

**YESMILANO**

MILANO for  
**FASHION&DESIGN**



**MILANO&PARTNERS**



# AGENDA

MILANO&PARTNERS

**1** WHY MILANO

**2** TECH&INNOVATION

**3** SUSTAINABILITY

**4** THE COMMUNITY

**5** THE TALENT POOL

**6** EVENTS

**7** FISCAL INCENTIVES

**8** M&P WHAT WE DO

# Welcome to Milano



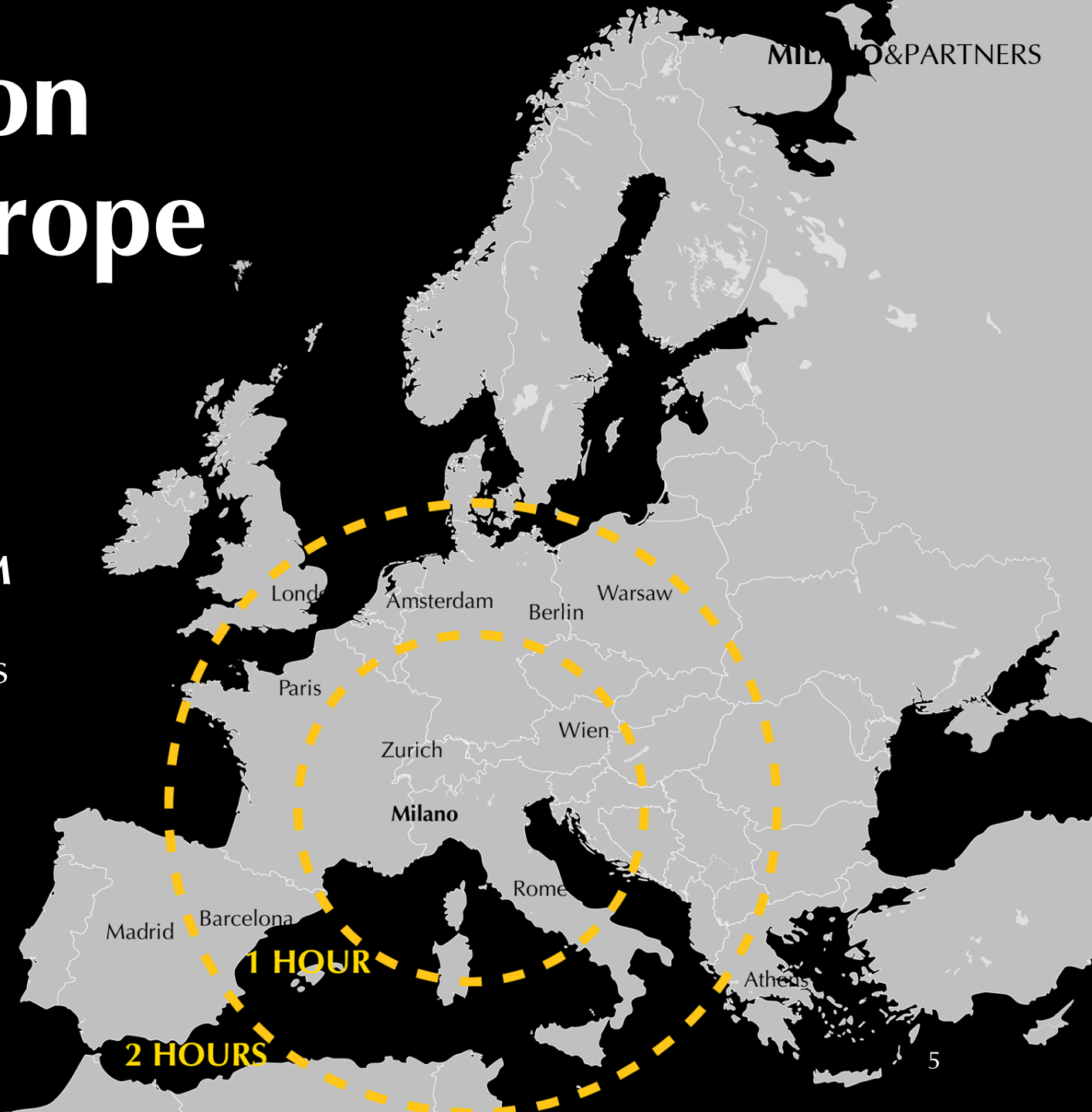
*"For me, Milan has always been a **hub of creativity**. It seems to have a lot of **young energy** in it and it's a **regenerating** thing, for people coming from America, to find so many creative people in the city, whether they are newspapers, graphic designers, artists or DJs. For me, **Milan is 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  




