

**New Fast-Fashion Exhibition in Bologna and Paris****The Fashion Trade show "Link" will take place twice a year**

Bologna (bfai) – Europe's first so called "Fast-Fashion" exhibition "Link" will take place twice a year in Bologna and Paris. In Italy the event will be detained shortly after the Prêt à porter shows "Pitti Uomo" and in Paris it will be simultaneous to the Prêt à porter shows. The exhibition defines itself as a platform for the active business of after-patterning and the growing demand of Fast Fashion. The exhibitor guarantee delivery times from 30 to 90 Days. At the exhibition from June 19 until June 22 2008 75 exhibitors had been present, 10 of them from foreign countries.

The fast moving of the fashion branch, the near term orders and the frequently changing collections has lately given the market segment which is called "Pronta Moda" in Italy new impulses. About 120 companies are busy with the manufacturing of Fast Fashion in Italy. About 5,550 employees are busy in this sector. In the previous year the sales of the branch was amounted to a rated 2.5 billion Euro. This is equivalent to about 11 % of the realized overall sales in women's and men's clothing. The communicating and consulting firm Diomeda rates the exports at 800 mn. Euro.

Because of logistical difficulties 70 % of the Fast Fashion are still manufactured in Italy. Adding the 2500 suppliers for this section the number of employees increases to 20.200. Even within the section of accessories the demand for immediate deliveries continuously raises. "We satisfy the needs in this market niche as we only deliver 3 sizes of shoes (37, 38, 39) in two colours, and therefore we are prepared for prompt deliveries, confirms Enrico Mercantoni from the company "Black 37, 38, 39". The company has been one of the 75 exhibitors at the first European Fast Fashion Exhibition "Link it", which took place in Bologna from June 19th until June 22nd. The exhibitors stated that it's all about a order exhibition. "We already received orders worth ten of thousands Euro on the first exhibition day", certified the fashion company Le Solim from Bologna

The organizers of the exhibition are the "Ente Fiera di Bologna" and the fashion entrepreneur Massimo Bizzi (M.Seventy), who has already organized the avant-garde exhibition "White" in Milano. Partner is also the Prêt à porter exhibition in Paris, which will as well organize the "Link.fr" bi-annual in the future. At this exhibition women's and men's clothing manufacturer are present. The target groups are buyers for boutiques, fabric outlets and high class fashion stores, who want to refresh their offers at the last minute. Although, there are no new fashion trends shown on the exhibition, the already in spring presented styles are confirmed. Doubtless the coat advanced in its various mostly lightly tapered variations to become the vogue protagonist of the upcoming fall and winter season 2009/10. Ethnic fashion and cord are less requested. "The interest of foreign purchasers regarding the Link.it has been bigger than expected". Also German enterprises and respectively their agency have ordered massively. "The necessity to endorse the offer at last minute steadily grows" constitutes the sales manager of the women's apparel enterprise "Toy G" the trend. The next Fast Fashion exhibition will take place from the 15th until the 17th of January 2009, immediately after Pitti Uomo, in Bologna.

Opposed to "Link" the women's fashion exhibition "Pitti W-Woman", that took place in Florence for the second time, has developed to a fashion pacesetter. W-Woman is detained within the scope of the men's fashion exhibition Pitti Uomo and targets to show the purchasers already three months before the Milano Prêt à porter fashion shows, which takes place in September, the first vogue guidelines. About 50% of the 21,000 purchasers at Pitti Uomo also visited Pitti W-Woman. "The synergies are significant", constitutes Iris Lam, purchasing directress of the British trade chain Harvey Nichols Hong Kong.

At "W-Woman"(16th until 19th of June in Florence) 50 enterprises took part this time. Including the noble men's tailor Kito, who in the meanwhile risked, similar to Brioni or Hugo Boss, the access to the women's fashion branch and will realize in the current year already 7 Mio. Euro. Also the first Ki-

Kito women's fashion store shall be opened in Korea soon. Indicators for the new collection is the trend towards more colour. Many of the collections are inspired by the fashion of the seventies.

Contact address:

Fast Fashion exhibition Link.it

Organisation: M.Seventy

Via G. Prati 8

20145 Milano

Phone:0039-02-34 59 27 85, Fax:0039-02-34 59 28 09

E-Mail: [info@mseventy.com](mailto:info@mseventy.com), [www.linkitbologna.com](http://www.linkitbologna.com)

Consulting and communication company Diomedea

Via Biondelli 9

20141 Milano

Phone: 0039-02-89 54 62 51, Fax:0039-02-846 67 43

E-Mail: [press@diomedea.it](mailto:press@diomedea.it)

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*Thesy Kness Bastaroli*

*bfai Bundesagentur für Außenwirtschaft* [www.bfai.de](http://www.bfai.de)