



# FONDAZIONE AZIONE ALTA GAMMA



ALTAGAMMA  
CREATIVITÀ E CULTURA ITALIANA



CREA  
—TIVITY  
AND  
CULT—  
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# Fondazione Altagamma

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SINCE 1992, ALTAGAMMA GATHERS HIGH-END ITALIAN CULTURAL AND CREATIVE COMPANIES, RECOGNIZED GLOBALLY AS AUTHENTIC AMBASSADORS OF ITALIAN STYLE.

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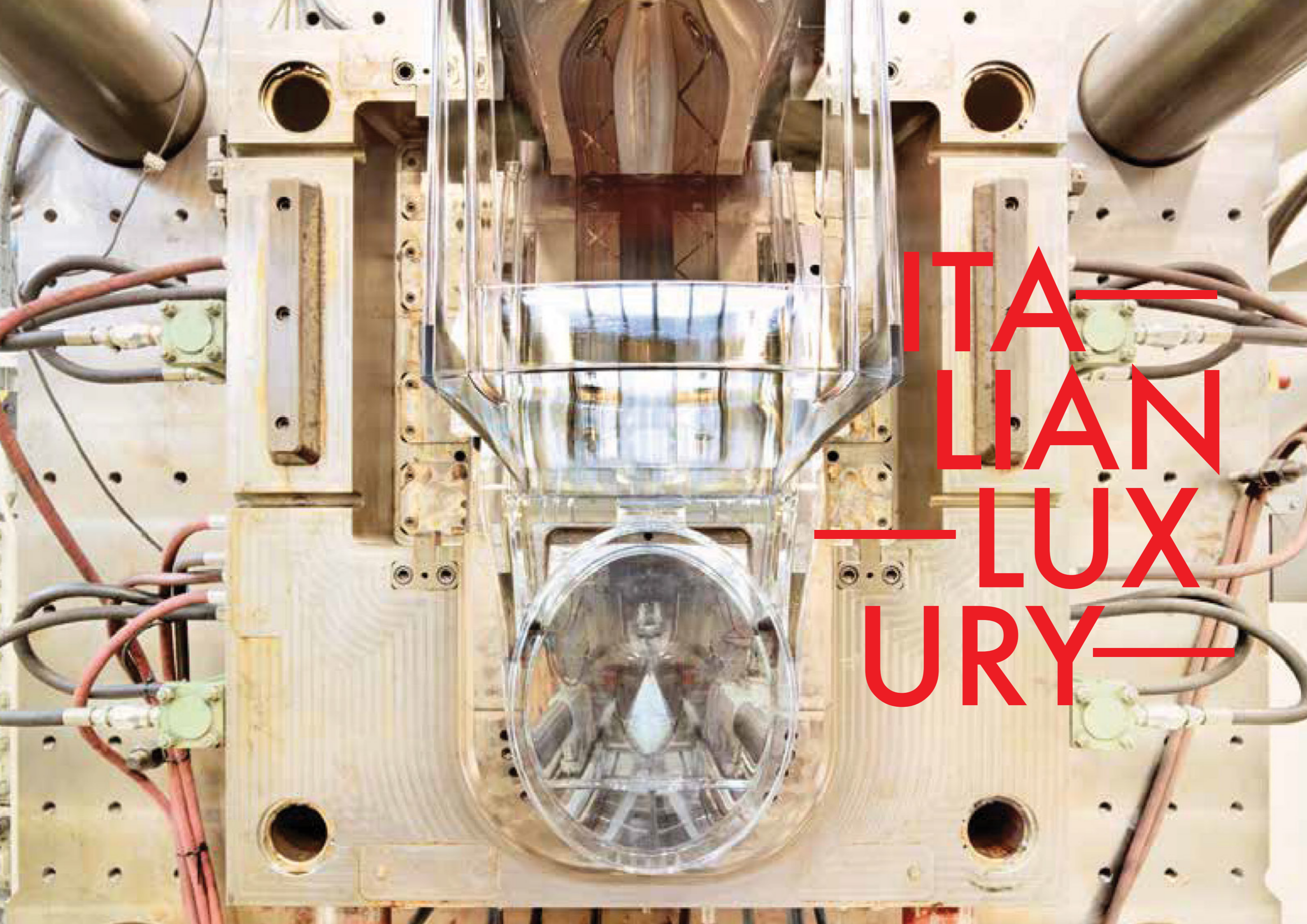
The Altagamma members operate in multiple sectors among which fashion, design, jewellery, food, hospitality, automotive, yachts, and wellness and they collect more than 9000 comprehensive years of history, 85 years per company on average.

The mission of Altagamma is to increase the competitiveness of the high-end industry, contributing to Italy's economic growth.

Its vision, as an ambassador to the world of the Italian lifestyle, is to be a creative and cultural ecosystem that is the most important accelerator of Made in Italy products.

Since 2017 the HEADQUARTERS of Fondazione Altagamma are located in Via Montenapoleone 9, in Milan, a city that has been for decades a catalyst for the development of innovative enterprise throughout Italy.





ITA  
LIAN  
LUX  
URY



**01/  
THE AESTHETIC VOCATION**

Style, Design, An Appreciation for Beauty, Elegance.

**02/  
ARTISANAL QUALITY**

Manual skill, an Eye for detail,  
the Passing on of manufacturing expertise,  
Creative craftsmanship that is never repetitive.

