

FONDAZIONE ALTAGAMMA TURNS 30 AND PUBLISHES ITS FIRST CHARTER OF VALUES

- *The Charter of Values was presented to Sergio Mattarella, President of the Italian Republic yesterday: nine values and six commitments for a sustainable, inclusive luxury industry.*
- *Today, an audience with the Pope, and our General Meeting at Palazzo Colonna in Rome*
- *The luxury industry in figures: a turnover of 126 billion euros, 7.4% of Italian GDP, employment for 2 million people, 53% of revenue from exports. 112 Altagamma member companies and 25 partners representing over 10,000 years of Italian history*

Rome, May 25th, 2022 - Thirty years since it was established, Fondazione Altagamma enters a new chapter with the publication of its first Charter of Values, which illustrates the commitment to environmental and social sustainability undertaken by 112 leading companies of Italian excellence. Altagamma represents an industry that is worth 126 billion euros, the equivalent of 7.4% of Italy's GDP, employs 2 million people and makes 53% of its revenues from exports. Since 1992, the Foundation has brought together companies from Italy's high-end cultural and creative industry, working in fashion, design, jewelry, food, hospitality, automotive and yacht-building, which are ambassadors of Italian style in the world. The new **Charter of Values** illustrates the ESG commitments and identity values that our member companies are symbolically aligned with. Yesterday an Altagamma delegation delivered the document to the Italian President Sergio Mattarella.

THE CHARTER OF VALUES

THE COMMITMENTS

- **Preserve the environment** and biodiversity
- Foster a **circular economy** with a low environmental impact
- Create an **ethical ecosystem** that is attentive to employees and supply chains
- Promote an **organizational culture** of sustainability
- Elevate **human capital**
- Support **local areas** and **Italian-made products**, and foster cooperation between companies

VALUES

- *Beauty* – through **Creativity, Culture, Promotion of local heritage**
- *Fairness* - through **Ethics, Responsibility, Inclusiveness**
- *Quality* - through **Innovation, Tradition, Training**

"I am honored to be the chairman of Altagamma in the very year it celebrates its 30th anniversary. This is an important milestone that we want to make meaningful by reflecting on the positive impact that our cultural and creative businesses can have on people, the environment and local areas. The luxury industry is worth 126 billion euros - around 7.4% of Italy's GDP - and helps support local supply chains and ecosystems that are an expression of our country's historical heritage and the element on which our international success is based", said Matteo Lunelli, **Chairman of Altagamma and President and CEO of Ferrari Trento**, at the Members' Meeting held today at Palazzo Colonna in Rome. *"Italian luxury wants to be the standard-bearer for a new humanism; an emerging concept of luxury that is more authentic, more inclusive and more closely linked to brands' intrinsic quality and value. The Fondazione Altagamma Charter of Values, which we had the honor of presenting to the Head of State, testifies to the commitment of our*

112 member companies to operate according to the principles of sustainability, in harmony with the environment and putting people at the center".

The Founding Chairman of Altagamma is **Santo Versace**, who in 1992 established the then association with the support of nine brands in fashion, design and food: Alessi, Baratti & Milano, Ermenegildo Zegna, FontanaArte, Gianfranco Ferrè, Gucci, Les Copains, Salvatore Ferragamo and Versace. Today Altagamma also includes hospitality, jewellery, automotive and yacht-building, and its 112 members **represent over 10,000 years of Italian history**. In addition to this, with 25 partners and 150 Italian and international Honorary Members, its community spans more than 250 people and companies.

*"It is a source of immense pride for me to be celebrating 30 years of Altagamma", commented **Founding Chairman Santo Versace**. "When we started this adventure we were inspired by an idea that was seen as visionary at the time: to bring together some of Italy's most outstanding creative and entrepreneurial figures, already established internationally, in order to highlight the shared values of Italian-made luxury, and adopt a network approach linking both the private and public sector. We were well aware of the challenges that globalization would pose to our manufacturing sector. 30 years on, with Italy still a global leader of the luxury industry, it has proved a winning strategy."*

Altagamma is the first cross-sectoral association that includes companies from seven different industries, all similarly positioned and sharing the defining characteristic of being Made in Italy. It is a fluid, collaborative ecosystem, with a core network of members that extends to include public and private bodies (consulting partners, distributors, associations and political, academic and cultural bodies) that all contribute to boosting the industry's growth.

