

YESMILANO

MILANO for
FASHION&DESIGN



MILANO&PARTNERS



AGENDA

MILANO&PARTNERS

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A photograph of a rainbow-colored tram (number 1813) in a station. The tram has a rainbow stripe along its side and rainbow-colored window frames. The station has a high, arched ceiling with concrete pillars and overhead power lines. The text "Welcome to Milano" is overlaid in large white letters on a dark grey rectangular background.

Welcome to Milano

*"For me, Milan has always been a **hub of creativity**. It seems to have a lot of **young energy** in it and it's a **regenerating** thing, for people coming from America, to find so many creative people in the city, whether they are newspapers, graphic designers, artists or DJs. For me, **Milan is almost the most important city creatively today...** I think from now on there will be a fusion: fashion, art, cinema, performance art, street art, street fashion."*

Virgil Abloh

A strategic location at the heart of Europe

The gateway to Italy

- 3 international airports
- Key access to EMEA markets and to **800M** European consumers
- Efficient and rapid connections to all EU's main cities
- More than **3,000 weekly flights** to **185 destinations**
- 2 hours away from the seaside
- 1 hour away from the Alps
- 30 minutes to Lake of Como



The Capital of Fashion&Design

One of the world's four Fashion capitals

+11,000 companies

+93,000 employees

+6,000 Sales outlets

+800 Showrooms

Home to major fashion companies

Some of 100 top world luxury brands have a HQ or branch in Milano



PRADA

Zegna



Salvatore Ferragamo

DSQUARED2



D&G
DOLCE & GABBANA

EuroItalia

GUCCI
G



JIL SANDER

MONCLER

VALENTINO

GOLDEN GOOSE / ★

TOD'S

BOTTEGA VENETA

MOSCHINO

A thriving regional ecosystem

**815,956
enterprises**
(16% of Italy's total)

**€ 38,500
per capita GDP**
Above the EU avg
(€ 30,000)

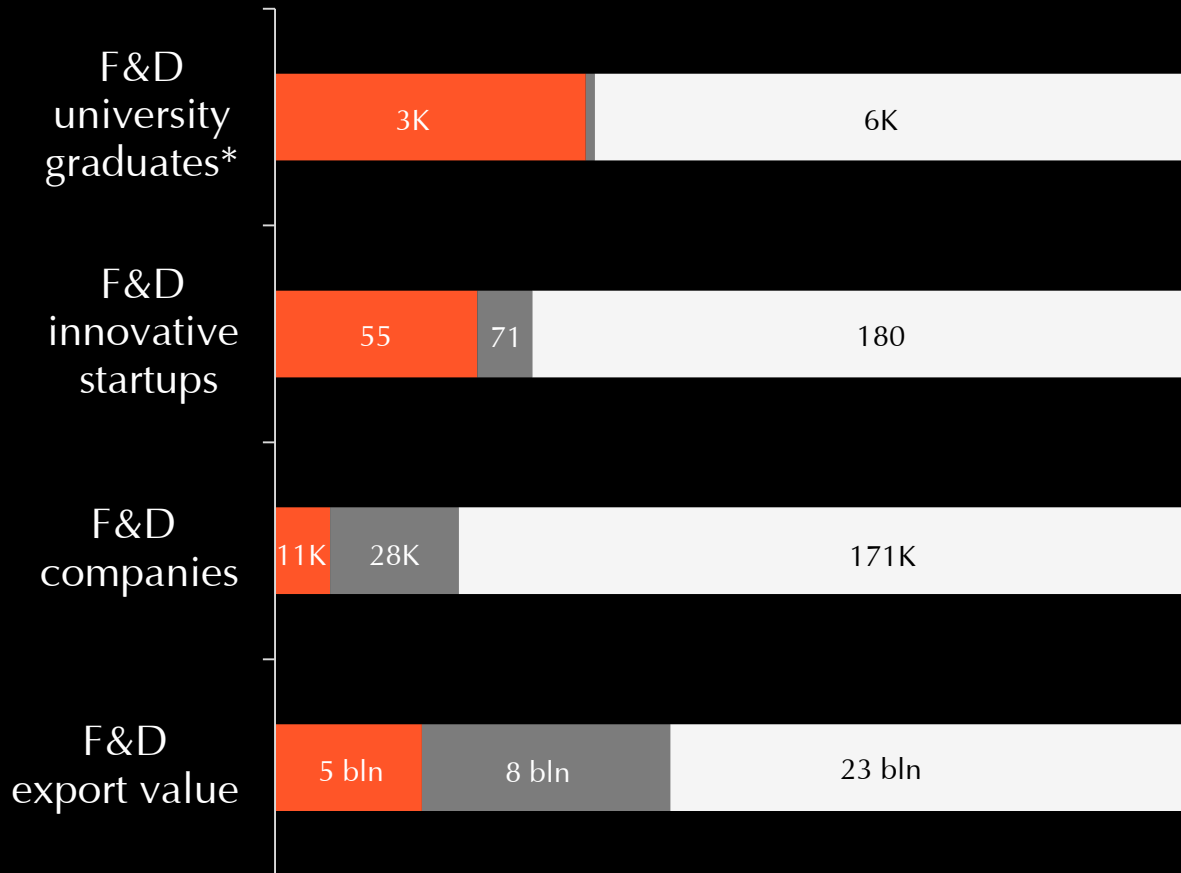
**10 million
inhabitants**
(3rd most populated
EU region)