**07/  
OVERALL  
QUALITY OF LIFE**

Italians "know how to live",  
More relaxed rhythms,  
Simple everyday pleasures,  
Sense of lightness and authenticity.

**08/  
CREATIVITY**

Flair, Talent, Passion, Curiosity,  
Flexibility, Curiosity

**03/  
CULTURAL AND  
ARTISTIC HERITAGE**

The Relationship with the past,  
The importance of roots, Identity,  
Sense of belonging to the community.

**06/  
VARIETY  
MULTIPLICITY**

The richness of nature, culture, production.  
Variety of cultures, styles, tastes

**04/  
SOCIAL  
QUALITIES**

Sense of community spirit,  
Family businesses,  
Manufacturing districts

**05/  
RELATIONAL  
QUALITIES**

Relational qualities.  
The ability to construct  
empathic relationships,  
Welcoming, Warmth,  
Hospitality, Conviviality.

## The 8 Distinctive Features of Italian Quality

THE STYLISTIC AND CREATIVE EXCELLENCE OF ITALIAN LUXURY BRANDS, AND THEIR SUCCESS ACROSS THE WORLD, IS UNDERPINNED BY A SERIES OF QUALITIES THAT ARE TRADITIONALLY ASSOCIATED WITH THE COUNTRY AND THE ITALIAN PEOPLE, AND UNIVERSALLY RECOGNISED ALL OVER THE GLOBE. THIS MEANS THAT, IN ADDITION TO THE SPECIFIC CACHET OF EACH INDIVIDUAL BUSINESS AND BRAND, ITALIAN PRODUCTS ALWAYS POSSESS AN ADDED VALUE THAT DERIVES FROM THE VERY 'ITALIAN-NESS' OF THE BRAND.



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# 01 / Business Development

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THE FOUNDATION CARRIES OUT A BROAD RANGE OF ACTIVITIES TO STRENGTHEN THE COMPETITIVENESS OF BUSINESSES: FROM KNOWLEDGE OF THE MARKETS TO RELATIONS WITH INSTITUTIONS, FROM NETWORKING ACTIVITIES TO THOSE DEDICATED TO SPECIFIC INDUSTRY ISSUES.





## STUDIES AND RESEARCH

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Altagamma is the global point of reference when it comes to understanding the luxury market. Every year the Foundation carries out 8 research projects together with the most authoritative international partners. Also including high-profile panel sessions, the study presentations have become highly-anticipated events among the media and the business community. The luxury markets are analysed in terms of both supply and demand.

- **ALTAGAMMA WORLDWIDE MARKET MONITOR:**  
Worldwide Luxury Consumption, with **BAIN & COMPANY**
- **TRUE GLOBAL LUXURY CONSUMER INSIGHT:**  
The global luxury consumer, with **BOSTON CONSULTING GROUP**
- **DIGITAL LUXURY EXPERIENCE:**  
The digital behavior of consumers and online performances, with **MCKINSEY & COMPANY**
- **ALTAGAMMA RETAIL EVOLUTION:**  
The evolution of luxury retail, with **EXANE BNP PARIBAS**
- **TAX FREE CONSUMPTION IN THE EUROPEAN UNION:**  
Tax Free consumption in the European Union, with **GLOBAL BLUE**
- **ALTAGAMMA CONSENSUS:**  
Forecasts on luxury market trends, carried out by the Altagamma Foundation
- **BOATING MARKET INSIGHT:**  
Global recreational boating market, with **DELOITTE**
- **TOP WINES STUDY:**  
Global consumption and growth dynamics for top wines producers, with **EY PARTHENON**
- **ALTAGAMMA DESIGN MARKET MONITOR:**  
Worldwide Luxury Design Consumption, with **BAIN & COMPANY**





## INSTITUTIONAL RELATIONS

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Altgamma represents, protects and promotes the interests of its member companies also through its interaction with both national and international Institutions.

More specifically, these relations focus on the issues of:

- INTELLECTUAL PROPERTY
- INDUSTRIAL POLICY
- COMMERCIAL POLICY AND SELECTIVE DISTRIBUTION
- INTERNATIONAL MARKETS ACCESS
- GOVERNANCE OF THE INTERNET
- TAX REGULATION
- EDUCATION

At a national level Altgamma conducts relations with government institutions and local authorities with regard to issues and legislation relating to the domestic and European market and to industry regulations and training. Outside Europe, Altgamma continues to work with institutions to reduce duties and non-tariff barriers and to combat parallel imports.

**ECCIA:** Altgamma is a promoter and founding member of the *European Cultural and Creative Industries Alliance (ECCIA)*, the body that represents European luxury businesses which, in addition to Altgamma, is composed of *Comite Colbert* (France), *Walpole* (UK), *Meisterkreis* (Germany) and *Circulo Fortuny* (Spain). On 26 September 2012 the European Commission recognised the cultural and creative value of European luxury

businesses as well the industry's original and far-reaching business model. Such businesses were acknowledged as key contributors to European competitiveness in the world and economic and social growth in Europe.





## NETWORKING

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The Altagamma Foundation is also a meeting place and forum for its members, resulting in a network of contacts and relations that foster the development of concrete business opportunities. Another distinctive feature of the Foundation is its valuable network of international contacts: the **ALTAGAMMA HONORARY COUNCIL** gathers international partners of Altagamma Companies I and other organizations contributing to promote Italian lifestyle worldwide.

