

## Isabella Rossellini Ready To Charm You For Italy

Posted by [Marguerite Sebastien](#) @ 12:28 am January 18, 2008  
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NEW YORK, Jan 18, 2008 / FW/ — The timing could not have been better, right in the height of the fashion season where Made In Italy products reign supreme. Isabella Rossellini, Italian-born actress, model and business entrepreneur is the face of 'Made In Italy' advertising campaign set to launch in the United States next month.

Since the 1950s, when Italy began exporting to the United States, Americans fell in love with Italian luxury goods. Through the years, that love affair has never abated. But, though the love continues, economic conditions change.

The usually robust luxury market is down 21%, with luxury consumers dropping spending from \$15,283 in the second quarter to \$12,142 in the third quarter the steepest decline since the fourth quarter of 2004, according to Unity Marketing, a firm that tracks affluent customers spending.

Isabella Rossellini, a well known face and a well-loved personality by Americans, who maintains a loft in New York and also sends her daughter to school here in the U.S. is the perfect choice for a spokesperson to promote 'Made in Italy' product.

In the new 'Made In Italy TV' print and radio campaign, the iconic 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.

Celebrating the high-quality sophistication and luxury of Italian fashion, accessories, jewelry and home products, the campaign was shot in Rome, which incidentally is also Ms. Rossellini's birthplace.

Aniello Musella, Italian Trade Commissioner and Executive Director sums up the campaign and the choice of Isabella Rossellini as spokesperson perfectly in a statement.

"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.," Musella commented.