



FOND AZIONE— ALTA— GAMMIA

CULT
—URE
AND
CREA—
TIVITY





Fondazione Altagamma

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

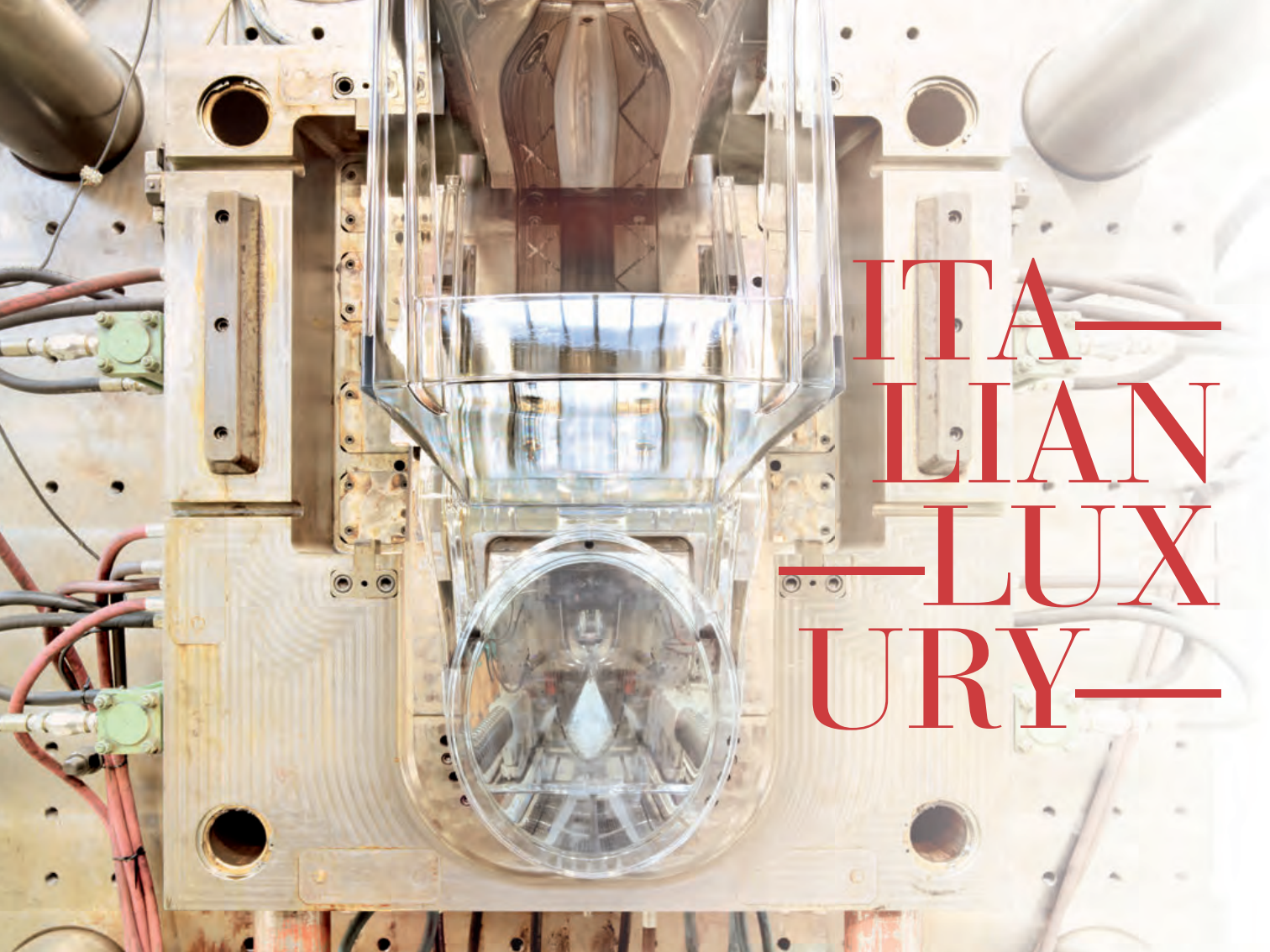
The Altagamma MEMBERS operate in multiple sectors among which fashion, design, jewellery, food, hospitality, automotive, yachts, and wellness.