Together with the Italian Companies they create a one-of-a-kind network of more than 200 key players of the luxury industry. The Altagamma Honorary Council also includes the Ambassadors of Italian Excellence, (world famous designers, artists, chefs), the Altagamma Territories, iconic touristic destinations and some of the most important Italian Cultural and Artistic Institutions.





## 02/Business Culture

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THE GROWTH OF COMPETITIVENESS OF THE ITALIAN CULTURAL AND CREATIVE INDUSTRY REQUIRES CONTINUOUS INSIGHTS IN THE AREA OF THE BUSINESS CULTURE. ALTAGAMMA OFFERS ITS SUPPORT TO ENTREPRENEURS, MANAGERS AND WORKERS.



## ENTREPRENEURS

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Through various forms of counseling and think tanks, Altagamma provides support on these issues and helps business owners, both individually and collectively, to understand the social and economic dynamics of the luxury sector and to refine their business strategies.

## MANAGERS

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For over a decade Altagamma has worked very closely with SDA Bocconi University to train managers that are able to manage a world of intangible values in a symbolic economy, reconciling innovation with the need to preserve one's identity. The MASTER IN FASHION, EXPERIENCE & DESIGN MANAGEMENT (MAFED), the leading course of its type in the world, and the MASTER IN MANAGEMENT IN FOOD AND BEVERAGE shape professionals that are able to balance general management techniques and skills with the promotion of intangible elements. In September 2015 the MASTER IN ARTS MANAGEMENT AND ADMINISTRATION kick off, in collaboration with several artistic and cultural partners and institutions.

## WORKERS

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The legacy of artisanal expertise, passed down through the generations, is a gift that Italy has a duty to preserve and promote. Manual expertise is the lifeblood of the Italian luxury industry, a key component in its supply chain. As such, promoting manual labour is one of Altagamma's goals. In this regard, Altagamma is engaged,

together with external consultants and the HR managers of the Altagamma member companies, in mapping the training offering available both internally (through the members' Corporate Academies, which are beacons for the in-house training of technical talents) and externally, at the Italian and European levels, and also

in a project geared towards highlighting and promoting manual work, targeted in particular at adolescents and families. Two initiatives realized in 2019 with the presentation of the book *I TALENTI DEL FARE* and with the TV campaign "MANIfesto".



# 03/Promotion of the Altagamma System

LUXURY COMPANIES MAKE A SIGNIFICANT CONTRIBUTION TO THE POSITIVE IMAGE OF ITALY AS COUNTRY THAT OFFERS BEAUTIFUL, HIGH QUALITY AND WELL-CRAFTED PRODUCTS, AND ARE FUNDAMENTAL FOR BOTH THE ITALIAN ECONOMY AND SOCIETY IN GENERAL.

	Luxury	Other segments	
<b>Contribution to employment*</b> (average number of employees per company)	113	12	Greater contribution to employment
<b>Investment</b> (relationship between investments and turnover)	14%	-0,4%	Greater inclination towards investment and growth
<b>Contribution to export</b> (percentage of turnover generated overseas)	53%	35%	Greater tendency to export
<b>Tax contribution</b> (average value of taxes paid)	1,1 billions of €	€ 23.000	Greater tax revenues

\* \*The Italian luxury sector employs around 400.000 people, directly and indirectly. Source: The Altagamma Foundation / SDA Bocconi, on 2016 data



# I TALENTI DEL FARE

The book entitled **I TALENTI DEL FARE** is the fruit of a project created by Altagamma's HR working group and geared towards the enhancement, promotion and innovation, in both technical and professional terms, of the wealth of manufacturing expertise upon which Italian businesses can draw. This heritage has been built up over thousands of years of development of the country's artisanal, artistic and industrial traditions, and is today taking on the challenges posed by new technologies.

The book – presented to the media, institutions and the main stakeholders in May – addresses what is a crucial issue for Altagamma companies, and one that is of great social and economic significance for Italy as a whole: the lack of a skilled labour force. This is a major challenge that

Italian cultural and creative companies will have to deal with over the coming years. The discrepancy is estimated at 236,000 professionals by 2023. Introduced by the Italian Minister of Cultural Heritage and Activities, Alberto Bonisoli, the book opens by setting the scene vis-à-vis the future of Italy's craft sector, with an analysis of the dearth of specialist manpower. Subsequent chapters focus on the virtuous examples provided by numerous Corporate Academies set up by Altagamma companies, and also highlight the 76 technical and professional schools scattered across Italy with which the Foundation's companies collaborate. Showcased alongside the book was the **"MANifesto"** campaign, a 30-second advert to raise awareness on this issue, made for Altagamma by Discovery Italia.

