



PROMINDUSTRIA
INTERNATIONAL EVENT DEPARTMENT



Dear Sir/Madam,

from 21 to 23 of January the Xth edition of **ODEZHDA.IT, GLAMOUR AND CHIC EVENT OF THE ITALIAN FASHION** will take place in **Fermo**, inside **PALAZZO PRODUTTORI**.

Odezhda.it takes place every six months.

The Italian Producers will display their new collections of clothes and fashion accessories for the Autumn/Winter season 2018.

The Xth edition will house a section dedicated to coordinates and sartorial products.

Odezhda.it is an exclusive showroom, where Producers invite their Clients.

The event has the following main characteristics:

- 1 - The companies display exclusive products, addressed specifically to these markets: Russia and Ex Cis Countries, Sub-Saharan Africa, Usa and Arabic Countries.
- 2 - The entrance by invitation offers the Clients the appropriate context for calm and successful business negotiations;
- 3 - The international Clients can visit the companies' laboratories, to see other products and samples;
- 4 - The hospitality offered by the Organization allows Clients to enjoy a positive and pleasant stay in Italy.

The purpose of the manifestation is to gather more than 100 Buyers, coming from the following areas: Russia and Ex Cis Countries, Sub-Saharan Africa, Usa and Arabic Countries.

Last edition has seen the presence of more than 70 Buyers.

Only **Italian Companies**, producing exclusively in **Italy** and owning the **Certification 100% Made in Italy -IT01** will be allowed to take part in the manifestation and display their products.

On the 2nd day of the event, in the evening, the award ceremony "**International Best Retail**" will take place.

At the end of Odezhda.it, Clients will be given an exclusive book, with the brands and products displayed at the exhibition.

All the information can be found on the site odezhda.it

For further information +39.0734.605483

Best Regards,
Managing Director
Dr. Nazzareno Vita