



PRESS RELEASE

Venice Sustainable Fashion Forum 2022

Sciuccati: “Sustainability is a crucial issue for the Italian fashion sector” Marinese: “Venice confirms the long-standing commitment to sharing ideas”

VENICE, OCTOBER 27, 2022 – The goal of the Venice Sustainable Fashion Forum is to actively overcome all the divisions typical of this sector and take on a crucial and complex issue: corporate sustainability and social responsibility.

“Those in the sector are well-aware that the transition toward sustainability is very complex,” explains the Head of the Fashion & Luxury practice of The European House – Ambrosetti, **Flavio Sciuccati**. “There are a number of special factors that characterize this sector: 1) exceptional segmentation that ranges from the luxury category to the lower “mass market” and “fast fashion” segments; 2) the brief life cycle of products and continuous renewal of collections; and 3) “globalization” choices and search for “low cost” that has led to mass delocalization and severe fragmentation of the supply chains of all products in conditions that are often non-sustainable.”

All this, Sciuccati adds, “in a context of laws and regulations for the sector still in the process of definition, which, if not taken on in the right way and time frame, risks penalizing the companies themselves in our supply chains. Companies that have always been a true reservoir of innovation and creation for the vast majority of sector products.”

Venice was chosen to host the Forum because it is a “sustainable city *par excellence*,” explains **Vincenzo Marinese**, president of Confindustria for Venice and Rovigo. “Venice, *La Serenissima*, queen of the seas with the Silk Road, provided the impulse for what, in the Renaissance, was considered the leading textile and fashion center of the Western world. Heir of the tradition born in Venice in the 13th century, the footwear industry in the Brenta Rivera is, today, one of the most prestigious manufacturing areas. A cutting-edge industry dedicated to attaining high standards of sustainability through the activities of the Politecnico Calzaturiero (Footwear Polytechnic): a high-tech hub of innovation and learning, which next year celebrates its 100th anniversary. This is Venice’s most precious heritage, admired the world over. With the Venice Sustainable Fashion Forum, our city confirms its mission in favor of the cross-fertilization and exchange of ideas and age-old tradition of beauty and artisanship.”

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Confindustria Venezia Metropolitan Area of Venice and Rovigo represents and protects entrepreneurs in relations with the institutions, local, national and international public administration bodies, and economic and trade union organizations. The trade association promotes the development and growth of the Metropolitan area of Venice and the Province of Rovigo.

The **European House – Ambrosetti** is a Group of approximately 280 professionals operating since 1965, which has grown significantly over the years, thanks to the contributions of many of its partners, developing numerous activities in Italy, Europe and the rest of the world. The Group has three offices in Italy and a number abroad, in addition to other partnerships around the world. What distinguishes it is its ability to provide support to companies in the integrated and synergic management of the four critical aspects of value-creating processes: Seeing, Planning, Achieving and Optimizing. For over 50 years it has been working alongside Italian businesses and each year it provides consulting to about 1,000 clients, including more than 200 strategic scenarios and studies aimed at Italian and European institutions and companies, and around 120 projects for family-run businesses. In addition, each year about 3,000 Italian and international experts are involved in the 500 events it organizes for over 10,000 managers whom it follows in their personal and professional paths to growth. The Group vaunts an invaluable international network of contacts on the highest level in the sectors in which it operates, including top-level decision-makers within multinational institutions and on an individual country level. For the eighth year running, again in 2021 The European House – Ambrosetti was named—in the category “Best Private Think Tanks”—the no. 1 think tank in Italy, no. 4 in Europe and among the most respected independents in the world out of 11,175 on a global level in the latest “Global Go To Think Tanks Report” of the University of Pennsylvania. The European House – Ambrosetti was recognized by Top Employer Institute as one of the 112 Top Employers 2021 in Italy. For additional information, please visit the website www.ambrosetti.eu and follow us on twitter.com/Ambrosetti

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