I TALENTI  
DEL FARE







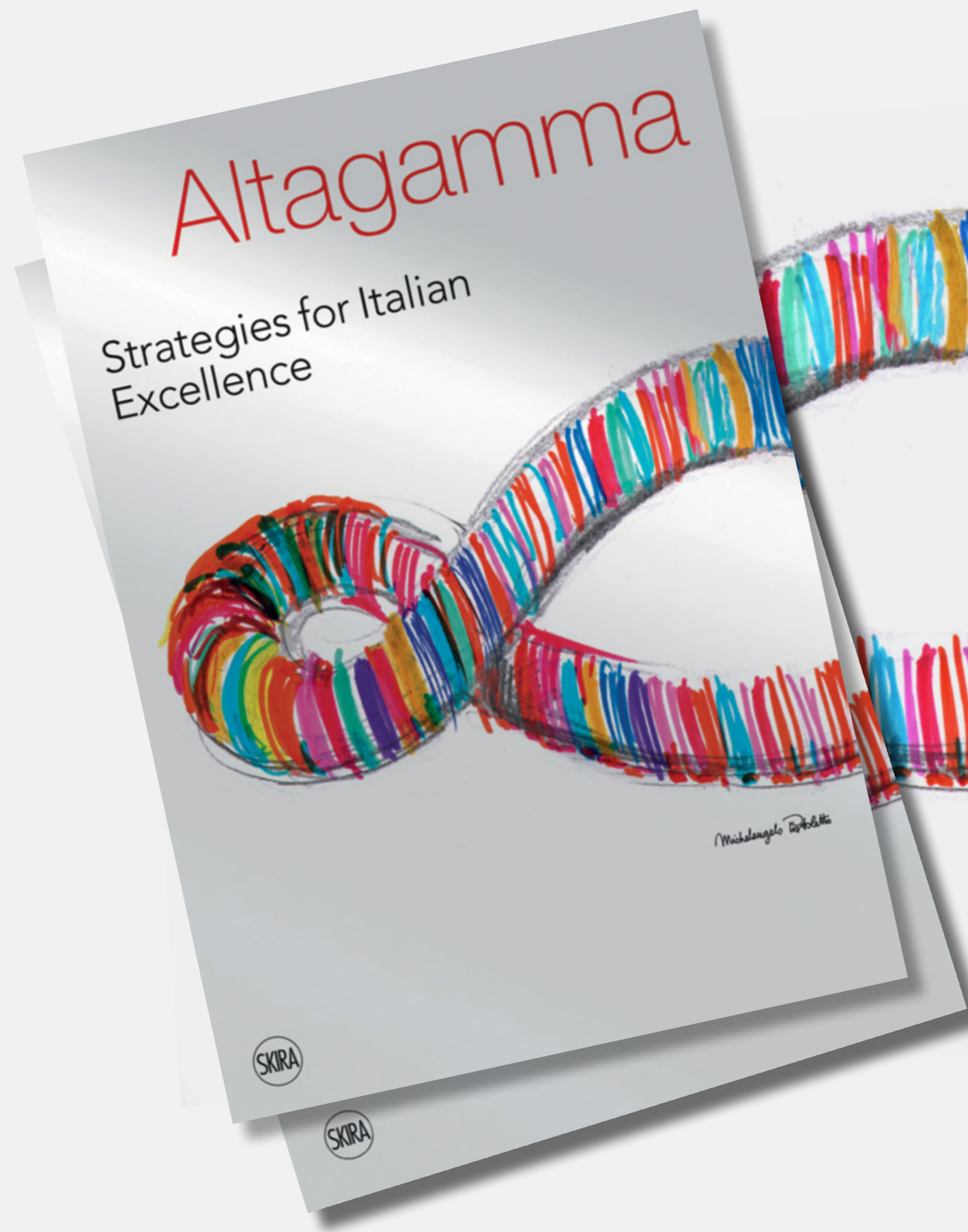
## THE FUTURE TRENDS ON DESIGN AND CREATIVITY

In a rapidly evolving world, NEXT DESIGN PERSPECTIVES intends to take a look into the future. It considers world trends in creativity and design – the latter intended in a broad sense as the culture of design applied to different fields of thought and industry – and their impact on consumption, lifestyles and the business models of cultural and creative companies, analyzed by international speakers involved in a wide range of fields, including innovative designers, bio-manufacturing experts, researchers, scientists and artists.

The first edition of NEXT Design Perspectives was held in 2018 at La Triennale di Milano. In 2019 it will take place at Gucci Hub. The dialogues taking place during the course of the day are sparked by the results of a research conducted by international trend forecasting experts. Conceived by Altgamma, in collaboration with ICE – Italian Trade Agency and Fiera Milano, with the contribution of Regione Lombardia and the patronage of Comune di Milano.

[www.nextdesignperspectives.com](http://www.nextdesignperspectives.com)





## ALTAGAMMA. STRATEGIES FOR ITALIAN EXCELLENCE

In order to contribute in increasing the competitiveness of Italian Cultural and Creative Industry, Altagamma published the book *Altagamma. Strategies for Italian Excellence*, that was presented and discussed on May 30th at the Italian Parliament

The book is a collection of valuable articles by Italian and international contributors, protagonists and experts of the high-end industry, and it advances Altagamma's

strategic proposal to further promote the excellence of Italian industry, not only a high-performing industry but also a cultural ambassador of the Country worldwide.

The book is widely promoted amongst Italian and international Institutions, associations, entrepreneurs and stakeholders: all those parties who, in various ways, have an active role in the promotion of Italy and its image worldwide.





## 25 YEARS OF ITALIAN EXCELLENCE

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In 2017 Altagamma celebrated its 25<sup>o</sup> anniversary, moving its offices in the very centre of the city and renewing its image identity, with the new logo and the claim "Italian Creativity and Culture".

