



INVEST IN TUSCANY

FASHION

TUSCANY & FASHION INDUSTRY EXPORT:

6TH PLACE

COMPARED TO OTHER REGIONS IN EUROPE
AND

3RD PLACE

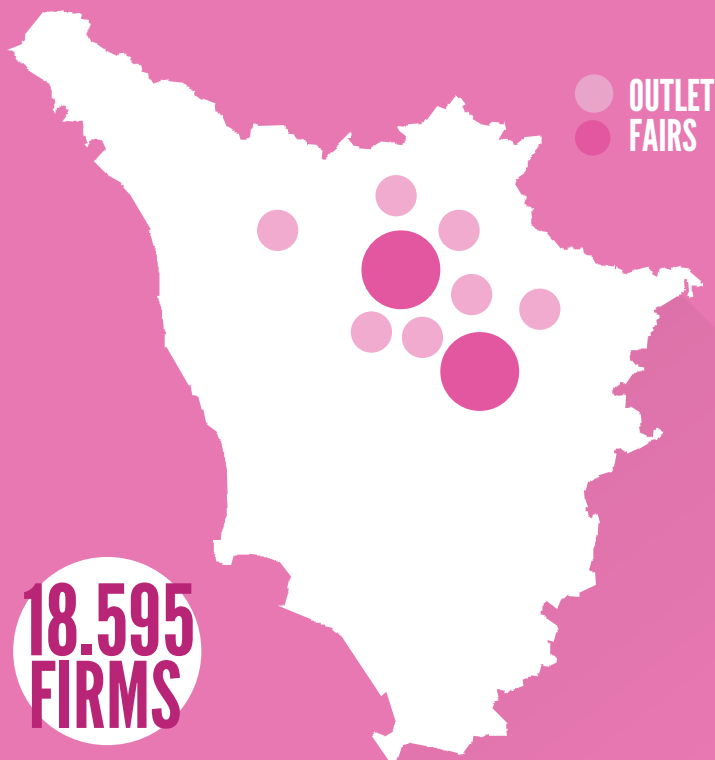
COMPARED TO OTHER REGIONS IN ITALY

€ 8 BILLIONS
EXPORTED IN 2012

— SHARE OF 30% OF ITALIAN EXPORTS —

MAIN MARKETS:

FRANCE, RUSSIA, USA,
HONG KONG/CHINA, GERMANY,
UK, SPAIN, JAPAN.



3.833
TEXTILE

8.025
CLOTHING

4.382
LEATHER
& TANNING

2.355
SHOES



TOP WORLDWIDE PLAYERS ARE LOCATED IN TUSCANY:
GUCCI, FERRAGAMO, PRADA, CELINE, ROBERTO CAVALLI,
STEFANO RICCI, ERMANNO SCERVINO, BRACCIALINI,
CHANEL, DIOR, PATRIZIA PEPE ETC..

121.000
EMPLOYEES

8 % OF TOTAL TUSCANY'S ONES



25% TEXTILE



34% CLOTHING



22% LEATHER
& TANNING



19% SHOES



€ 22,5
BILLION

TURNOVER IN 2014
= 20% REGIONAL GDP



OTHER LEADING FACTORS

EXCELLENT AND SPECIALIZED:

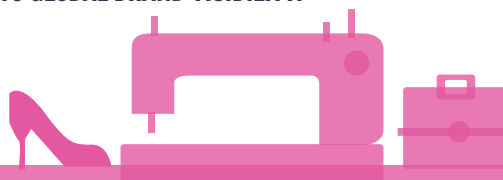
TUSCANY IS ONE OF THE MOST SPECIALIZED
REGIONS IN EUROPE FOR THE TEXTILE,
CLOTHING, LEATHER AND SHOE INDUSTRIES.

GLOBAL VISIBILITY:

THE PROXIMITY TO THE METROPOLITAN AREA
OF FLORENCE GIVES FASHION FIRMS THE ACCESS
TO GLOBAL BRAND VISIBILITY.

SUB-SUPPLY NETWORK:

PRESENCE OF A SUB-SUPPLY NETWORK
OF INTEGRATED FIRMS, SPECIALISED
IN DIFFERENT PHASES OF PRODUCTION PROCESS.



SOURCES: IRPET 2014



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