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—

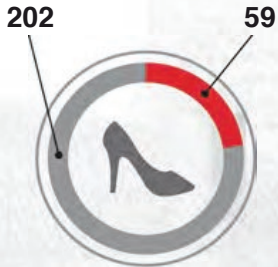
Italian Luxury

ALTAGAMMA BUSINESSES PLAY A LEADING ROLE IN A MARKET SEGMENT THAT CONTINUES TO GROW ALL OVER THE WORLD.

TOTAL WORLDWIDE CONSUMPTION OF LUXURY GOODS:

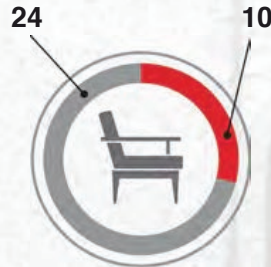
1.161 BILLION EURO - MARKET SHARE OF ITALIAN BRANDS: 9%

source: Fondazione Algamma / Bain&Company, 2017



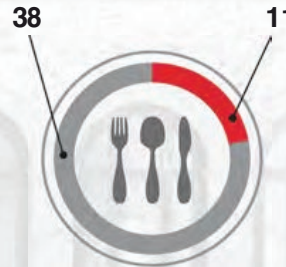
PERSONAL LUXURY GOODS

(Billion Euros)
Share of Italian Brands: 23%



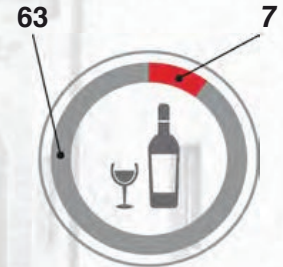
DESIGN FURNITURE

(Billion Euros)
Share of Italian Brands: 30%



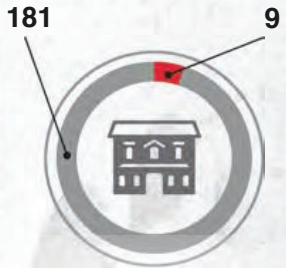
FOOD & BEVERAGE

(Billion Euros)
Share of Italian Brands: 22%



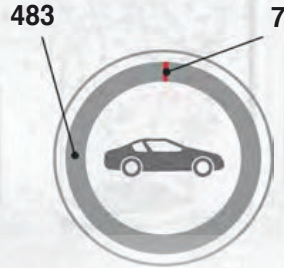
WINES & LIQUORS

(Billion Euros)
Share of Italian Brands: 9%



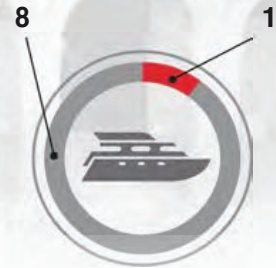
HOSPITALITY

(Billion Euros)
Share of Italian Brands: 5%



CARS

(Billion Euros)
Share of Italian Brands: 1%



YACHTS

(Billion Euros)
Share of Italian Brands: 9%

● Rest of the world Brands
● Italian Brands

01/THE AESTHETIC VOCATION

Style, Design, An Appreciation for Beauty, Elegance.

04/SOCIAL QUALITIES

Sense of community spirit,
Family businesses,
Manufacturing districts

03/CULTURAL AND ARTISTIC HERITAGE

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

02/ARTISANAL QUALITY

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

05/RELATIONAL QUALITIES

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

07/OVERALL QUALITY OF LIFE

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

06/ VARIETY MULTIPLICITY

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

08/CREATIVITY

Flair, Talent, Passion, Curiosity,
Flexibility, Ingenuity.

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.

