

ALTAGAMMA LIGHTS UP TOKYO TOWER IN ITALY'S GREEN, WHITE AND RED

To celebrate the first national Made in Italy Day, the monument lighting arranged by our country's finest brands and by the Italian Embassy in Tokyo will honour the identity and prestige of Italian-made goods in Japan

Tokyo/Milan, 15 April 2024. **Altagama** and its **Altagama Club Tokyo Members**, together with the **Italian Embassy in Tokyo**, light up the Japanese capital's iconic tower tonight in green, white and red to mark the first national Made in Italy Day.

This will be the first moment the world celebrates Made in Italy Day, a new annual event designated by the Ministry of Enterprises and Made in Italy at the suggestion of Altagama to promote Italian quality and creative flair. Not coincidentally, the date – 15 April – is also Leonardo da Vinci's birthday.

"This unprecedented event, which I strongly supported, has come to pass thanks to Fondazione Altagama and the members of Altagama Club Tokyo," notes **Gianluigi Benedetti, the Italian Ambassador in Japan**. *"It's a way to locally spotlight Made in Italy, a brand that encapsulates the quality, innovation, and tradition of our entrepreneurial and cultural fabric, so loved and admired by the Japanese."*

Adds **Altagama Chairman Matteo Lunelli**, *"In shining our colours from Tokyo Tower we want to celebrate the strong ties between Italy and Japan and the innate passion for beauty, quality, and that unique know-how rooted in both countries' cultural and creative heritage. Japan is a key market for our sector and sales of luxury personal goods showed strong growth in 2023, rising 17% to 29 billion euro. We are proud to showcase Made in Italy excellence in Japan, where our brands are emblematic of our soft power, and we thank Ambassador Benedetti for working with us over the last few months."*

Altagama Club Tokyo, coordinated by **Marco Spola** – Vice President of Loro Piana's Textile Division for the APAC region – has arranged the Embassy-sponsored event and a reception at the magnificent Ambassador's Residence with the top Italian brands in fashion, design, jewellery, food & beverage, hospitality, automotive, and yachting, including **Aurora, Brunello Cucinelli, Bulgari, Davide Groppi, Dolce&Gabbana, Etro, Ferragamo, Ferrari Trento, FontanaArte, Gucci, Herno, Isaia, Lamborghini, Loro Piana, Maserati, Pomellato, Riva Yacht, Tod's** and **Zegna**. For national Made in Italy Day, the Italian Embassy will even open its permanent exhibition of Italian industrial design to the public.

Today in Rome, at Palazzo Piacentini, Altagama has also inaugurated "Lo Specchio dell'Eccellenza Italiana" to celebrate the *Bello, Buono e Ben Fatto* (beautiful, good and well made). Open through 28 April, the exhibition highlights iconic designs from a range of creative industries and the marvelous videos of Altagama members recounting the manufacturing prowess that constitutes the heart of Made in Italy.

ALTAGAMMA FOUNDATION

Since 1992 Altagama has brought together the top cultural and creative brands promoting Italian excellence, uniqueness and lifestyle throughout the world. Unique for its cross-sectoral approach, Altagama unites 119 brands from the fashion, design, jewelry, food & beverage, hospitality, automotive and yachting industries. Its mission is to contribute to the growth and competitiveness of Italy's cultural and creative businesses, thereby contributing to the national economy. Italy's high-end segment is a €144 billion industry accounting for 7.4% of GDP, with an export share of around 50%. It employs 1,922,000 people, directly and indirectly, equivalent to 8.2% of the Italian workforce. www.altagama.it

ALTAGAMMA CLUB TOKYO

Altagama Club Tokyo is the fifth network of Altagama's internationalization programme, set up under the framework agreement between Altagama and Italy's Ministry of Foreign Affairs to help high-end Italian companies reach an international audience.

For further information:

Edoardo Carloni | M: +39 339 1618463 | @: carloni@altagamma.it
Giorgio Bocchieri | M: +39 334 6853078 | @: bocchieri@altagamma.it