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)

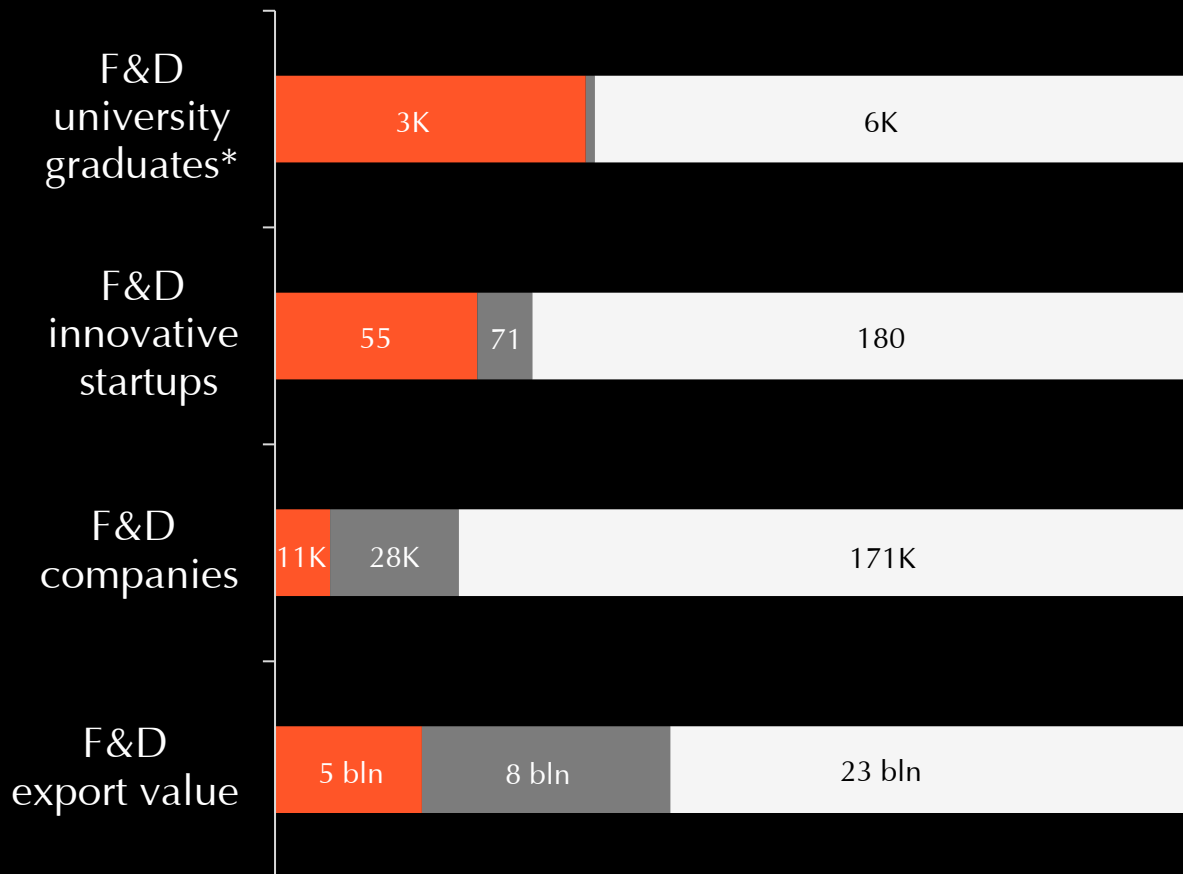
**Over 40,000 creative firms**  
(18.2% of Italy's total)

**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



- Milano
- Lombardy
- Rest of Italy



**54,4%**

**Export on turnover of Italian clothing companies**

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

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



# 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

∞ Meta



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

DESIGN TECH  
LVENTURE GROUP  
RETAIL HUB

AICUBE  
CARIPO 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 2022  
AWARDS

# 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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*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.*



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



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

**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 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.*



**CAMERA DI  
COMMERCIO  
MILANO  
MONZABRIANZA  
LODI**

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



**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, featuring the text "Salone del Mobile. Milano" in white on a red square background.

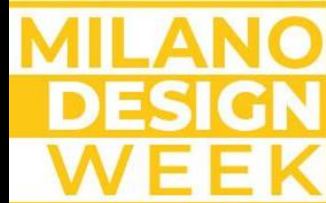
Salone  
del Mobile.  
Milano

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, featuring the text "MILANO FASHION WEEK" in white on a black square background.