STR
—ATE
GIC—
ARE
AS



01/Business Development

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

Altgamma 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&CO.**
- **ALTAGAMMA HIGH END DESIGN MONITOR:**
Worldwide Consumption of High End design furniture, with **BAIN&CO.**
- **TRUE GLOBAL LUXURY CONSUMER INSIGHT:**
the global luxury consumer, with **BOSTON CONSULTING GROUP.**

- **DIGITAL LUXURY EXPERIENCE:**
the digital behaviour 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 Altgamma Foundation.
- **BOATING MARKET INSIGHT:**
global recreational boating market, with **DELOITTE**
- **ALTAGAMMA TOP WINES STUDY:**
global consumption and growth dynamics for top wines producers



INSTITUTIONAL RELATIONS

Altagama 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 Altagama 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, Altagama continues to work with institutions to reduce duties and non-tariff barriers and to combat parallel imports.

ECCIA: Altagama 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 *Altagama*, is composed of *Comité 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.



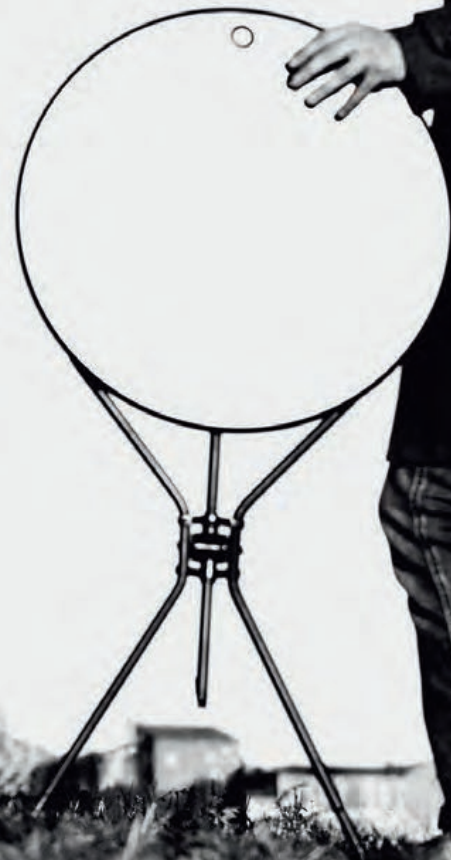
NETWORKING

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 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

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

Through various forms of counselling and think tanks, Altgamma 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

For over a decade Altgamma 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

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 Altgamma's goals. Since 2016 Altgamma, cooperating with Altgamma Companies HR managers,

is committed in a project focused on the Talent Education, including a mapping of both the skills required by Altgamma companies and the existing educational programs in schools and companies. The goal is the creation of an Altgamma educational program, specifically focused on the soft skills shared by the different sectors of the High-End industry.



