



## COMPANY NEWS

### **Let Yourself Be Charmed By an Italian**

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#### **Italian Institute of Foreign Trade (I.C.E.)**

##### **New Made In Italy Campaign Starring Isabella Rossellini Celebrates Quality and Charm of Italian Luxury Products**

The Italian Trade Commission-ICE is honored to announce iconic Italian-born actress, model and business entrepreneur Isabella Rossellini as spokesperson for the new 'Made In Italy' advertising campaign to be introduced to the United States in February, 2008. Shot in the city of her birth, Rome, 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.

As Ambassador Umberto Vattani President of the Italian Trade Commission- ICE comments; "With this exciting new campaign, we are proud to showcase the exceptional heritage of excellence to be discovered in Italian-made products, and we celebrate the charm and elegance of the Italian lifestyle as experienced through the enchanting world of fashion, accessories and interior decor."

Ms. Rossellini was chosen by the Italian Trade Commission-ICE, as an authentic and iconic ambassador for Italian style. Italian Trade Commissioner and Executive Director for the USA. Aniello Musella adds, "Isabella Rossellini's beauty, intelligence and personal commitment to artistic culture personifies the values of the Made In Italy campaign. Ms. Rossellini is the very definition of Italian elegance and culture we wish to celebrate in this new advertising campaign. It is important that the American public understands the values and qualities to be discovered in Italian products available in the U.S." Isabella Rossellini considers herself a proud and passionate spokesperson for the campaign. As Isabella explains; "Italian style signifies quality.

Quality gained from centuries of work by artists and artisans and combined with the Italian charm, humor, and warmth. It is an irresistible combination. I am very proud to be representing MADE IN ITALY for this campaign" As home to the world's most prestigious and recognizable companies in all luxury lifestyle categories, Italian brands have long been the object of international admiration and desire. These global companies convey the essence of Italian elegance and prestige in all arenas; from interior design and culinary, to high fashion, accessories and jewelry, automotive and beyond. Since Italy began exporting to the United States in the 1950s, the U.S. has become one of the largest global markets for Italian luxury goods. During this time, Italian-made products have been coveted by discerning American consumers for their fine tradition of hand craftsmanship, attention to detail, pioneering design and use of the highest-quality materials. 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.