

THE ALTAGAMMA CLUB KICKS OFF IN AMSTERDAM

The first Altagamma Club in Europe launched today, with the Ambassador of Italy in The Netherlands, Andrea Perugini, in attendance

November 28th, 2018. Altagamma has launched in Amsterdam the first Altagamma Club. The aim of the initiative is to showcase the style and excellence of Italian culture and creativity outside Italy, strengthening member companies' relations with local businesses and institutions. Altagamma Clubs afford an opportunity to cooperate at regional level and to enhance the global standing of the Italian lifestyle.

Lelio Gavazza, Executive Vice President Sales and Retail, Bulgari, based in Amsterdam, has been appointed Altagamma Club Representative for the Netherlands. Attending the launch was the Ambassador of Italy to the Netherlands, Andrea Perugini, alongside the local representatives of several Altagamma member companies and the General Manager of the Altagamma Foundation in Italy, Stefania Lazzaroni.

The Club will help to foster bilateral economic, political and social relations between Italy and the Netherlands, taking due account of the upcoming 160th anniversary, in 2019, of bilateral diplomatic relations between the two nations. In addition, it will monitor the tourist flows into the country – crucial to the business of Altagamma brands – working closely with the Italian Embassy, ENIT (the Italian National Tourism Agency) and the Italian Chamber of Commerce.

The Club is supported by the Italian Embassy, following the agreement signed by Altagamma's President Andrea Illy and the Italian Ministry of Foreign Affairs and International Cooperation (MAECI) in November 2016, with the goal of promoting Italian High-End Companies worldwide.

“The Netherlands are an important market for Italian brands but even more importantly are a top international hub for creativity and design, which makes the country a key spot for the presence of the Association” states Lelio Gavazza, Executive Vice President Sales and Retail, Bulgari and Coordinator of the Altagamma Club in Amsterdam. *“The Altagamma Club in the Netherlands aims to bolster existing relationships among the local representatives of Italian Brands and local stakeholders and partners, to create opportunities for networking and gather information and advice about the area in relation to the current needs of Italian companies and, finally, to strengthen links with local institutions”.*

According to Stefania Lazzaroni, General Manager of Altagamma, *“Strengthening the relationship among Altagamma members in the Netherlands and soon also in other crucial markets, is a way to reinforce the reach and the effectiveness of the Altagamma ecosystem. Our mission is promoting the “soft-power” of the Italian culture and creativity mainly abroad. With this initiative we move rightly in that direction leveraging the best of our heritage”.*

The Ambassador of Italy underlined for his part, the significant untapped potential and added value that can be drawn by Italian companies from The Netherlands, a country that is important for Italy not only because of its affluent domestic market but also because it is mostly a 'global hub', a world class trader and a potential springboard for sales of Italian high end luxury products to many other third markets in Asia, America and Africa, thanks to its strong trading traditions and to its far reaching projection, despite its size, in almost all major emerging markets.

ALTAGAMMA MEMBERS

FASHION: Agnona, Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Corneliani, Emilio Pucci, Ermenegildo Zegna, Etro, Fedeli Cashmere, Fendi, Gucci, Herno, Isaia, Loro Piana, Max Mara, René Caovilla, Salvatore Ferragamo, Sergio Rossi, Stone Island, Tod's, Valentino, Versace.

DESIGN FURNITURE: Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Danese, Driade, Fantini, FontanaArte, Giorgetti, Kartell, Living Divani, Moroso, Poltrona Frau, Porro, Riva 1920, Valcucine, Zanotta.

HOSPITALITY. Albereta, Andana, Bauer, Bellevue Syrene, Belmond Hotel Splendido, Bulgari, Capri Palace, Cristallo, De Russie, Lungarno, Masseria San Domenico, Principe di Savoia, San Maurizio 1619, Town House Galleria, Verdura Resort, Villa d'Este.

FOOD&BEVERAGES: Agrimontana, Allegrini, Baratti&Milano, Bellavista, Biondi Santi, Ca' del Bosco, Calvisius, Cantine Ferrari, Domori, Feudi di San Gregorio, illycaffè, Livio Felluga, Luce della Vite, Masi Agricola, Mastrojanni, Nonino, Ornellaia, S.Pellegrino, Segnana.

AUTOMOTIVE: Alfa Romeo, Dainese, Ducati, Ferrari, Lamborghini, Maserati.

YACHTS: Amico&Co, Arcadia Yachts, Baglietto, Benetti, Cantiere delle Marche, Cantieri Navali del Mediterraneo, Perini Navi, Riva.

JEWELRY&HARD LUXURY: Aurora, Buccellati, Bulgari, Chantecler, Pomellato, Vhernier.

OTHERS: Acqua di Parma, Manifatture Sigaro Toscano, Moleskine, Skira, Technogym.

ALTAGAMMA

Altagamma gathers the best High-End Italian Cultural and Creative Companies and promotes the Italian Excellence and Lifestyle with a unique cross-sectorial approach. Altagamma members operate in multiple fields among which fashion, design, jewellery, food&beverage, hospitality, automotive, yachts and wellness.

Our mission is to increase the competitiveness of the high-end industry, contributing to Italy's economic growth. As an ambassador to the world of the Italian lifestyle, Altagamma is a creative and cultural ecosystem and one of the most important accelerators of Made in Italy.

www.altagamma.it

Press Contacts

Edoardo Carloni – 3391618463 – carloni@altagamma.it

Altagamma Club Netherlands Coordinator: Lelio Gavazza - Lelio.Gavazza@bulgari.com