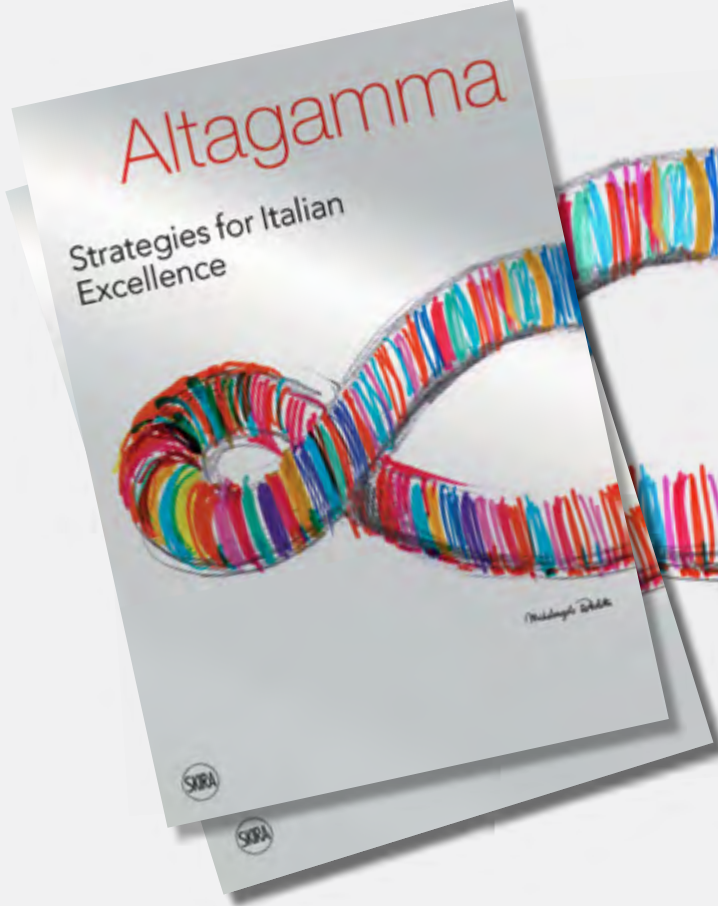
03/Promotion of the Altagamma System

LUXURY COMPANIES MAKE A SIGNIFICANT CONTRIBUTION TO THE POSITIVE IMAGE OF ITALY AS A 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		
luxury contribution to Italian economy and society	Contribution to employment * (average number of employees per company)	234	15	Greater contribution to employment
	Contribution to exports (percentage of turnover generated overseas)	49%	27%	Greater tendency to export
	Investment (relationship between investments and turnover)	7.67%	4.45%	Greater inclination towards investment and growth
	Tax contribution (average value of taxes paid)	1.8 milion euro	40,000 euro	Greater tax revenues

Source: The Altagamma Foundation/ CRESV

*The Italian luxury sector employs around 500.000 people, directly and indirectly



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

In 2017 Altgamma celebrated its 25th 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 terroir and Italian lifestyle. Twenty iconic images of the Altgamma Brands composed a multifaceted mosaic on the Italian Cultural and Creativity Industry and showed the different souls of Altgamma.

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

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 Altagamma 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 Altagamma members have made to the country's cultural richness.



2015 PANORAMA: AN IMMERSION INTO THE ITALIAN BEAUTY

In occasion of EXPO2015, Altgamma 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





ALTAGAMMA ITALIAN EXPERIENCES

ALTAGAMMA. ITALIAN EXPERIENCES

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 Altgamma Italian Experiences, offering exclusive behind-the-

scenes access to major Italian brands. The Experiences aims 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 Altgamma companies include: visits to ateliers, design houses, workshops, company headquarters, wine-tasting at world-renowned canteens, meetings with entrepreneurs and owners.

