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 CALVISIUS CAVIAR
 CANALI
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 DAVIDE GROPPI
 DOLCE&GABBANA
 DUCATI
 ETRO
 FANTINI
 FAZIOLI
 FERRAGAMO
 FERRARI TRENTO
 FLORIM
 FRETTE
 GESSI
 GIORGETTI
 GUCCI
 HERNO
 ILLY
 ISAIA
 JIL SANDER
 KARTELL
 KITON
 LIVIO FELLUGA
 MASCIARELLI
 MAX MARA
 MISSONI
 MOLteni&c
 MOROSO
 NONINO
 POLTRONA FRAU
 POMELLATO
 PORRO
 PRADA
 SAMBONET
 SANTONI
 SONUS FABER
 TECHNOGYM
 TOD'S
 VALENTINO
 VERSACE
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April 9-11
 2026

ICONS OF ITALY

A curated journey
 celebrating Italian creativity

BY ALTAGAMMA



FOR IMMEDIATE RELEASE

“ICONS OF ITALY”

Manhattan hosts a celebration of Italian Creativity, Culture and Craftsmanship

New York, NY — April 2026 From **April 9 through April 11**, 45 flagship boutiques for 56 Italian luxury brands (fashion, design, food, beverages, automotive, jewellery and yachting) across New York will transform into cultural spaces, hosting special installations that present some of the finest Italian creations. These works - objects and experiences that have shaped lifestyles worldwide - represent the highest expression of Italian culture, tradition and creativity. They are not simply products, but true **Icons of Italy**.

For three days, New York becomes a crossroads of Italian high end creations, offering a rare opportunity to discover how a multitude of local identities can converge into a single, globally admired expression of excellence: **Made in Italy**.

The Made in Italy National Day

The project launches ahead of the **Made-in-Italy National Day on April 15**, celebrated on the anniversary of the birth of **Leonardo da Vinci**, who embodied the union of art, science, technology, and imagination that lies at the heart of Italian creativity. By bringing together Italian icons in New York, the celebration extends beyond national borders.

“Icons of Italy celebrates a cultural dialogue between Italy and the United States that has enriched both countries for generations,” said **Matteo Lunelli, Chairman of Altagama**. *“American audiences have long recognized and embraced the creativity, craftsmanship and entrepreneurial spirit that define Made in Italy. Through this initiative we want to share the richness and diversity of our creative industries, of our true Icons, offering visitors an authentic journey into the culture, traditions, territories that shape Italian excellence”*.

Why New York

For decades, the United States has been among the first and most enthusiastic audiences to recognize, appreciate, and embrace Italian creativity. American collectors, consumers, designers, and cultural institutions have played a pivotal role in transforming Italian excellence into a global cultural phenomenon. *Icons of Italy* celebrates the enduring dialogue between two cultures that share a belief in innovation, individual expression, and the transformative power of design and entrepreneurship.



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



Accelerating the Fashion, Luxury & Lifestyle industry

Step into the Journey, Enjoy and Win the best Italian hospitality.

Visitors are invited to embark on a journey not only across Manhattan, but across Italy itself—discovering how local cultures, materials, and traditions are transformed into creations of universal relevance. For those who get involved and enroll in a contest, **18 Luxury Italian Hotels** offers two days stay in some of the most incredible Italian locations.

Promoter and Partners

Icons of Italy is curated by **Altagamma**, the foundation representing Italy's high-end cultural and creative industries and the leading companies across fashion, design, jewelry, automotive, fine food, wine, hospitality, yachting, wellness, and beauty. The project is supported by the Italian **Ministry of Foreign Affairs and International Cooperation** and specifically by **ITA – Italian Trade Agency**.

