

# RESIDENT

## BEAUTY MADE IN ITALY campaign to promote awareness of Italian beauty brands in US

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The Italian Trade Commission (ITC), a public agency of the Italian Government and Cosmetica Italia, Italy's personal care industry association, are launching a new campaign to promote the awareness, availability, and excellence of Italian beauty products and brands to the US market and consumer called *Beauty Made In Italy*. The *Beauty Made In Italy* program provides participating Italian companies with various platforms to learn the unique aspects required to enter the US market. Working with a review board comprised of beauty industry experts, *Beauty Made in Italy* provides analysis of the brands, and hosts educational and promotional initiatives and events. Through these services, the *Beauty Made in Italy* initiative hopes to add and attract appropriate and selected companies to the program.



"Italy is internationally recognized for its rich culture of craftsmanship and artisanal skills, and beauty brands made in Italy represent this heritage. Through *Beauty Made In Italy*, we are thrilled to give Italian companies the tools, resources and support needed for their best possible opportunity to successfully enter the US beauty market," says Maurizio Forte, Italian Trade Commissioner & Executive Director for the USA. Beauty and personal care is an important sector in Italy which counts revenue growth in excess of 10 billion euro in 2016, thanks to the increasing presence of Italian beauty companies in foreign markets. Additionally in 2016, Italian exports grew by more than 14 percentage points, hitting 3.8 billion euro and contributing to a trade surplus of 2.0 billion euro.



"Americans have long loved Italian beauty and Italian beauty products. From our rich heritage in fragrance, to our cutting edge innovations in hair and makeup, Italian beauty manufacturers and brands stand at the forefront of global style, art, and design. We are proud to partner with the Italian Trade Commission to help chart a course for our brands to enter the market, and to share Italian passion and ingenuity with the American consumer", says Cosmetica Italia President, Fabio Rossello.



The goal of the campaign is to attract attention and generate interest for Italian beauty brands from retailers, media, and American consumers, as well as to position *Beauty Made In Italy* as the singular entry point for all things Italian beauty. The program is also looking to invite more established Italian beauty companies to act as catalysts for additional programmatic growth and awareness of Italian beauty in the US. Future plans to generate awareness and garner demand for Italian beauty domestically include taking a group of beauty influencers to Italy during Cosmoprof Bologna, the international beauty fair in March 2018, curating an Italian-themed subscription beauty box, and launching a partnership with a major US beauty retailer in the second half of 2018.

