



Alcantara® material

being stain-resistant and machine washable.

Alcantara S.p.A. plays an active part in promoting the field of design. It encourages innovation and creativity through the Alcantara® Design Museum, a design show held during Milan Design Week, which spotlights innovative uses of the product. It is an exhibition that is increasingly international and showcases designers from a range of backgrounds, both cultural and artistic. The expo attracts the biggest names in European design from Italy, Switzerland, Holland, France, Sweden and Germany to challenge what is possible with Alcantara®. The focus is on Alcantara® as an infinitely versatile product for embellishing everyday objects beautiful, what the CEO calls "the Extraordinary Every Day."

Alcantara S.p.A. also has a presence at Roma Art Week, a weeklong event dedicated to art and design held annually in Rome. The event attracts artists, dealers, collectors and aesthetically aware members of the public from Rome and around the world. This year the company showcased the Alcantara® Lounge: an entire room made out of the material. On the walls, which were clad in Alcantara® Blue (a brand-new color custom designed for the event), hung two "paintings" made out of various colors and textures of Alcantara®. In the middle of the room stood two two-toned couches designed by Giulio Cappellini and a beautiful pearl gray upholstered bench. In one corner in a large Serralunga vase was a delicate lotus crafted entirely out of Alcantara®, from its soft leaves to its lifelike petals, by the designer Matteo Thun.

In the world of luxury yachting Alcantara® has found fa-

vor as a material for upholstering the cabins of these magnificent vessels. Nowhere is the material's combination of toughness and beauty more valuable than in the corrosive, salty air to which the yachts are exposed. Alcantara® allows boat designers to create elegant interiors safe from deterioration caused by sunlight and sea air.

Alcantara S.p.A. is also put to the test keeping up with the fickle and ever-changing world of high fashion. Its designers rise to the challenge, however, and the company always maintains a presence at the Milan and Paris fashion weeks: the gala events of the glamour industry.

The material's ultra-soft texture, breathability and richness mean that in the world of fashion Alcantara® is a winning design. It is ideal for classic and haute-couture garments, many of whose extravagant designs could only be rendered in a material as variable and flexible as Alcantara®.

Alcantara® opens the door to new design possibilities in the realm of fashion and allows genuine innovation and creativity without the limits of other traditional materials.

Alcantara® supports the creative endeavor of haute-couture designers by sponsoring the "Who is on Next?" design competition. It is a competition for emerging talent in the industry, organized in collaboration with Vogue Italia and Altaroma. Alcantara S.p.A. makes the material freely available to finalists to give form to their most creative fantasies.

Alcantara S.p.A. sponsored the winners of the sixth edition of the competition, allowing them to showcase

their creations at the Milano Unica and Premiere Vision trade fairs, ensuring maximum exposure for these budding talents.

When questioned about coming developments of the brand, Boragno was confident but not complacent. He said that Alcantara S.p.A. would continue to consolidate its position in its main established markets, which are Italy, France and Germany, as well as asserting itself in the United States and Asia. He also emphasized the need to increase brand awareness in growing economies, particularly China, which, he added, will become the biggest market for luxury goods within a few years. He also spoke of the company's need to broaden its horizons in terms of applications for the product into different sectors, particularly in the realm of consumer electronics. He sees Alcantara® being used to embellish, protect and enhance mobile phones, laptops, tablets and other tech devices in the future.

"Technology will be increasingly interconnected with design and fashion. I'm convinced that Alcantara®, which is already synonymous with design and fashion, has the potential to play a much greater role in this field," he says.

His dreams for the company's future?

"To see Alcantara® as a globally recognizable trademark, to diffuse the Alcantara® lifestyle from Shanghai to L.A., from Melbourne to New Delhi and to see Alcantara® in homes, cars, accessories, in any aspect of people's lives where it might make life more beautiful. Extraordinary Every Day."

Report produced by Vox Media Partner

Managing Editor : A. Mangili - Project Director : G. Fossati - Editor : C. Fotheringham - Layout : G. Dusio

The Andrea Pininfarina Prize

Alcantara S.p.A. received the Special Prize from the president of Italy for excellence in innovation on the occasion of the first edition of the Andrea Pininfarina Prize, last February. Chairman of Confindustria Emma Marcegaglia personally handed the award to Andrea Boragno, chairman and CEO of Alcantara S.p.A., who commented that it represents "a major recognition of the company's commitment on various fronts, from technology to research to sustainability, in its search for excellence."

Andrea Boragno continued, with obvious pride and pleasure at having won the prize: "We believe that today real Italian products can no longer just be marked by creativity, innovation and design, but also quality of life and thus respect for the environment. This conviction is translated into a practical commitment that has made us the first in Italy to receive Carbon Neutral certification for our entire production process. The president of Italy's prize strengthens our determination to strive for excellence, our desire to distinguish ourselves and our commitment to seek out state-of-the-art solutions."

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