For Media Inquiries

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Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



ICONS OF ITALY NEW YORK, APRIL 9-11 A CURATED JOURNEY CELEBRATING ITALIAN CREATIVITY

- **See Master artisans** demonstrating techniques refined over centuries and revealing the process behind iconic creations
- **Attend dedicated workshops** showcasing how extraordinary fabrics or jewellery techniques are crafted
- **Taste wines** from the finest vintages and enjoy **show cooking** demonstrations that highlight the deep connection between Italian fine foods and their territories
- **Watch video installations and photographic exhibitions** unveiling the creation of iconic pieces, step by step, from concept to completion
- **Touch bespoke fashion creations** with exclusive personalizations
- **Learn about archive presentations** offering a rare glimpse into the heritage of iconic brands, from historic fabrics and sketches to archival products and designs
- **Listen to designer talks**, conversations and **sound experiences**

PARTICIPATING BRANDS

ACQUERELLO	CANALI	GIORGETTI	NONINO
ARTEMIDE	DAINESE	GUCCI	POLTRONA FRAU
AUTOMOBILI LAMBORGHINI	DAVIDE GROPPI	HERNO	POMELLATO
B&B ITALIA	DE PADOVA	ILLY	PORRO
BELLAVISTA	DOLCE&GABBANA	ISAIA	PRADA
BENETTI	DUCATI	JIL SANDER	SAMBONET
BERTANI	ETRO	KARTELL	SANTONI
BOFFI	FANTINI	KITON	SONUS FABER
BOTTEGA VENETA	FAZIOLI	LIVIO FELLUGA	TECHNOGYM
BRIONI	FERRAGAMO	MASCIARELLI	TOD'S
BUCCELLATI	FERRARI TRENTO	MAX MARA	VALENTINO
BVLGARI	FLORIM	MISSONI	VERSACE
CA' DEL BOSCO	FRETTE	MOLTENI&C	VHERNIER
CALVISIUS	GESSI	MOROSO	ZEGNA

Details of **in-store initiatives** @ iconsofitaly.altagamma.it (online from March 25), where you may **register for and book individual events**.

THE ICONS INVOLVED

MIDTOWN SOUTH

ACQUERELLO
B&B ITALIA
BELLAVISTA
BENETTI
BOFFI I DE PADOVA
CA' DEL BOSCO
CALVISIUS CAVIAR
DAVIDE GROPPI
FLORIM
GIORGETTI
KARTELL
LIVIO FELLUGA
MOLTENI&C
MOROSO
POLTRONA FRAU
PORRO
SAMBONET

WEST VILLAGE

ACQUERELLO
AUTOMOBILI LAMBORGHINI
FAZIOLI
FRESCOBALDI
NONINO
SONUS FABER
TENUTA LUCE
ZEGNA

UPPER EAST SIDE

BERTANI
BOTTEGA VENETA
BRIONI
BUCCELLATI
BVLGARI
CANALI
DOLCE&GABBANA
ETRO
FANTINI
FERRAGAMO
FERRARI TRENTO
FRETTE

HERNO
ILLY
ISAIA
KITON
MAX MARA
MISSONI
POMELLATO
SANTONI
TOD'S
VALENTINO
VHERNIER
VERSACE
ZEGNA

SOHO AND FIDI

ARTEMIDE
DAINESE
DUCATI
GESSI
GUCCI

ILLY
JIL SANDER
MASCIARELLI
PRADA
TECHNOGYM

THE GEOGRAPHY OF CREATIVITY

This map highlights **the places where the icons of Italy were born**, revealing a constellation of creative centers across the country.



A contest open to all the visitors of ICONS OF ITALY

TAKE THE JOURNEY – WIN ITALY

ICONS OF ITALY does not end inside the boutiques of Manhattan.

With **the contest “Take the Journey – Win Italy”** you are invited to turn your journey through Italian excellence into a photograph or a video of your experience. Whether it is an iconic detail, a special moment, or a personal encounter with Italian design and creativity, each image will tell a unique story from this journey through the world of Made in Italy excellence.

**Send your Creative snapshot to iconsofitaly@altagamma.it, no later than April 26.
 Be one of the 18 winners.**

The 18 most compelling images will be selected and awarded an exclusive two-nights stays at 18 different but all extraordinary ALTAGAMMA five-star hotels across Italy. **These Hotels are really the best that Italy has to offer.** From the timeless beauty of Italy’s historic art cities to the breathtaking landscapes of the sea, mountains, and lakes, from refined wellness retreats to elegant golf resorts, winners will enjoy an unforgettable memory in some of the country’s most iconic hospitality destinations, true symbols of Italian hospitality excellence.

