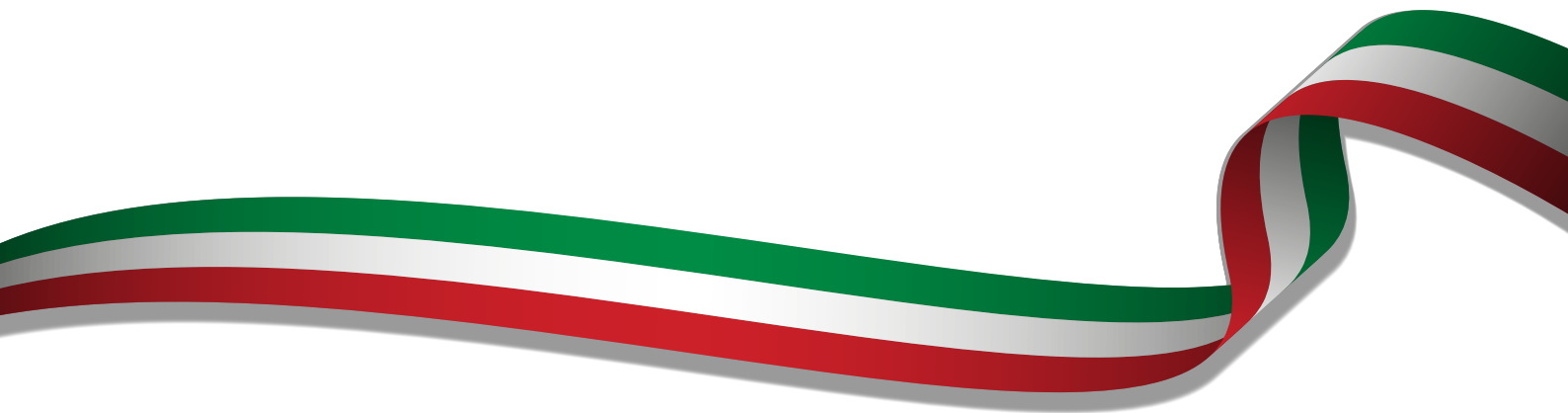




MADE IN ITALY



**TASTE THE
ITALIAN
LIFESTYLE**

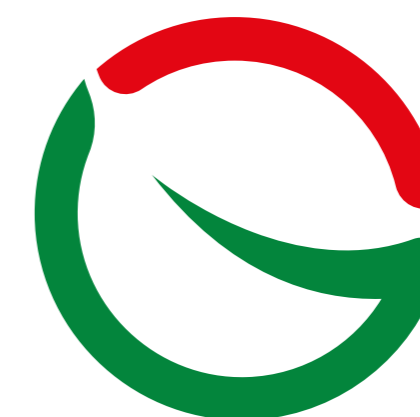


MADE IN ITALY

TASTE THE ITALIAN LIFESTYLE

Made in Italy is a brand that was created with the idea of enhancing the sectors of excellence in the Italian market. The main objective is to create and select quality products that are the result of meticulous attention to the research of raw materials and experienced Italian manufacturing. Thanks to a global network of producers active in Italy, Made in Italy is able to deliver to B2B and B2C on an international scale. Consumers are increasingly looking for emotions and experiences and less for products that simply satisfy their needs. With this in mind, our organisation wants to recreate this sensory experience, generating real interactivity, through which the consumer comes to know and perceive the exclusivity of the product, strengthening the credibility of the brand.





MISSION

Connecting and delivering global excellence. To achieve our mission we operate in key sectors:

- FOOD & BEVERAGE;
- FASHION;
- WELLNESS.





PROMOTING FOOD & BEVERAGE EXCELLENCE

We believe in a sustainable economy that respects the environment and contributes to building a better future by caring and paying attention to the important resources of our planet. From this idea comes our collaboration with **over 1200 companies** scattered throughout Italy, where we go directly to the place of production and select the best excellences. For us, the fundamental key is “Km 0”, which enhances local production and recovers the link with the territory, learning about typical flavours and gastronomic traditions. Our primary objective is to export to the world, the gastronomic culture of our land made up of unique products such as pasta, bread and wine; without forgetting the exclusivity and refinement of the product to such an extent that we follow the cultivation of flour with ancient methods and mills that date back even to the ancient Romans who loved to entertain themselves by drinking wine and tasting delicacies in their long Symposia. **Show-cooking activities, training events, cooking courses and guided tastings** will be a strong tool to nurture a culture, which will make the user more aware and free to choose, **in the name of Good Taste!**





FASHION

was born with the idea of changing the way fashion is made and seen, an avant-garde and modern concept, which, through the use of **innovative eco-sustainable materials**, creates an environmentally friendly design, with a green economy focused on reducing consumption. The end of the concept of seasonal fashion and the beginning of lasting fashion. An exclusive fashion line for unique people, combining creativity and craftsmanship. The aim is to create a quality product, paying great attention to detail and to the selection of materials, which are strictly vegan. With the aim of creating prestigious collections **produced 100% in Italy** through its meticulously researched supply chain that represents excellence in the sector, thus eliminating fast fashion, synonymous with medium-low quality garments.





WELLNESS

Italian beauty products are renowned worldwide, as are the fashion brands. Over the years, this market has seen increasing production and exports. To consolidate its presence in the markets it serves, the cosmetics sector is facing many challenges such as digitisation and sustainability. In addition to these, there is an increasing awareness and attention to labelling on the part of the consumer, whose priority is now to be informed about the **quality of the products and the origin of the components used**. Consumers are willing to invest more for their own well-being, on lines with natural and sustainable certification. To this end, ‘Made in Italy’ offers on the market all guaranteed and patented products, conceived, developed and created strictly in Italy. In order to build customer loyalty, through a sensitive experience, to “**Live on your skin**”, the difference.



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