**Over 40,000
creative firms**
(18.2% of Italy's total)

**180,000 employees
in F&D sector**
(23% of Italy's total)

**€135 billion
overall export value**
(26% of Italy's total)

Leading Italian Fashion&Design growth



* Graduates per year in Fashion, Design and Architecture courses (2021)



Source: CCIAA, Italian Ministry for Education

Milano is a city where
young designers with
visionary ideas and **tech**
start-ups are
revolutionizing fashion
with innovative
sustainable solutions.

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Innovation &Tech Hub

2,690
innovative
startups
(+4% on a yearly
basis)

€3.24bln
raised by
Milano's startups
since 2015

2nd city
in Europe
for fastest
growing startups

€2.1bln
VC invested into
Italian startups in 2022
(+67.3% on 2021):
€1.3bln in Lombardy

- Milano's top fashion brands are on the forefront in offering **new experiences in the digital world**.
- Home to one of the four centers of **Accenture Customer Innovation Network**.
- **Gucci** opened in Milan its **Gucci Hub**, the innovative headquarter of the luxury brand.
- **Meta** chose Politecnico di Milano and its **Metaverse Marketing Lab** for a joint research project on future impacts of metaverse on businesses.

accenture

GUCCI
G

Meta



FASHION TECHNOLOGY ACCELERATOR
FASHIONTECH MILAN - STARTUPBOOTCAMP
FEDERATED INNOVATION @MIND – RETAIL TECH AREA

DESIGN TECH
LVENTURE GROUP
RETAIL HUB

AICUBE
CARIPLO FACTORY

DPIXEL
FABRIQ
HIHACK – CALL FOR SOLUTIONS

IBM STUDIOS
IMPACT HUB

INNOVITS
IULM INNOVATION LAB

LE VILLAGE BY CA
POLIHUB

STARTLAB PROGRAM
TALENT GARDEN

19 Fashion&Design Accelerators

YOOX NET-A-PORTER GROUP

YOOX Net-a-Porter Group is an Italian online fashion retailer founded by Federico Marchetti in Milano in 2000. It was created after the merger between Yoox Group and Net-a-porter Group (NAP).

depop

Depop was founded by Simon Beckerman in 2011 in Milano. It is a mobile space where you can see what your friends and the people you're inspired by are liking, buying and selling.

NGG_ NEWGUARDSGROUP_

NGG is the home of a successful group of companies that design, manufacture and distribute the ultimate contemporary clothing and accessories lines redefining the landscape of contemporary fashion and streetwear.

Founded in Milano

Opportunity to make an impact

Milano is on the line in finding new solutions for waste reduction and environmental sustainability in Fashion&Design.



CENTROCOT
Innovation experience

Centrocot supports companies of textile and clothing segment by providing **highly specialized services and resources**, like testing, research, technical support, experimentation and training.

Textilechain

A project created within Foodchain Spa to track the textile and fashion sector. Its technological ecosystem guarantee **a transparent supply chain** capable of meeting the needs of communities and consumers.



