



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.

Source: Italian Trade Commission-ICE

PRNewswire

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