www.altgammaitalianexperiences.com

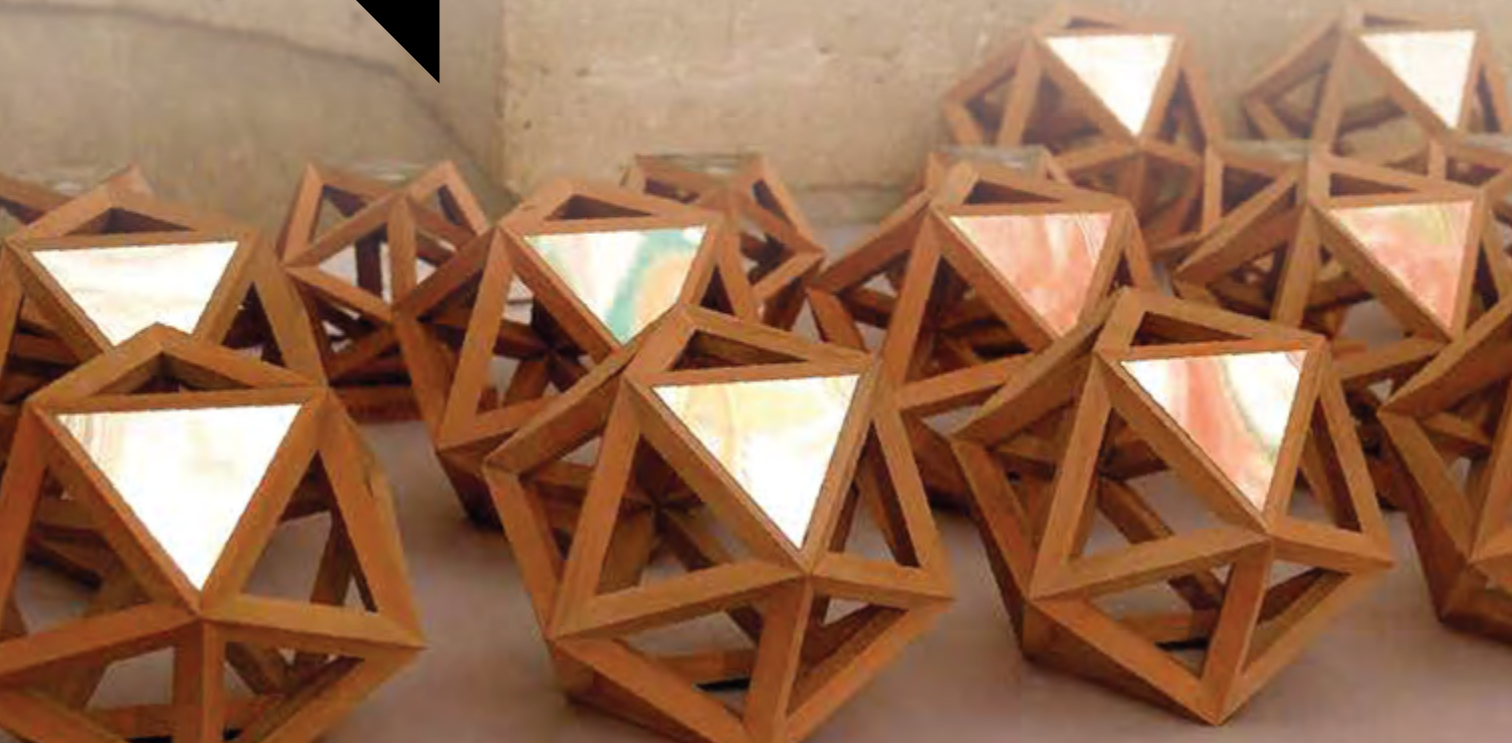


**PREMIO
GIOVANI
IMPRESA**
believing
in the future

PREMIO GIOVANI IMPRESA

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 collaboration with Borsa Italiano, Maserati and SDA Bocconi. Altagamma offers the winners Free membership in the Honorary Members category and a tailor-made mentoring programme consisting of a series of meetings organised in member company sites.





Associazione
Altagamma

OSSERVATORIO
ALTAGAMMA 2013

Milano e le eccellenze creative

Lunedì 25 ottobre 2013

OSSERVATORIO ALTAGAMMA 2013



Attività
e iniziative per gli ospiti



—REC ENT— ACTI VITI ES—



2015 NAUTICA ITALIANA ASSOCIATION

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

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.



2012 MOSTRA ALTAGAMMA ITALIAN CONTEMPORARY EXCELLENCE

In occasione dei vent'anni dalla sua fondazione, Altagama ha realizzato una rappresentazione congiunta dei valori e dei simboli che caratterizzano l'alto di gamma italiano all'interno di un format di alto valore culturale e di forte richiamo. Altagama Italian Contemporary Excellence è una raccolta di istantanee realizzate da dieci giovani fotografi italiani di reportage, coordinati dall'agenzia Contrasto, al cui sguardo incondizionato e non didascalico è stato affidato il compito di restituirci un punto di vista inedito sull'eccellenza italiana.