A research and development hub where the **most innovative technologies and materials** are combined to create circular products, projects and solutions for Fashion&Design industries.



A digital innovation hub and startup incubator just 30 minutes by car from Milano. Its mission is attracting innovative businesses, transferring innovation and **encouraging new business development**.

Leaders in Fashion&Design Sustainability

One of the world's foremost **sustainability and fashion awards**.

The **"Oscars of Fashion"** held every year at **La Scala Theatre**.

CNMI
SUSTAINABLE
FASHION AWARDS 2022

With an ecosystem approach to circular economy



The non-profit consortium of Italian fashion producers. Its mission is to optimize the management of waste from the fashion world, anticipating regulatory decisions and providing a concrete tool for enhancing environmental sustainability.

RE-CREA

Consortium founded with the coordination of Camera Nazionale della Moda Italiana by Dolce&Gabbana, MaxMara, Moncler, OTB, Prada and Ermenegildo Zegna to manage end-of-life textile and fashion products and to promote research and development of innovative recycling solutions.

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Foundation gathering high-end Italian cultural and creative companies globally recognized as ambassadors of Italian style.



Camera Nazionale della Moda Italiana

The National Chamber for Italian Fashion (CNMI). One of the main organizations worldwide representing entrepreneurs within textile and fashion sectors. Promoter of the Milano Fashion Week.



The national federation of companies and associations of textiles, fashion and accessories. It represents around 64,000 companies with 575,000 employees and €94 bln revenues.

Home to over 30 professional associations, The City offers several opportunities of interacting with the local business community and engaging in innovation and business development initiatives



CAMERA DI
COMMERCIO
MILANO
MONZABRIANZA
LODI

Access to the Registrar of Companies to map competitors and industry partners



ASSOLOMBARDA
Lombardy's largest entrepreneurial organization (>7,000 companies)



Federlegnoarredo,
the Italian federation of furniture and lighting industries. Promoter of Salone del Mobile

Events

Every year, Milano is home to **dozens of Fashion&Design events**, attracting millions of people who arrive to the city looking for its distinctive style, business and experiences.

15 international trade fairs overall for Fashion&Design.

The logo for Salone del Mobile. Milano is a red square with the text "Salone del Mobile. Milano" in white serif font.

Salone
del Mobile.
Milano

1° Event in the world for
home furnishing and design
2,175 Exhibitors in 2022 edition
262K Visitors in 2022 edition

The logo for MILANO FASHION WEEK is a white square with the text "MILANO FASHION WEEK" in black sans-serif font.

MILANO
FASHION
WEEK

30 Happenings
68 Fashion shows
104 Presentations

The logo for MILANO DESIGN WEEK is a yellow square with the text "MILANO DESIGN WEEK" in black sans-serif font.

MILANO
DESIGN
WEEK

800 Events
1380 Designers
400K Visitors in 2022 edition

Milanese Lifestyle

Home to the most relevant design week, Milano attracts million of people who are looking for its distinctive style and experiences, every year.

€155 average daily expenditure of tourists
(one of the highest in Europe)

€710 Italians' average expenditure
on clothing per year

Arts&Culture

- 210 Museums
- 54 Theatres
- 196 Cinema rooms
- 19,000+ Creative companies

Food

- 16 Michelin Starred restaurants
- 5,876 Restaurants
- 4,878 Bars

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Source: yesmilano.it

227,000 University students
(over a population of 1.5M people)

23,000 International students
(10% of the total)

14 International schools

883 Postgraduate courses
delivered in English in Milano

Milano for Talent

Source: sisi, ISTAT, Italian Ministry of Education

Over 20 Fashion, Design & Architecture institutes and academies



5th best university in the world for Art & Design 10th for Architecture



9th Best Fashion School worldwide



6th worldwide for Business & Finance. Master in Fashion, Experience & Design Management (**MAFED**).



Established in **1934**, Istituto Secoli is the **international reference point** for patternmaking studies.



A NABA student won the prestigious **Woolmark Performance Challenge 2022**.

