



Camera Nazionale della Moda Italiana

PRESS RELEASE

MILANO MODA SHOWROOM – JULY 5/15, 2006

C.N.M.I. promotes and coordinates the schedule of the Milan's showrooms openings for the sales of the Men/Women's pre-collections - Spring/Summer 2007.

It is at the departure blocks the second edition of "**Milano Moda Showroom**", the new event of C.N.M.I. focused on promoting and coordinating the schedule of the Milan's showrooms openings for the sales of pre-collections.

This edition follows the one that took place between the 20th and the 31st of January 2006 and it foresees a new communication operation: the publication of a new **fashion guide "Milano Moda Showroom"**, whose diffusion is guaranteed by Class Editori.

The guide "Milano Moda Showroom" has the following features:

- the participating showrooms, which represent 570 brands, are ordered according to three different lists:
the name of the showroom
the trade mark
ZIP code, with towns maps and location of the showrooms on the map

furthermore in all the lists, it is specified the product category and the C.N.M.I. members are highlighted in boldface:

- a section is dedicated to the history of Camera Nazionale della Moda Italiana since 1856
- another section is dedicated to C.N.M.I.' s projects: **Next Generation-Regeneration** and **Fashion Incubator**
- the **Fashion Milano Center** is introduced, the new location of Milano Moda Donna's fashion shows, starting from September 2006

The guide "Milano Moda Showroom" will be distributed during important commercial moments of the international fashion:

- Pitti Uomo – June 21/24, 2006
- Milano Moda Uomo – June 25/29, 2006

The guide will be furthermore sent to all the national and international buyers present in our database within the 15th of June 2006 and it will be distributed for free in newspaper kiosks, enclosed to MF Fashion, between the 5th and the 15th of July 2006.

The guide will have a circulation of about 100.000 copies and it will be possible to download it from the website www.cameramoda.it.

Milan, 22th June 2006