

USA: 'Made in Italy' Campaign to Feature Rossellini

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RAPAPORT... The Italian Trade Commission (ICE) will feature Isabella Rossellini as spokesperson for the new 'Made In Italy' advertising campaign to be introduced to the United States during February 2008.

Advertisements will include brands from Italy for jewelry, high fashion, interior design, and automotive categories. Italy began exporting goods to the United States in the 1950s, which has since become one of the largest destinations for luxury goods.

Rossellini is featured in television, print, and radio commercials – all of which were produced in Rome. Rossellini challenges consumers to "Let yourself be charmed by an Italian," ICE declared.

Umberto Vattani, president of ICE, said, "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."

Rossellini, who is a native of Rome, considers herself to be a proud, passionate spokesperson for the campaign. "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."

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 on radio 1010WINS in New York and KFI in Los Angeles.

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