



**Experience  
Made in Italy  
Creativity**

**SELECT THE RIGHT PARTNER  
FOR YOUR BUSINESS**

FASHION LUXURY DESIGN  
INTEGRATED SUPPLY CHAIN PROJECT

[www.luxury.centroestero.org](http://www.luxury.centroestero.org)



## DESIGN

Creativity, craftsmanship and uniqueness are the engine of innovative creations in Piemonte and represent a strategic level for business development in luxury fields such as design and furnishing. Piemonte boasts a long and successful tradition of design-driven innovation in these sectors. Some outstanding inspirations were developed here that led to everyday items, icons of the design representing Made in Italy production around the world. The region is internationally famous thanks to its car designers, but its ingenious ideas are distinctive in many fields: furniture, housewares, fittings and taps as well as fashion and accessories, writing instruments and sports.

**2,650**

DESIGN  
AND CREATIVE  
COMPANIES

**72,500**

EMPLOYEES  
IN CREATIVE  
INDUSTRIES SECTOR

**€14 BN**

TURNOVER

## JEWELLERY

The jewellery sector in Piemonte offers a network of specialized companies in the entire supply chain: design, machinery and equipment, gold craftsmanship, software, prototyping and moulding, production of luxury gold and platinum jewels, cutting and modelling of precious and semi-precious stones, coral, silver tools, bijoux and coins.

Piemonte is home to one of the most famous gold-working districts in the world: the **District of Valenza** that holds the record for the creation of medium-high and high jewelry and for the largest number of goldsmith and jewelry companies.

**1,500**

COMPANIES  
AND WORKSHOPS

**7,300**

HIGHLY SPECIALIZED  
EMPLOYEES

**ABOUT  
30 tons**

OF GOLD AS WELL AS 80%  
OF THE PRECIOUS STONES  
THAT ARE IMPORTED TO  
ITALY ARE PROCESSED  
EVERY YEAR IN VALENZA



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## FASHION

Craftsmanship ability, style, research, customization of the products are internationally recognised as the winning features animating Piemonte's Made in Italy fashion. Piemonte's clothing and fashion sector encompasses quite a broad variety including lingerie, fashion accessories, footwear, swimwear, leather goods and plays a leading role in the field of garments.

Piemonte offers a wide range of productions, represented by the presence of a number of major famous producers such as Ermenegildo Zegna, Loro Piana, Miroglio, Basicnet (Robe di Kappa, Superga, K-Way, Jesus Jeans), and many smaller businesses endowed with high quality products and that have created interesting niche markets.



## KEY PLAYERS DESIGN, FASHION AND JEWELLERY

Praised Piemonte brands and companies include:

- |                     |                    |                  |
|---------------------|--------------------|------------------|
| • Alessi            | • Gessi            | • Mattioli       |
| • Bialetti          | • Giorgio Visconti | • Miroglio       |
| • Bulgari           | • Gufram           | • Pasquale Bruni |
| • Damiani           | • Herno            | • Pininfarina    |
| • Carlo Pignatelli  | • Italdesign       | • Robe di Kappa  |
| • Cartier           | • Lagostina        | • Sambonet       |
| • Cerruti           | • Jesus Jeans      | • Serralunga     |
| • Ermenegildo Zegna | • K-Way            | • Superga        |
| • Fratelli Piacenza | • Loro Piana       |                  |

|                                    |                     |                  |            |                       |                 |                                    |                                                           |          |          |           |                 |                          |                           |                 |                    |
|------------------------------------|---------------------|------------------|------------|-----------------------|-----------------|------------------------------------|-----------------------------------------------------------|----------|----------|-----------|-----------------|--------------------------|---------------------------|-----------------|--------------------|
| <h1>FASHION<br/>LUXURY DESIGN</h1> | FASHION             |                  |            |                       |                 | INTERIOR                           |                                                           |          |          |           |                 |                          |                           |                 |                    |
|                                    | Fashion accessories | Apparel products | Sportswear | Underware & beachware | Apparel fabrics | Textile accessories and processing | Furniture & equipment for residential & commercial spaces | Lighting | Flooring | Coverings | Doors & windows | Taps & sanitary fittings | Home textile & home linen | Stone materials | Artistic creations |

[illegible][illegible]











GERMANY

FRANCE

**PIEMONTE**

• MILANO

• TORINO

ITALY

• ROMA

SPAIN

- LOGISTICS PLATFORMS
- EUROPEAN RAILWAY CORRIDORS
- ROAD LINKS
- TORINO AIRPORT  
(30 MINS FROM CITY CENTER BY TRAIN)
- CUNEO AIRPORT  
(1H FROM TORINO)
- MILANO MALPENSA AIRPORT  
(1H FROM TORINO)