

A BOUNDING **PASSION**

**VARESE**MODA  
Italian **Fashion** System

# >WORKING TOGETHER FOR FASHION

**2200 companies, over 20000 employees, over 35% of the production exported** all over the world: these numbers perfectly show not only the potential of the textile sector in the area of Varese, but also the excellence of the “made in Italy” of which VareseModa is a valuable representative.

The project VareseModa started thanks to the synergy between the Chamber of Commerce, entrepreneurs associations and export syndicates of Varese. It renews and gives new emphasis to a sector that has always been a protagonist in Italian economy, thanks to its constant search for the primacy in quality and quantity.



# > A CUSTOMIZED SHOWCASE FOR THE WORLD

VareseModa is the opportunity for buyers from all over the world to streamline the commercial activity and business relationships with fashion manufacturers in the area of Varese. The Multifunctional Exhibition Centre "MalpensaFiere" can be an ideal meeting point between demand and offer for Italian fashion in the world.

VareseModa offers:

- > many opportunities for business, contacts and meetings;
- > the chance to see the products of the most important fashion companies of the area of Varese;
- > the possibility to make business agreements with more partners in one location.

**A customized showroom** for a unique opportunity **you shouldn't miss.**





## > LOCAL TRADITION, GLOBAL SUCCESS

A process that involves all stages of manufacturing, from spinning to tailoring, from weaving, to fabric stamping to manufacture linen, knitwear, hosiery, underwear and lingerie: such completeness characterizes Varese textile sector, present on the local and foreign market for over a century. In this unique context for Italy, the system VareseModa operates successfully. Specialization, qualitative research and constant innovation for products and processes are the most representative characteristics of every single company: their cohesion and synergy assure unique handmade products originating from the area of Varese, pride of the world of textile, clothing and fashion.





Showroom



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> Fabrics - yarns

> Knitwear  
man > woman > child

> Textile fittings  
tulle > laces > embroidery

> Underwear - beachwear  
hosiery

> Tailoring - shirts





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**PROMOVARESE**  
 Associazione Promovarese Industrie e Commercio



CAMERA DI COMMERCIO  
 INDUSTRIA ARTIGIANATO  
 AGRICOLTURA DI VARESE