In September the "Culture and Creativity" photographic exhibition in Via Montenapoleone gave a glimpse into traditional craftsmanship, aesthetic and product innovation, the relationship with the territories and Italian lifestyle. Twenty iconic images of the Altagamma Brands composed a multifaceted mosaic on the Italian Cultural and Creativity Industry and showed the different souls of Altagamma.

In the same days, the video mapping project *From the Workshop to the Showcase, the Cinema of Arts&Crafts* took place: the buildings along Via Montenapoleone turned into giant projection walls on which each night the stories of the Arts and Crafts that have made, and still make, the history of Italy's world-class manufacturing came to life. The project was part of the MILANO XL program, promoted by the Ministry of Economic Development.



## ALTAGAMMA. ITALIAN CREATIVITY AND CULTURE

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Italy's high-end companies have a time-honoured elective affinity and a virtuous relationship with the country's artistic and cultural heritage: they are inspired by it, they perpetuate it with products that have high levels of cultural content and they support it with targeted initiatives. Celebrating its first 25 years, with this book the Altgamma Foundation is encapsulating

the various projects with which its member companies continually reinforce their links with Italy's cultural and artistic patrimony. Art collections, patronage, sponsorships, corporate museums and master craftsmanship: Italian Creativity and Culture offers a snapshot of the extraordinary collective contribution that the Altgamma members have made to the country's cultural richness.







# ALTAGAMMA ITALIAN EXPERIENCES

## ALTAGAMMA ITALIAN EXPERIENCES

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Tourism is a pivotal asset for Italy, both in economic and symbolic terms. In order to contribute to enhance high-end international tourism, in 2107 the Foundation launched the Altagamma Italian Experiences, offering exclusive behind-the-scenes access to major Italian brands. The Experiences aim to present the Italian brands as tourist destinations in their own right, being these brands recognized worldwide

as icons of excellence, creativity, craftsmanship and customer service. The exclusive experiences connected with the Altagamma companies include: visits to ateliers, design houses, workshops, company headquarters, wine-tasting at world-renowned canteens, meetings with entrepreneurs and owners.

[www.altagammaitalianexperiences.com](http://www.altagammaitalianexperiences.com)





# PANORAMA: AN IMMERSION INTO THE ITALIAN BEAUTY

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In occasion of EXPO2015, Altagamma gave birth to Panorama, a 360° video-installation, located in the innovative Piazza Gae Aulenti in Milan, that narrates Italian uniqueness in 15 minutes. Panorama is an extraordinary story of beauty and Italian excellence: highlighting the strong link between nature, culture and craftsmanship,

it shows how Italian excellence is well established in the savoir-faire and cultural heritage that Italy has created over 3000 years of history.

In 2016 Panorama moved to New York, in Grand Central Terminal, and then to Shanghai, during the local edition of Salone del Mobile Milano.

[www.panoramaitaly.org](http://www.panoramaitaly.org)





