

# Ready To Show.online & Virtual Fashion Tour, Italy

Press release - 12 April, 2021



**Ready To Show.online & Virtual Fashion Tour, Italy** the duo virtual concurrent events were concluded successfully recently.

Held between March 16-19, 2021, the virtual events, first of its kind, were aimed at giving international apparels, accessories, textiles and leather manufacturers direct access of sourcing to major Italian and European buyers, as well as offering Fashion Collections by designers and labels of Italy and other countries.

The show featured 32 companies across all product categories from over 12 countries, divided into three halls : Sourcing Global, Sourcing Mauritius and Fashion Collections.

Over 800 registered visitors from 65 countries attended the show to meet with exhibitors from 12 countries including Italy, France, India, the US and Latvia for collections and Turkey, Portugal, Bangladesh, China , Kyrgyzstan and Madagascar for sourcing .

A webinar was hosted on the first day with the theme “Fashion Sourcing & Trends during

Challenging Times” in five sessions :

1) “Mauritius: Your Partner of Choice to Source Fashion and Sustainable Apparel Products” chaired by Geerish

Bucktowonsing, Executive Director, Economic Development Board, Mauritius.

2) “Buyers’ Perspective : How should Companies & Countries make effective presentations?” discussion with Claudia Carillon, CEO International Designers Network & Senior Expert Fashion Consultant and Manuela Brodersen-Horn, Fashion TV Production, Germany.

3) “India as a potential Sourcing Hub for Europe” moderated by Sudhir Sekhri, Chairman, Export Promotion Committee, AEPC.

4) “Changes in fashion during and after the pandemic: Prevention & Therapy” moderated by Vittorio Giomo, Milano, Expert in Trends and Sustainable Fashion & Textiles.

5) “Inter-Seasonal Evolution of Current Trends- FW21/22 & SS22” moderated by Cristina Fedriani, Owner and Director, Progetto Stile & Fashion Consultant.

Mauritius, with 11 selected exhibitors was the main attraction of the event.

The visitors consisted of importers, wholesalers, agents, private labels, volume retailers, producers, designers, private labels and all other professionals of apparels and textiles industries.

Of course among the visitors there were also potential exhibitors for future editions. We have conducted an analysis of visitors interested in exhibitors for sourcing : the major numbers came from Italy, with around 50 % , followed by France 15 % , UK, Australia , Eastern and Northern Europe, ... All other countries were under 1%.

We can quite safely consider the participation of India, China, Turkey, Pakistan are more as potential exhibitors and not clients.

We have further conducted a qualitative analysis on Italian visitors as we know most of them :

- 40% are from industries, from company C.E.O. to sourcing managers.
- Interested products ranged from Womenswear, Men's wear, Children Wear, Knitwear, Underwear, Leather Wear to Fashion Accessories.
- Majority of the Italian visitors - 60% are self-employed businessmen, agents, importers, designers and consultants.

Based on post-event inquiries, it appears that the category of self-employed visitors are in an easier position to look for new sources rather than managers within their company structure, who, somehow are discouraged to change their existing partners during this COVID crisis.

It seems that the policy of many companies is to try to get the best conditions of price and

payment from existing suppliers so as to continue collaboration rather than looking for new ones.

Main Objective of fashion sourcing show is to satisfy all demands.

- Low-price mass production such as from Bangladesh for basic items
- Medium-high offers such as from Mauritius
- High quality up market Italian products for brands

One of the long term objectives for Mauritius companies, just as for many qualified sub-contractors can be the upgrade of their quality and services so that they can further penetrate into Italian companies and European market that until now are only MADE IN ITALY.

The analysis revealed further that all exhibitors, on an average, have been visited by 60 to 120 professionals and the top 5 most voted exhibitors are from the Mauritius group. Follow-up of all contacts have been initiated and a good number of requests of further information and concrete inquiries for future development are now under process.

The event was organized by Tortona Design & Fashion, Italy, in association with FashionatingWorld and DFU Publications.

[www.readytoshow.online](http://www.readytoshow.online), our permanent show-case will continue after the event to be used as the platform to convey new contacts to all exhibitors.

### **Tortona Design & Fashion**

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[www.readytoshow.it](http://www.readytoshow.it)

[www.readytoshow.online](http://www.readytoshow.online)

[www.virtualfashiontour.tech](http://www.virtualfashiontour.tech)