Accademia Costume e Moda
 Accademia del Design
 Accademia del Lusso
 Brera Accademy
 CFP Bauer
 Domus Academy
 Ferrari Fashion School
 IED European Institute of Design
 IFDA - Italian Fashion & Design Academy
 IUAD - Institute of Universal Art and Design
 ISAD - Istituto Superiore di Architettura e Design
 Istituto Secoli
 IULM - University Institute of Modern Languages
 MFI - Milan Fashion Institute
 Modartech
 Raffles Milano - Fashion and Design Institute
 Scuola Mohole
 SPD - Scuola Politecnica di Design

Innovation in research and education

e l l i s

The **ELLIS unit** in Milan brings together excellent researchers from 4 institutions: **Bocconi University, Politecnico di Milano, University of Milan, and University of Milan-Bicocca**. It is active in several research areas, among which: interactive learning and game theory, statistical learning and non-convex optimization, computational social sciences, and neural networks in connection with classical AI and neuroscience.

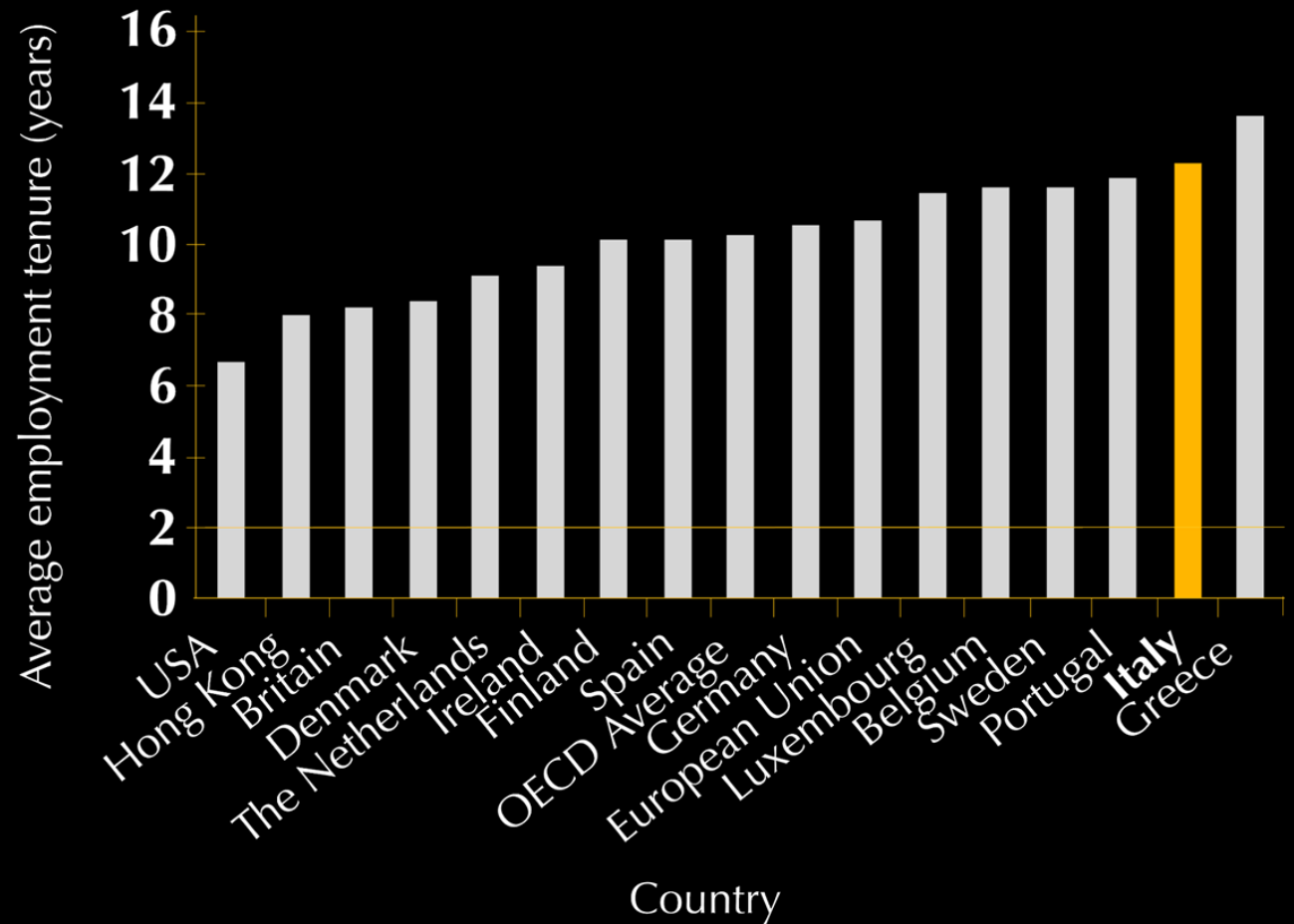
POLI.DESIGN

FOUNDED BY POLITECNICO DI MILANO

The **Master in Fashion Tech** is dedicated to the future scenarios of fashion open to contamination between sport and fashion, wearable technologies and interactive accessories. It combines courses in the fields of **fashion design, artificial intelligence, circular economy** and **blockchain** with the goal of training the Fashion Tech Designers of tomorrow.

Build a team that lasts in time

Italy enjoys one of the longest employment tenures in Europe



Incentives & fiscal benefits

SMEs and innovative startups

- Smart & Start Italia
- New Enterprises “Zero interest rate”

R&D Investments

- Innovation Agreements
- Large project R&D: Italian digital agenda and sustainable industry

Of special interest for F&D companies

- Patents +
- Designs +
- Brands +

Other fiscal Benefits:

- Fiscal exemption on capital investments
- Patent Box
- Tax credits (industry 4.0, Machineries, R&D, innovation)
- Industry 4.0 training
- Employment bonuses

Employment

Firms that employ workers **under the age of 30** are granted a **reduction in the labor taxes for the first three years** of their employment, up to a maximum of 3,000 euros per year.

Work legislation & international hiring

Milano is an open and welcoming city for international talents.
Italy's labour law guarantees the perfect work-life balance

Fiscal advantages

The Impatriates Tax Regime is a special tax incentive for new resident workers, professionals and entrepreneurs that provides up to a **70% tax exemption** on the income

Flexibility & Remote Working from abroad

Remote working in Italy is established and regulated by an individual agreement between the employee and the employer. The employer can offer the possibility to its employees to work remotely from abroad, within the limits of the requirements to have tax residence in Italy (183 days)

