

Isabella Rossellini Asks Us to Buy Italian

The "Made in Italy" stamp usually means high quality today -- any fashionista knows that. But what she may not know is that Italy has been facing stiff competition from China, which is producing cheap designer knockoffs in droves. Italy has economic troubles and has decided to fight back in the international trade wars with what it does best: top-quality, luxury goods. Towards that end the Italian Trade Commission ("ICE") has launched a new ad campaign called "Made in Italy." ICE has named Isabella Rossellini as the spokesperson for the campaign which will be introduced to the United States in February, 2008.

Shot in Rome (where Isabella was born), the new Made In Italy TV, print and radio campaign celebrates the Italian fashion, accessories, jewelry and home products. Isabella Rossellini urges Americans to "Let yourself be charmed by an Italian." She talks about the handcrafted goods that made Italian products stand out.



Ambassador Umberto Vattani, President of the 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."

Isabella Rossellini was thrilled to get on board, saying "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."

We think the campaign is an excellent idea: we adore Italy, Isabella and have an especial fondness for authentic Italian leather goods. And fashion. And jewelry. And scarves. And furniture. And...well, you get the idea. Now if only the dollar weren't sinking to an all-time low against the Euro...

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