



## **Italy on Madison Avenue. Shop Until You Drop!**

Margherita Pagani (December 12, 2009)



The initiative “Made in Italy on Madison” was launched by the Italian Trade Commission with the collaboration of Madison Avenue Business Improvement District and Hearst Magazines. It aims to celebrate the quality, and artistry of Made in Italy products, through the organization of a large number of events hosted by the 32 participating businesses.

Still don't know what to get your friends and family for Christmas?

Choose the best for your loved ones, buy on Madison Avenue, where you'll find the most prestigious Italian shops and boutiques of New York City

The initiative “Made in Italy on Madison” was launched on December 10 and involves more than 30 businesses located between 57th and 78th st. Promoted by the Italian Trade Commission with the



support of [Madison Avenue Business Improvement District](#) [2] and [Hearst Magazines](#) [3], it will last until December 22 and aims to celebrate the quality, and artistry of Made in Italy products, through the organization of a large number of events hosted by the participating businesses.

“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. It is especially important that we support retailers during this critical time of year given the challenging economic climate we’ve faced over the past 12 months. We are very encouraged by signs of recovery, and look forward to creating a dynamic experience to attract shoppers to visit and shop Italian stores on Madison Avenue this holiday season”, said the Director of ITC/ North America Aniello Musella during the press conference organized in occasion of the launch of the initiative.

Matthew Bauer, President of the Madison Avenue Business Improvement District, echoed his words and underlined how well Italian fashion is overcoming the crisis: “Of course, as in all the other areas of the city, we on Madison Avenue have seen the effects of the recent economic downturn: many boutiques and shops closed, clients were fewer and much more conscious on the money they spent. But the situation is constantly improving. Just in the last few weeks a consistent number of businesses opened, the new Armani store is just as an example.”

The public administration of the city of New York also seems very proud of this new “Little Italy” that rose right in the middle of Manhattan. Donald Giampietro, the Assistant Commissioner of the [NYC Department of Small Business Services](#) [4], participated to the press conference on behalf of Mayor Bloomberg, and proclaimed December 10 2009 the “Italian Madison Avenue Day”, acknowledging our national businesses for giving a significant boost to the city’s economy.

It is not a case, moreover, that on the most prestigious fashion magazines of the US you can always find an editorial, article, or a blog dedicated to Italian brands and style. Hearts Magazines ([Harper’s Bazaar](#) [5], [Country Living](#) [6], [Oprah](#) [7], [Esquire](#) [8], [Marie Claire](#) [9]) have been collaborating with the Italian Trade Commission for over 14 years and produced and printed the advertising campaign for this initiative, which was photographed in Rome: “We developed the new Made in Italy campaign to raise consumer awareness for Italian fashion and accessories in America”, said Valerie Salembier, SVP/Publisher of Harper’s Bazaar.

During the conference, Nina Garcia, Fashion Director of Marie Claire, shared with us her personal bond to this campaign: “I am personally fond for everything Italian, just as the absolute majority of New York women. During this period we opened a “Christmas section” on our website, where our readers can find suggestions on gifts to buy. Well, it is impossible not to notice that the majority of them are Italy-labeled.”

In order to recreate the true Italian lifestyle “and give to Madison Avenue a farther touch of Italianity”, renowned Italian wines such as **Mionetto**, **Rocca Sveva**, **Collavini** and **Pertinace** will be served at all Made in Italy Events, and collections of Vespas will be on view during some of them.

A special voucher will be granted to all the purchasing clients during the promotional events. They can redeem them for a complimentary espresso, glass of sparkling Italian wine or a free appetizer with the order of an entre’ in four Italian restaurants located on or around Madison Avenue: [Alto](#) [10], [Amaranth](#) [11], [Bice](#) [12], and [Serafina](#). [13]

Find the whole list of the participants to the “Made in Italy on Madison” initiative below:

[Beretta](#) [14], [Bric’s](#) [15], [Cesare Paciotti](#) [16], [Claudia Ciuti](#) [17], [Damiani](#) [18], [Davide Cenci](#) [19], [Domenico Vacca](#) [20], [Eredi Pisano](#) [21], [Frette](#) [22], [Furla](#) [23], [Galo Shoes](#) [24], [Geox](#) [25], [Giorgio Armani](#) [26], [Giuseppe Zanotti](#) [27], [Gucci](#) [28], [Krizia](#) [29], [Lana Marks](#) [30], [La Perla](#) [31], [Loro Piana](#) [32], [Luca Luca](#) [33], [Marina Rinaldi](#) [34], Mario Caldi, [MaxMara](#) [35], [Paul & Shark](#) [36], [Panerai](#) [37], [Pratesi](#) [38], [Roberto Cavalli](#) [39], [Santoni](#) [40], and [Tramontano](#) [41].

To view the calendar of events [click here](#) [42]



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- [3] <http://www.hearst.com>
- [4] <http://www.nyc.gov/sbs>
- [5] <http://www.harpersbazaar.com>
- [6] <http://www.CountryLiving.com>
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- [33] <http://ucaluca.sectorlink.org>
- [34] <http://www.marinarinaldi.com/>
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