Key elements

40 hour per week,
5 days a week
Mandatory weekly rest
4+ weeks of holiday per year

WHAT WE DO



We attract foreign companies and startups willing to **expand** their business in Milano, offering **free of charge services** to make the investment process smoother:

KNOWLEDGE

We provide a first assessment of the opportunities, market analyses and **useful information and data** on the sector/market of interest and help evaluate the investment project, to support you in finding the best opportunity.

CONNECT THE DOTS

We act as a **business integrator**, facilitating the connections with the local ecosystem and helping you finding the best institutional stakeholders to support your business (business development services excluded).

SPEED UP THE BUSINESS

We connect you with public administration and local authorities to support you in obtaining the necessary **permits** when dealing with local and national **laws and regulations**.

FINANCE THE INVESTMENT

We support you in accessing **regional and national incentives** and facilitate contact with the local **financial community** and institutional investors, mapping local VC funds, incubators and accelerator programs.

WHAT WE DO



BUSINESS SET UP

We introduce you to our network of **trusted local professionals** (lawyers, tax consultants, notaries, etc.) with specific expertise in your industry and a significant track record in assisting international companies to establish your local branch. We guide you throughout the whole settlement project.

BUSINESS DEVELOPMENT

We connect you with private Life Sciences consultants and the Fintech District to access **Business Development, Marketing & Communication services** in Italy to support you in increasing brand awareness on the market.*

LOCATION SCOUTING

We support you in finding **the right location** for your business, from co-working spaces to scientific parks and industrial plants and connect you with real-estate-local partners.

TECHNICAL INDUSTRIAL ASSISTANCE

We can introduce you to **engineers and architecture firms** to professionally manage the renovation of your site, permits and authorizations.

TALENT RECRUITMENT & HR SERVICES

We help identify the best universities with **outstanding fresh graduates** for your sector and activate curricular or extra-curricular internships. We **introduce you to HR agencies** and headhunters to find your next country launcher or CFO.

RELOCATION

We support the relocation of your **employees** and their **families** by guiding you through the **immigration procedures** and facilitating the dialogue with local immigration authorities. Furthermore, our **relocation partner** can take care of your employees' settlement in the city.

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