MILANO  
FASHION  
WEEK

30 Happenings  
68 Fashion shows  
104 Presentations

The logo for MILANO DESIGN WEEK, featuring the text "MILANO DESIGN WEEK" in white on a yellow square background.

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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# Milano for Talent

**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**

# Over 20 Fashion, Design & Architecture institutes and academies



**5th** best university in the world for Art & Design 10<sup>th</sup> for Architecture



**9th** Best Fashion School worldwide



**Università Bocconi**  
MILANO

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

**istitut@Secoli**

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 Academy  
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.

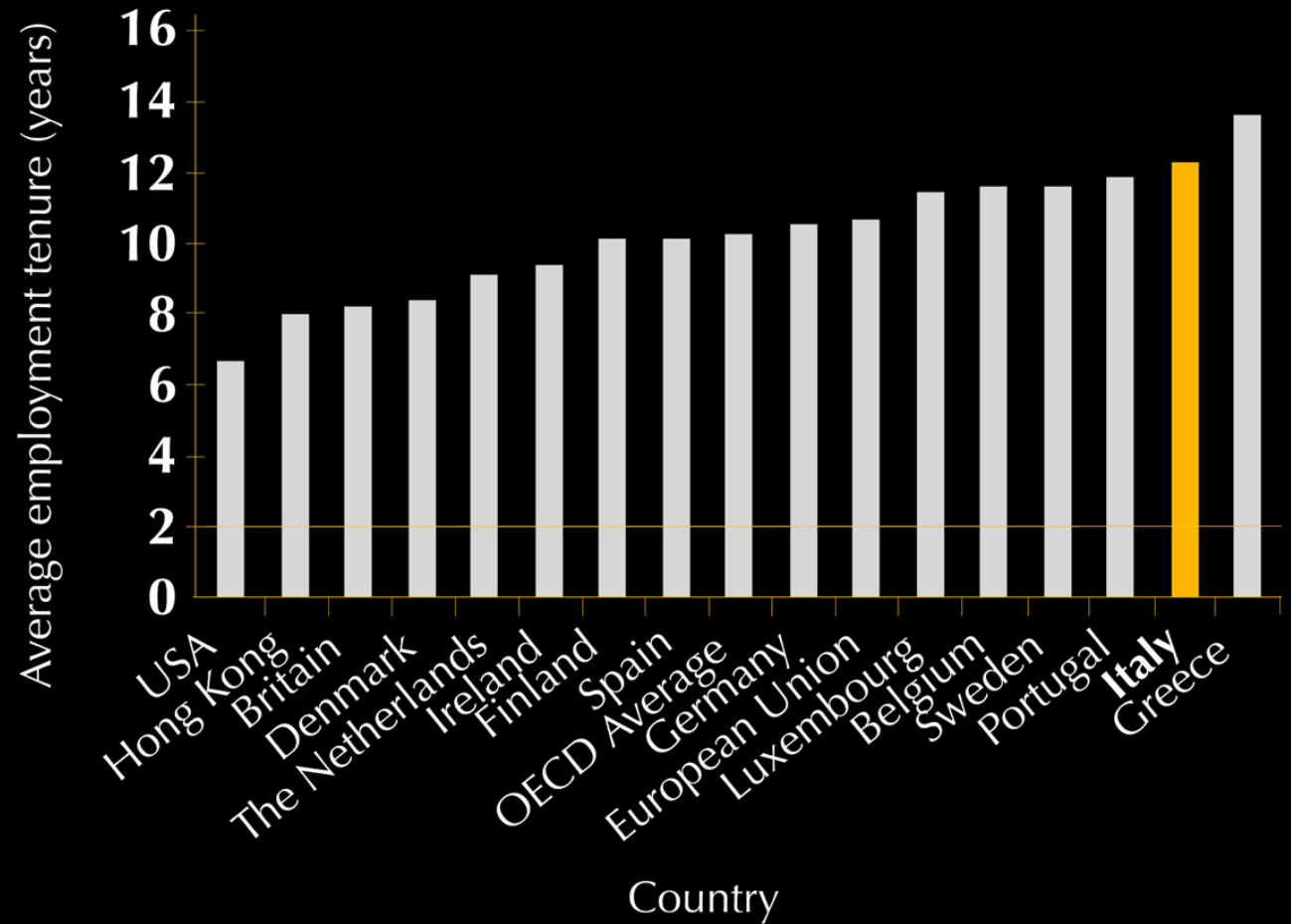
**POLI.DESIGN**

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 **50% 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.

\*Fees may be applied by private partners

# MILANO&PARTNERS

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Comune di  
Milano



CAMERA DI  
COMMERCIO  
MILANO  
MONZABRIANZA  
LODI