

## Fashion in Bologna

### Sector characteristics

- **High quality** products and historical **Made in Italy** brand names
- Specialisation in the following areas: **textiles and clothing, bags and travel accessories, shoes**
- Micro-businesses specialising in **handmade work**
- Numerous **fast fashion** companies
- Innovative businesses which have developed **e-commerce portals**
- Highly qualified workforce

### Key Data

#### → **1,320 businesses**

- 15% of overall regional companies; 1.4% of overall national companies
- **wide network of small- to medium-sized companies**
- 1,000 companies in the **textile-clothing** sector
- significant market quota both regionally (32% of overall companies) and nationally (2.4%) in the **bags and travel accessories** sector

#### → **9,870 employees**

- 16% of total employees region-wide and 1.2% nationwide

#### → **Turnover** estimated at around **1.1 billion euros**

#### → **Export: 886 million euros**

- 12% increase compared to 2005; + 19.7% over the last 5 years
- 22% of regional export value and 2% nationally
- Textiles and clothing: €642 million; bags and travel accessories: €153 million; shoes: €68 million; leather goods: €23 million
- Over half of all exports destined for European Union markets;
- Main markets: France (€86 million); Germany (€84.5 million); USA (€71 million) Japan (€50 million); emerging markets: Russia and Turkey.

### Main companies

La Perla, BVM (Les Copains), Plastimoda (Mandarina Duck), Furla, BrunoMagli, Cinti, Maglificio Bruno's, PiQuadro, Bonafè, Yoox, Fashion Time (Jeckerson), Redwall, A. Testoni

### Centergross

With a surface area of 1.000.000 m<sup>2</sup>, **Centergross** is one of Europe's largest wholesale trading districts.

The district brings together over 600 companies (60% of which in the fashion industry) for a total of around 6,000 employees.

### **Sector-specific fairs**

The main fashion sector fairs in Bologna are:

- LineaPelle
- Fashion Shoe and Leather Goods
- Exit Export Italia
- Simac
- Tanning Tech

### **Training**

#### **Bologna University – Rimini campus**

- ✓ Three-year course in "Costume and Fashion Cultures and Techniques"
- ✓ Specialist degree in "Fashion Systems and Communication"
- ✓ Level 1 Master's in "Fashion Production and Culture / Collection Product Management"

**VESTIS** Fashion Studies Development Association – vocational training centre