

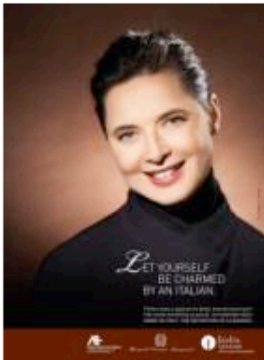
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'Made In Italy' Luxury Campaign to Launch in U.S.

(January 24, '08, 6:49 Ronit Scheyer)

The Italian Trade Commission-ICE will launch a new 'Made In Italy' advertising campaign in the U.S. in February. The ad program, which will appear in various print publications including *Harper's Bazaar*, *Esquire* and *Architectural Digest*, will feature Italian-born actress, model and business entrepreneur Isabella Rossellini.



Made in Italy print ad

The campaign, which celebrates the "high-quality sophistication and luxury of Italian fashion, accessories, jewelry and home products," has been shot in Rome and, aside from its print placements, will appear online on Style.com, FashionWireDaily.com, as well as on local television and radio markets in the U.S.

Aiming to celebrate the quality and charm of Italian luxury products, the commission chose Rossellini as she is seen to represent what an authentic ambassador for Italian style should be. As the Italian trade commissioner and executive director for the U.S. Aniello Musella said, "It is important that the American public understands the values and qualities to be discovered in Italian products available in the U.S."

As the centerpiece of the campaign, Rossellini challenges Americans to "Let yourself be charmed by an Italian," while attempting to highlight the style and passion for handcrafted detail that make Italian products so unique and unmistakable.

Since Italy began exporting to the U.S. in the 1950s, it has become one of the largest global markets for Italian luxury goods.