Le immagini compongono un mosaico unico, che esalta "il bello, il buono e il ben fatto" delle imprese italiane di eccellenza. Il progetto, curato da Cristina Morozzi, ha dato vita ad un volume fotografico, pubblicato da Rizzoli e Rizzoli International, e ad una mostra itinerante, che ha preso il via a dicembre 2012 alla Triennale di Milano ed è proseguita allo Shanghai Italian Center dal 29 Aprile 2013.

2009 "BELLA E POSSIBILE" (SKIRA)

Nel 2009 ha intrapreso un progetto per la valorizzazione dell'immagine dell'Italia nel mondo, che è sfociato nella pubblicazione del libro *Bella e Possibile*, edito da Skira. Un gruppo di studio formato da qualificati professionisti in diversi ambiti ha svolto un'analisi sulla percezione dell'immagine dell'Italia all'estero, esaminando i suoi punti di forza e di debolezza, e suggerendo le linee guida per una corretta ed efficace comunicazione e promozione del "brand" Italia.

2011 IL SUCCESSO NELLE MANI

Fondazione Altagama si è impegnata in un progetto di valorizzazione del lavoro manuale, chiamato "Il successo nelle mani", che si rivolge in particolare agli studenti delle scuole medie inferiori e ai loro genitori, per invitarli a considerare una carriera tecnico-professionale. In collaborazione con il Centro Sperimentale di Cinematografia di Milano, è stato realizzato un filmato

che illustra e valorizza il lavoro manuale, in modo da invogliare i ragazzi ad imboccare questo percorso. Il video riporta una serie di testimonianze di imprenditori Altagama (Gianmaria Buccellati, Vittorio Moretti, Ottavio Missoni, Carlo Riva) e alcuni talenti di altre adì Bulgari, Federica Giorgi di Gucci, Francesco Rodriguez di Flos) che hanno basato sull'abilità manuale il loro successo.



ALTA—
GAMMA
MEM
—BER
SHIP—

STRUCTURE

Chairman Andrea Illy

Founder Chairman Santo Versace

Honorary Chairman Leonardo Ferragamo

Deputy Chairman Paolo Zegna

Vice Chairmen Armando Branchini
Giuseppe Fontana
Matteo Lunelli
Claudio Luti
Laudomia Pucci
Lamberto Tacoli

Members of the board Nerio Alessandri
Stefano Alessi
Rossella Bisazza
Marco Bizzarri
Francesca Bortolotto Possati
Maria Cristina Buccellati
Brunello Cucinelli
Claudio Domenicali
Giovanni Geddes da Filicaja
Aldo Melpignano
Carmen Moretti
Giuseppe Prezioso
Dario Rinero
Federico Sarzi Braga
Gabiella Scarpa
Giovanna Vitelli

Alfredo Altavilla
Fabio Boschi
Carlotta De Bevilacqua
Stefano Domenicali

General Manager Stefania Lazzaroni

Events & special projects Elena Besana

Communication and Press Office Edoardo Carloni

Events Ilaria Confalonieri

Executive Assistant Sonia Sbolzani



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA





ALTAGAMMA MEMBERSHIP

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 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. The 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.

