



**ISABELLA ROSSELLINI RECEIVES *LIFE IN I STYLE* ICON AWARD**  
**Italian Trade Commission-ICE Honors New Face of 'Made In Italy' Ad Campaign**  
**Reception to be held at Hearst Tower by Hearst Magazines**  
***Esquire, Harper's BAZAAR and Town&Country***

New York, NY, January 23, 2008 – The Italian Trade Commission-ICE is delighted to announce Italian-born actress, model and entrepreneur Isabella Rossellini as the first-ever recipient of the Life in I style Icon Award. The award will be presented in recognition of Ms. Rossellini's important personal contribution to the promotion of Italian style throughout her career.

The Life in I style Icon Award exclusively made by highly-respected Italian jewelry company Faraone Mennella and will be presented to Ms. Rossellini in person by the Ambassador Umberto Vattani, President of the Italian Trade Commission-ICE. The award will be the centerpiece of a cocktail event hosted by Hearst Magazines titles *Esquire, Harper's BAZAAR* and *Town&Country* to officially launch the new 'Made In Italy' advertising campaign in which Ms. Rossellini appears. The ads appear in the magazines' February issues.

The new Made In Italy TV, print and radio campaign celebrates the high-quality sophistication and luxury of Italian fashion, accessories, jewelry and home products. In the new campaign Isabella Rossellini challenges Americans to "Let yourself be charmed by an Italian," highlighting the perfect style and passion for handcrafted detail that makes Italian products so special and unmistakable.

The Award was exclusively designed and handcrafted by award winning Italian jewelry designers Roberto Faraone Mennella and Amedeo Scognamiglio of Faraone Mennella in their Manhattan studio. The design duo chose sensual lines and simple shapes to symbolize the timeless sophistication of the Italian lifestyle. Interlocking oval links, cast in pure silver, are reminiscent of the elegant Italian design heritage of the past decades.

As Ambassador Umberto Vattani, President of the Italian Trade Commission-ICE comments: "Through this important award and new advertising campaign, we are exceptionally proud to celebrate the heritage of Italian charm and elegance that Isabella Rossellini has personified throughout her career. Through her exceptional body of work as a model, actress and author, Isabella Rossellini has achieved iconic status as a highly-recognizable symbol of impeccable Italian style."

Ms. Rossellini was chosen by the Italian Trade Commission-ICE as an authentic and iconic ambassador for Italian style. As Italian Trade Commissioner and Executive Director for the USA Aniello Musella adds, "We are happy that Isabella Rossellini is joining us to celebrate this new campaign. It is important that the American public understands the values and qualities to be discovered in Italian products available in the U.S."

### About the **Italian Trade Commission-ICE**

The Italian Trade Commission-ICE, is the Italian government agency entrusted with the development, facilitation and promotion of trade between Italy and other countries in the world. Its mission is to support the internationalization of Italian firms and their consolidation in foreign markets. Through a network of 111 offices in 84 countries, of which 6 are located in the United States, ICE is the most authoritative ambassador of Made in Italy excellence in the world. For more information visit <http://www.italtrade.com/>

### About the **Made In Italy Campaign**:

The Made In Italy campaign is organized under the auspices of the Ministry for International Trade by the Italian Trade Commission-ICE.

The campaign will appear in the following media: Harper's BAZAAR; Town & Country; Esquire; W Magazine; Architectural Digest; Style.Com; FashionWireDaily.com; on local television in New York, Los Angeles, Phoenix, Chicago, Dallas, Miami; and WINS & KFI Radio in New York and Los Angeles.

### About **Hearst Magazines**

Hearst Magazines is a unit of Hearst Corporation ([www.hearst.com](http://www.hearst.com)), one of the nation's largest diversified communications companies with interests in magazines, newspapers, digital media, business media and television. As one of the world's largest publishers of monthly magazines, Hearst Magazines has nearly 200 editions around the world, including 19 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (74.1 million total adults, according to MRI, spring 07).

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*Ministero del Commercio Internazionale*