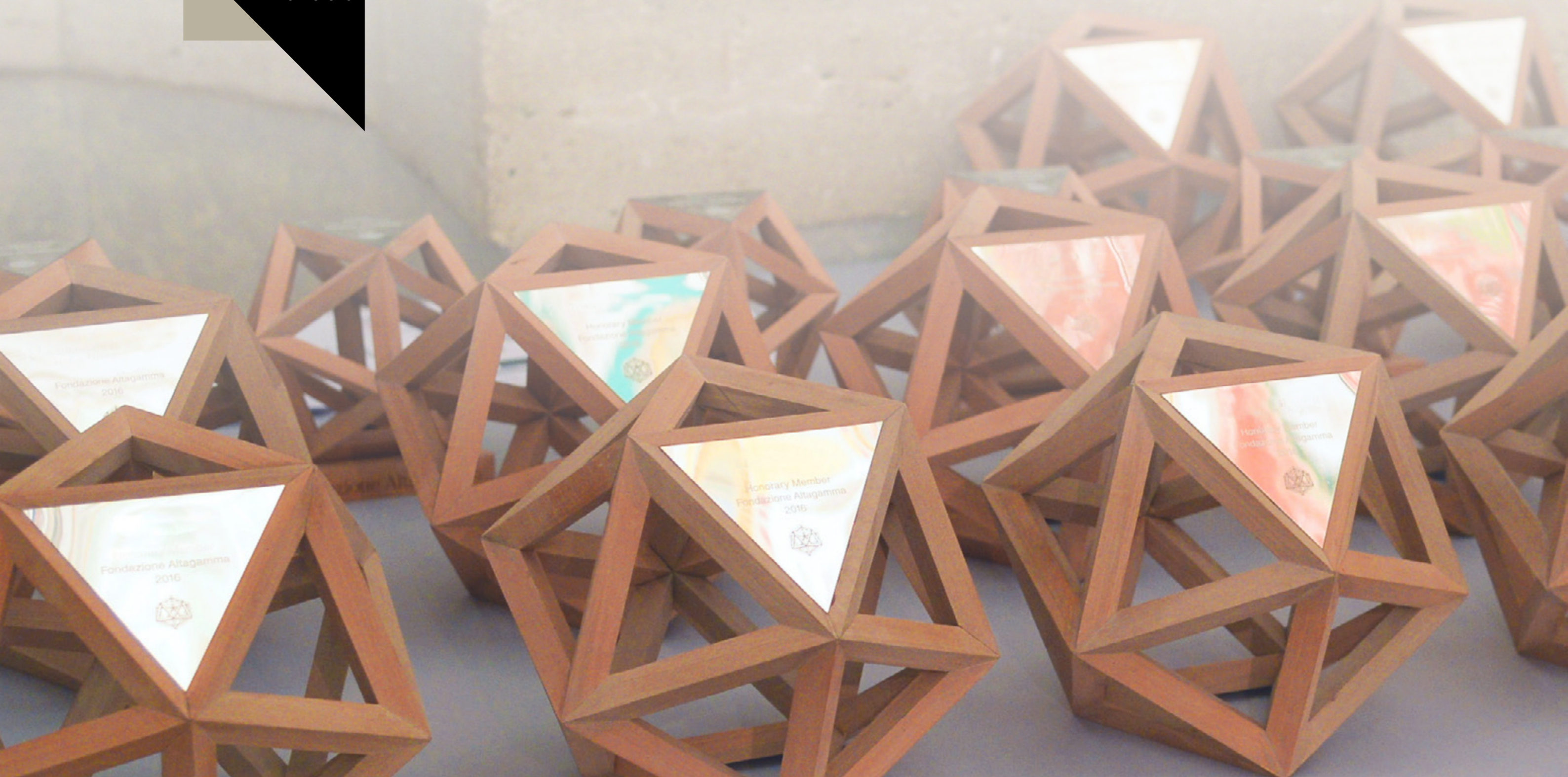
**GIOVANI  
IMPRESE  
ALTAGAMMA**

Believing  
in the Future

## BELIEVING IN THE FUTURE

Consistently with the mission of increasing the competitiveness of the Italian Cultural and Creative Industry contributing to Italy's economic and social growth, Altagamma launched the Emerging Brands Award -Believing in the future in 2015, aimed to support emerging Italian companies in the fashion, jewellery, design, hotel, food&beverage and automotive sectors, as well as digital businesses that operate in these areas.

The Award was organised in association with Borsa Italiana and SDA Bocconi. Each selected company is granted an annual free membership in Fondazione Altagamma, with also the possibility to establish a mentorship with one of the Member Companies. Borsa Italiana provides a training course and the access to the ELITE program, as auditor. SDA Bocconi will offer an executive management training day.







# — REC ENT — ACTI VITI ES —



## 2015 NAUTICA ITALIANA ASSOCIATION

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The best of Italian Nautical sector was gathered in a new association, Nautica Italiana, affiliated with Altagamma and sharing the same positioning and the specific focus on the international markets. The association NAUTICA ITALIANA aims to bring together top firms from the entire sector to draw up a strategy for the development of the nautical industry. In May 2017 the first edition of the Versilia Yachting Rendez Vous took place in Viareggio. A new international event dedicated to the high end yachting and lifestyle industry.



## 2013 LARTE

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A perfect example of an inter-industry synergy and the fusion of the creative industry with the world of art and culture, LARTE is a concept restaurant developed at Altagamma and located in the centre of Milan where each detail is inspired by the crème de la crème of the Italian lifestyle.

Under the creative direction of Davide Rampello, Larte is, at the same time, a cafe, chocolate shop, a 'hosteria' – in the original sense of a place "that hosts people" - a restaurant and gallery.





## 2009 "BELLA E POSSIBILE" (SKIRA)

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In 2009 Altagamma embarked on a project to promote the image of Italy in the world, leading to the publication of the book "Bella e Possibile" (Beautiful and Possible) by Skira. A study group made up of qualified professionals from different fields analysed the perception of Italy's image overseas, examining its strengths and weaknesses, and suggesting guidelines for the effective promotion of the Italy "brand".

## 2012 MOSTRA ALTAGAMMA ITALIAN CONTEMPORARY EXCELLENCE

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To mark its twenty-year anniversary, Altagamma developed a joint representation of the values and symbols that characterise Italian luxury using a high-impact format of great cultural value. Altagamma Italian Contemporary Excellence is a collection of snapshots taken by ten young Italian photo journalists, coordinated by the Contrasto agency, whose impartial and non-didactic perspectives were entrusted with the task of providing us with an original vision of Italian excellence.

The photos create a unique mosaic that promotes the "beautiful, high quality and well-crafted" products of Italian luxury businesses. Coordinated by Cristina Morozzi, the project produced a photo book, published by Rizzoli and Rizzoli International, and also inspired a travelling exhibition, which opened at the Triennale di Milano in December 2012 and continued at the Shanghai Italian Center from 29 April 2013.

## 2011 IL SUCCESSO NELLE MANI

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The Altagamma Foundation is involved in a project to promote manual labour, "The Success in Your Hand". Aimed particularly at lower secondary school students and their parents, the project seeks to encourage them to consider pursuing a technical/professional career. In association with the Milan Centro Sperimentale di Cinematografia, a film was made to illustrate and promote manual work with the

aim of encouraging children to pursue this path. The film includes appearances by a series of Altagamma entrepreneurs (Gianmaria Buccellati, Vittorio Moretti, Ottavio Missoni, Carlo Riva) and other talented professionals from other companies (Paolo Dazzara of illycaffè, Clemente Olivadoti of Bulgari, Federica Giorgi of Gucci, Francesco Rodriguez of Flos) whose success has been built on manual expertise.