MEMBERS

FASHION	DESIGN FURNITURE	FOOD & WINES	HOSPITALITY	CARS - MOTORBIKES	YACHTS	HARD LUXURY	OTHERS
Agnona	Alessi	Agrimontana	L'Albereta	Alfa Romeo	Amico&Co	Aurora	Acqua Di Parma
Alberta Ferretti	Alias	Allegrini	L'Andana	Dainese	Arcadia Yachts	Buccellati	Moleskine
Bottega Veneta	Artemide	Baratti & Milano	Bauer Hotels	Ducati	Baglietto	Bulgari	Sigaro Toscano
Brioni	B&B Italia	Bellavista	Bellevue Syrene	Ferrari	Benetti	Chantecler	Skira
Brunello Cucinelli	Bisazza	Ca' Del Bosco	Belmond Hotel Splendido	Lamborghini	Cantiere Delle Marche	Pomellato	Technogym
Corneliani	Boffi	Calvisius Caviar	Bulgari Hotel Milano	Maserati	Cantieri Navali del Mediterraneo	Vhernier	
Emilio Pucci	Danese	Domori	Capri Palace Hotel & Spa		Perini Navi		
Ermenegildo Zegna	Driade	Ferrari Trento	Cristallo Hotel & Spa		Riva		
Etno	Fantini	Feudi di San Gregorio	Hotel de Russie				
Fedeli Cashmere	Fontanaarte	Illycaffè	Hotel Principe di Savoia				
Fendi	Giorgetti	Livio Felluga	Lungarno Collection				
Gucci	Kartell	Luce Della Vite	Masseria San Domenico				
Herno	Living Divani	Masi	San Maurizio 1619				
Isaia	Moroso	Mastrojanni	Town House Galleria				
Loro Piana	Poltrona Frau	Nonino	Verdura Resort				
Max Mara	Porro	Ornellaia	Villa d'Este				
Rene Caovilla	Valcucine	Sanpellegrino					
Salvatore Ferragamo	Zanotta	Segnana					
Sergio Rossi							
Stone Island							
Tod's							
Valentino							
Versace							

PARTNERS

Bain&Company
Boston Consulting Group
BonelliErede
Borsa Italiana
Contactlab
Deloitte

Edelman
EY
Fiera Milano
Global Blue
J.P. Morgan
Key2people

LaRinascente
McArthurGlen
Mckinsey&Company
Pirelli
Robilant Associati
SDA Bocconi

SIB - Societa' Italiana Brevetti
Simest
Unicredit
Value Retail
Yoox Net-A-Porter Group

HONORARY MEMBERS

INTERNATIONALS

Al Ostoura, Kuwait
Al Rubaiyat, Arabia Saudita
Al Tayer Group, EAU
American Express Company, USA
Ass. Dimore Storiche Italiane, Italia
Babochka, Russia
Banyan Tree Group, Singapore
Barneys New York, USA
Bergdorf Goodman, USA
Beymen Holding, Turchia
Bloomingdale, USA
Bosco Di Ciliegi, Russia
Brunschwig, Svizzera
Carluccio's, GB
Carouzos, Grecia
Central Department Store, Thailandia
Central Saint Martins College, GB
Chalhoub Group, EAU
Cii, India
Cinmar Lighting, EAU
Club 21, Singapore
Conde' Nast International, GB
Conde' Nast Publications, USA
Conde' 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
Harrod's, 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
Jamlico 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
Loite Dept. Store, Corea Del Sud
Louis Boston, USA
Lumina Aydinlatma, Turchia
Luminaire, USA
Mafatal Luxury, India
Mahagaya Perdana, Indonesia
Meltum, 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*, USA
Weinland Ariane Abayan, Germania
Yamagiwa, Giappone

ITALIAN AMBASSADORS

Eleonora Abbagnato
Massimiliano Alajmo
Paola Antonelli
Piero Bassetti
Mario Bellini
Andrea Berton
Andrea Bocelli
Massimo Bottura
Francesco Cerea

Antonio Citterio
Claudio Costamagna
Carlo Cracco
Michele De Lucchi
Ludovico Einaudi
Massimiliano Fuksas
Giorgetto Giugiaro
Piero Lissoni
Alessandro Mendini
Mauro Micheli
Davide Oldani
Mario Pedol
Fulvio Pierangelini
Michelangelo Pistoletto
Lucrezia Reichlin
Stefano Richini
Niko Romito
Nadia Santini
Davide Scabin
Giovanni Zuccon

ALTAGAMMA TERRITORIES

MonteNapoleone District
Consorzio Cortina Turismo
Consorzio Costa Smeralda
Fondazione Capri

CULTURAL INSTITUTIONS

La Biennale di Venezia
Gallerie Degli Uffizi
La Triennale di Milano
MART
MAXXI
Pinacoteca di Brera
Teatro Alla Scala