The Altagamma companies, an active presence in their local areas and socially engaged, represent the highest Italian and European values. They make up a network that is grounded in Italy's manufacturing districts, a model that is well-equipped to respond to the complexity of the current scenario. High-end craftsmanship is one of its mainstays, and in some industries this applies to up to **95% of these products of excellence**. That is why Altagamma is spearheading efforts to highlight the importance of manufacturing jobs, raising awareness among young people, families and the institutions through projects such as "I Talenti del Fare" and "Adotta una Scuola".

COMMEMORATIVE VIDEO

The topic of craftsmanship and manufacturing, the heart of Italian luxury, is also the focus of the **commemorative video** created by the director/videomaker Virgilio Villoresi to celebrate Altagamma's anniversary.

The anniversary celebrations began yesterday with the presentation of the Charter of Values to the Italian President and a Gala Dinner at Palazzo Colonna in Rome, during which Altagamma recognized personalities, bodies and institutions in various fields that have distinguished themselves as ambassadors of Italian excellence in the world: the new Honorary Members of Altagamma are the actress and entrepreneur Maria Grazia Cucinotta; the screenwriter and director Gabriele Muccino; Mattia Binotto and Antonio Giovinazzi, Team Manager and driver for Scuderia Ferrari; the designer Patricia Urquiola; the photographer Paolo Roversi and the High-End Territories Courmayeur and Madonna di Campiglio. The celebrations for Altagamma's thirty-year anniversary ended today with an audience with the Pope, and the Members' General Meeting, which was attended by the Minister for Regional Affairs, Maria Stella Gelmini.

[Read the Altagama Charter of Values](#)
[Press Kit](#)

112 SOCI ALTAGAMMA

Acqua di Parma	Capri Palace	Kartell	Pucci
Acquerello	Corneliani	Kiton	René Caovilla
Agnona	Cristallo Resort & SPA	L'Albereta	Riva Yacht
Agrimontana	Dainese	L'Andana	Riva 1920
Alberta Ferretti	Davide Groppi	Automobili Lamborghini	S. Pellegrino
Alessi	Davines	Lefay Resort & SPA	Salvatore Ferragamo
Alfa Romeo	Domori	Lago di Garda	San Maurizio 1619
Alias	Driade	Living Divani	Segnana
Allegrini	Ducati	Livio Felluga	Sergio Rossi
Amico & Co.	Etro	Loro Piana	Skira
Artemide	Fantini	Lungarno Collection	Splendido Hotel
Aurora	Fedeli	Manifatture Sigaro	Stone Island
B&B Italia	Fendi	Toscana	Technogym
Baratti & Milano	Ferrari	Maserati	Tenuta Luce
Bauer Hotel	Ferrari Trento	Masi	The Gritti Palace
Bellavista	Feudi di San Gregorio	Masseria San	Tod's
Bellevue Syrene	Florim	Domenico	Valcucine
Benetti	FontanaArte	Mastrojanni	Valentino
Biondi Santi	Frescobaldi	Max Mara	Verdura Resort
Bisazza	Frette	Missoni	Versace
Boffi	Gessi	Moncler	Vhernier
Bottega Veneta	Giorgetti	Moroso	Villa d'Este
Brioni	Gucci	Nonino	Zanotta
Brunello Cucinelli	Helvetia & Bristol	Ornellaia	Zegna
Buccellati	Herno	Pagani Automobili	
Bvlgari	Hotel De Russie	Piacenza Cashmere	
Ca' del Bosco	Hotel Principe	Pio Cesare	
Calvisius Caviar	di Savoia	Poltrona Frau	
Campari	illycaffè	Pomellato	
Cantieri Navali	Il Pellicano	Porro	
del Mediterraneo	Isaia	Prada	

FONDAZIONE ALTAGAMMA

Altagama riunisce dal 1992 le migliori imprese dell'Alta Industria Culturale e Creativa che promuovono nel mondo l'eccellenza, l'unicità e lo stile di vita italiani. Unica per la sua trasversalità, Altagama accoglie 112 brand dei 7 settori della moda, del design, della gioielleria, dell'alimentare, dell'ospitalità, dei motori e della nautica. La Mission di Altagama è contribuire alla crescita e alla competitività delle imprese dell'industria culturale e creativa italiana, offrendo così anche un contributo allo sviluppo economico del Paese. L'alto di gamma rappresenta un'industria di circa 126 miliardi di euro, in Italia, e fornisce un contributo al PIL del 7,4%. La quota dell'export è di circa il 50%. Coinvolge 1.922.000 occupati, diretti e indiretti.

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