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## STRUCTURE

### Chairman

Matteo Bruno Lunelli

### Past President

Andrea Illy

### Funder Chairman

Santo Versace

### Honorary Chairman

Leonardo Ferragamo

### Vice Chairman

Sabina Belli

Stefano Domenicali

Giovanni Geddes da Filicaja

Claudio Luti

Aldo Melpignano

Laudomia Pucci

Dario Rinero

Lamberto Tacoli

Paolo Zegna

### Members of the Board

Nerio Alessandri

Marco Bizzarri

Serge Brunschwig

Edoardo Caovilla

Fabio d'Angelantonio

Carlotta de Bevilacqua

Claudio Domenicali

Giuseppe Fontana

Roberto Gavazzi

Bob Kunze-Concewitz

Carlo Mazzi

Carmen Moretti

Maria Porro

Giuseppe Prezioso

Aurelio Regina

Riccardo Sciutto

Giovanni Tamburi

Giovanna Vitelli

Maurizio Zanella

### General Manager

Stefania Lazzaroni

### Events & special projects

Elena Besana

### Events

Ilaria Confalonieri

### Communication & Press Office

Edoardo Carloni

### Communication & Digital

Giorgio Bocchieri

### Executive Assistant

Sonia Sbolzani





## ALTAGAMMA MEMBERSHIP

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The Altagamma **MEMBERS** are businesses positioned at the highest end of the market that provide products or services for people or for the home with a recognised brand at an international level. Their business management and products represent the epitome of the Italian culture and style. The Altagamma **PARTNERS** are Italian and international businesses or people that have a close relationship with the luxury industry, that share in the principles and goals of the Altagamma Foundation, supporting it in a concrete manner and actively participating in all of its activities or in specific projects. Membership fees are established according to turnover. New Altagamma businesses are co-opted into the Foundation following recommendations by two or more members and a subsequent vote by the Board of Directors and during the General Assembly Meeting.

Tangible and intangible **ADVANTAGES** of membership:

- Members belong to an elite group of Italian luxury businesses.
- Support, on an individual basis, in various areas: tax regulations, industrial property, selective distribution, Internet governance, access to markets.
- Access to the most authoritative studies on the industry via the reserved area of the website. Business support for associate companies by representing their interests to the competent authorities
- Identification of specific business opportunities. International networking with Honorary Members and ECCIA
- Relations with entrepreneurs and top managers from the Italian and international luxury sector with group and individual meetings.
- Periodic meetings of industry work groups.
- Periodic meetings to define collective communications projects and co-marketing opportunities between individual businesses.
- Access to a daily national and international press review of the luxury industry.
- Participation in meetings of the Strategic Council. Speaker opportunities at Altagamma events Visibility through the Foundation's events and communication activities.



## HONORARY MEMBERS

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### INTERNATIONALS

**Al Ostoura**, Kuwait  
**Al Rubaiyat**, Arabia Saudita  
**Al Tayer Group**, EAU  
**American Express Company**, USA  
**Babochka**, Russia  
**Banyan Tree Group**, Singapore  
**Barneys New York**, USA  
**Bergdorf Goodman**, USA  
**Beymen**, Turchia  
**Bloomingdale's**, USA  
**Bosco Di Ciliegi**, Russia  
**Brunschwig**, Svizzera  
**Carluccio's**, GB  
**Carouzos**, Grecia  
**Central Department Store**, Tailandia  
**Central Saint Martins College**, GB  
**Chalhoub Group**, EAU  
**Cii**, India  
**Cinmar Lighting**, EAU  
**Club 21**, Singapore  
**Condé Nast International**, GB  
**Condé Nast Publications**, USA  
**Condé Nast Verlag**, Germania  
**Daimaru**, Giappone  
**David Jones**, Australia  
**Deloudis**, Grecia  
**El Corte Ingles**, Spagna  
**Euro Food**, GB  
**Fashion Club 70**, Belgio  
**Ficci**, India  
**Gruppo Ristoratori Italiani**, USA  
**Hang Lung Group**, Hong Kong  
**Harrods**, GB  
**Harry Rosen**, Canada  
**Harvey Nichols**, GB  
**Hearst Magazines**, USA  
**Hindustan Times**, India  
**House Of Fraser**, GB  
**Iguatemi**, Brasile  
**Imaco**, Russia  
**Imaginex Holdings**, Hong Kong  
**Inform Interiors**, Canada  
**Interdesign**, Cile  
**Interior Design Magazine**, USA  
**Isetan**, Giappone  
**Jamilco Zao**, Russia  
**Jhsf**, Brasile  
**Kadewe**, Germania  
**Kafea**, Grecia  
**Kenzo Tange Associates**, Giappone  
**Kurt Geiger**, GB  
**La Galerie Semaan**, Libano  
**Le Bon Marché**, Francia  
**Li&fung**, Hong Kong  
**Lotte Dept. Store**, Corea Del Sud  
**Louis Boston**, USA  
**Lumina Aydinlatma**, Turchia  
**Luminaire**, USA  
**Mafatlal Luxury**, India  
**Mahagaya Perdana**, Indonesia  
**Zubin Mehta**  
**Melium**, Malesia  
**Mercury Distribution**, Russia  
**Meubles et fonctions**, Francia  
**Ministry of Commerce and Industry**, India  
**Mitchells/Richards**, USA  
**Mitsui**, Giappone  
**Mitsukoshi**, Giappone  
**Mohit Diamonds**, India  
**MoMA**, USA  
**Neiman Marcus**, USA  
**Nordstrom**, USA  
**Ogaan Publications**, India  
**Oger**, Olanda  
**Paris Gallery**, EAU  
**Peek & Cloppenburg**, Germania  
**Printemps**, Francia  
**Rainbow Group**, Macao  
**Rsh**, Singapore  
**Royal College of Art**, GB

