

**ITALIAN EXHIBITION GROUP:
“ORIGIN PASSION AND BELIEFS” – UNIQUE AND EXCLUSIVE PLATFORM FOR ITALIAN FASHION
MANUFACTURERS**

Exhibitors talk about the event that collects the highest manufacturing skills for the Made in Italy fashion sector in conjunction with Milano Unica



Milan, February 7th 2019 – ORIGIN FIRST, prestigious preview edition of the Italian manufacturing excellence for the fashion industry ends today. The companies will be back in July at the sixth edition of **ORIGIN PASSION AND BELIEFS, the Italian Fashion Show at the service of fashion** organized by **Italian Exhibition Group (IEG)** simultaneously with **Milano Unica**.

Four the Made in Italy companies selected, ambassadors of the exhibitors' community whose owners have expressed their satisfaction with the event:

Stefano Bonaretti - Owner - RICAMI LAURA s.r.l. - "There are no other platforms like ORIGIN PASSION AND BELIEFS. The event represents the meeting place and exchange of expertise of Italian fashion excellences. "

Stefano Stenta - Owner - ATELIER STIMAMIGLIO - "ORIGIN PASSION AND BELIEFS is the only project smart tool available today in Italy and Europe able to bring together the made in Italy manufacturing sector and enhance the whole supply chain."

Cinzia Di Zio - Owner - BLUETM ITALY - "The event is the ideal context that allows me to have visibility, from a few weeks before the start of event and confirms to my customers that I am present and available. "

Martino Mazzoni – Co-owner - HOSTAGE - PELLEMODA "The exhibition is an opportunity. With this platform to expand our clients portfolio and also to learn about new market areas in the fashion world which, with its start-ups has evolved and has been delocalized. Los Angeles, Shanghai and Japan are new markets not only for consumption but also for production and with many ideas, little knowledge of production and investment facilities and this is the main reason for us to be here at ORIGIN PASSION AND BELIEFS.

There were numerous meetings with the most important decision makers, product office operators, production and style offices of international fashion brands that ORIGIN PASSION AND BELIEFS, as **the first platform for the integrated offer of the highest level of Made in Italy manufacturing skills**, provided in these days to Italian manufacturing companies, specialized in sub-supply and quality services for the fashion sector.

ORIGIN PASSION AND BELIEFS will be held from July 9th to 11th, in conjunction with the summer edition of Milano Unica, the Italian Textile Exhibition.

ITALIAN EXHIBITION GROUP SPA: FOCUS ON

Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. <https://en.iegexpo.it/>

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