

## Recapping SHOP ITALY NYC

Natasha Lardera (July 07, 2011)



Satisfied retailers praise ITC and its efforts in the organization of a month-long shopping promotion that has brought a greater affluence of shoppers in what is generally known to be a slower spending season.



[SHOP ITALY NYC](#) [2], a month-long shopping event promoted by the Italian Ministry of Economic Development and organized by the Italian Trade Commission (ITC), is about to end but it is not over yet, still all conversations at the VIP Hospitality Tent at the corner of Green and Spring Streets on July 6th, first day in Soho, are about its success.

Strolling down the streets of this fashionable neighborhood, map in one hand, and a glass of Prosecco in the other, we have the opportunity to speak with Aniello Musella, [Italian Trade Commissioner](#) [3] for the United States. "The retailer's response to the promotion has been extremely positive," he confirms, "They all have greatly appreciated the promotional investment made by [ICE](#) [3] and have confirmed a greater interest and affluence of shoppers."

"Two main elements have brought on the success of this initiative," he continues, "First of all the major communication campaign on the American press, blogs, the web and alternative means of communications like videos on taxi cabs. The campaign has been extremely articulate and started way before the official kickoff of the events back on June 14th. The other important element is the VIP Card, a special tool that invites the shopper to buy and enjoy the special discount offered by the participating retailer."

As we move from one store to the next we learn that there has been a great participation in all the three neighborhoods where the promotions have been held in the past month. "Mind you, this is the first time that the promotion has spread to different areas," Musella specifies, "In the past years there was only Made in Italy Madison. This year we have expanded. The Meatpacking District is the new Madison Avenue, the place where you can find the trendiest and most avant-garde shops. Madison Avenue still is the mecca of Italian shopping, and indeed the promotion lasted two weeks there. Last but not least, Soho is important because it is representative of Italian high fashion but mostly of interior design, another pillar of the Made in Italy label. We really wanted to focus on this aspect as well. Let's not forget the participating restaurants and wine shops as they are extremely important in this celebratory moment of the Italian lifestyle."

At Kartell, Executive Vice President John James Jenkins, confirms that "These promotions are always positive as they allow us to promote a system and the uniqueness of such system while allowing us to dive into the needs of the real market. We are always grateful of the support we get from ICE and my personal wish is that these events will grow to have a major impact on this city, a city that is extremely curious and open to what's new and of quality. We want to educate the average client to walk into our showrooms, to embrace our products rather than being intimidated by them. They don't walk in simply because they are afraid of the cost or simply because they do not know the product. This is an awareness that we can bring to the public if we all work together"

Francesco Farina, C.E.O. Of Scavolini USA Inc. shares the same opinion and focuses on the fact that

"This is something we cannot do alone. We need a leading actor, in this case ICE, that brings us all together and leads us in the right direction. ICE is really pushing on what seems to be the weakest link in the chain of retail sales, and we are more than happy to participate in all Italian events that contribute to promoting the Made in Italy label."

The positive effects of the promotion can be seen in the stores themselves. Although some, such as Fontana Arte, experience a smaller participation, most likely due to being just the first few hours of the first day of the Soho promotion, others are extremely satisfied. Jessamyn Go, General Manager of Philosophy di Alberta Ferretti confirms a "great affluence of shoppers in what usually is a slower season. West Broadway fills with tourists during the summer months so in addition to the American public we get a lot of Russian, Asian and some European clients. The signs in the window really attract the people's attention and many walk in to ask questions and once they are in they are more than happy to enjoy a glass of Prosecco, listen to the live music and take a look to what we have to offer."

July 7th is the last day. For a map and a VIP Shopper Card stop by the VIP Hospitality Tent at the corner of Green and Spring Streets. Visit <http://www.fashionitalianstyle.com/> [2]



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