**Rustan Group**, Filippine  
**Saks Fifth Avenue**, USA  
**Sanki Shoji**, Giappone  
**Santa Eulalia**, Spagna  
**Sanyo Shokai**, Giappone  
**Sarika Rodrik**, Cile  
**Selfridges**, GB  
**Space Furniture**, Australia  
**Sun Motoyama**, Giappone  
**Takashimaya**, Giappone  
**Tate Modern**, GB  
**Tange**, Giappone  
**The Hour Glass**, Singapore  
**The Link**, Singapore  
**The Oberoi Group**, India  
**The Wadia Group**, India  
**Tianhong**, Cina  
**Tony Salame Group**, Libano  
**UAE Trading Establishment**, EAU  
**Verve**, India  
**Villa Moda**, Kuwait  
**Visa International**, USA  
**Wallpaper\***, GB  
**Weinland Ariane Abayan**, Germania  
**Yamagiwa**, Giappone

### ITALIAN AMBASSADORS

**Eleonora Abbagnato**  
**Massimiliano Alajmo**  
**Paola Antonelli**  
**Piero Bassetti**  
**Mario Bellini**  
**Andrea Berton**  
**Andrea Bocelli**  
**Michele Bonan**  
**Massimo Bottura**  
**Francesco Cerea**  
**Antonio Citterio**  
**Claudio Costamagna**  
**Carlo Cracco**

**Michele De Lucchi**  
**Ludovico Einaudi**  
**Massimiliano Fuksas**  
**Giorgetto Giugiaro**  
**Ferruccio Laviani**  
**Piero Lissoni**  
**Alessandro Mendini**  
**Mauro Micheli**  
**Norbert Niederkofler**  
**Davide Oldani**  
**Mario Pedol**  
**Fulvio Pierangelini**  
**Michelangelo Pistoletto**  
**Lucrezia Reichlin**  
**Stefano Righini**  
**Niko Romito**  
**Nadia Santini**  
**Davide Scabin**  
**Giovanni Zuccon**

### ALTAGAMMA TERRITORIES

**MonteNapoleone District**  
**Cortina**  
**Consorzio Costa Smeralda**  
**Fondazione Capri**

### CULTURAL INSTITUTIONS

**Associazione Dimore Storiche d'Italia**  
**Gallerie degli Uffizi**  
**La Biennale di Venezia**  
**La Triennale di Milano**  
**MART**  
**MAXXI**  
**Fondazione Palazzo Strozzi**  
**Pinacoteca di Brera**  
**Politecnico di Milano**  
**Teatro alla Scala**  
**Università Bocconi**



## MEMBERS

FASHION	DESIGN FURNITURE	FOOD & BEVERAGE	HOSPITALITY	AUTOMOTIVE	YACHTS	HARD LUXURY	OTHERS
Agnona	Alessi	Agrimontana	L'Albereta	Alfa Romeo	Amico&Co	Buccellati	Acqua Di Parma
Alberta Ferretti	Alias	Allegrini	L'Andana	Dainese	Arcadia Yachts	Bvlgari	Aurora
Bottega Veneta	Artemide	Baratti & Milano	Bauer Hotel	Ducati	Baglietto	Chantecler	Davines
Brioni	B&B Italia	Bellavista	Bellevue Syrene	Ferrari	Benetti	Pomellato	Manifatture Sigaro Toscano
Brunello Cucinelli	Bisazza	Biondi Santi	Belmond Hotel Splendido	Lamborghini	Cantiere Delle Marche	Vhernier	Skira
Corneliani	Boffi	Ca' del Bosco	Capri Palace Hotel & Spa	Maserati	Cantieri Navali del Mediterraneo		Technogym
Emilio Pucci	Davide Groppi	Calvisius Caviar	Cristallo Resort & Spa	Pagani Automobili			
Ermenegildo Zegna	Driade	Campari	Hotel de Russie		Perini Navi		
Etro	Fantini	Domori	Hotel Principe di Savoia		Riva		
Fedeli	FontanaArte	Ferrari Trento	Lungarno Collection				
Fendi	Giorgetti	Feudi di San Gregorio	Il Pellicano				
Gucci	Kartell	Frescobaldi	Masseria San Domenico				
Herno	Living Divani	illycaffè	San Maurizio 1619				
Isaia	Moroso	Livio Felluga	Verdura Resort				
Kiton	Poltrona Frau	Masi	Villa d'Este				
Loro Piana	Porro	Mastrojanni					
Max Mara	Riva1920	Nonino					
Missoni	Valcucine	Ornellaia					
Moncler	Zanotta	S.Pellegrino					
Piacenza Cashmere		Segnana					
Prada		Tenuta Luce					
René Caovilla							
Salvatore Ferragamo							
Sergio Rossi							
Stone Island							
Tod's							
Valentino							
Versace							

## PARTNERS

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