

An unbeaten leadership among B2B fashion magazines: Fashion, the must-read weekly for textiles and clothing for 40 years, actually covers much more.

From fibres to yarns and textiles, men's, women's and kids' fashion to lingerie, fitness wear to accessories, Fashion offers a close up on each link in the production chain and on the key markets for products made in Italy with its in-depth surveys, interviews, trend analysis and market researches. Using the same methods, the magazine also explores sectors like eyewear, jewellery and watches. 18,000 copies every week, the only "Italian fashion weekly" punctually dialogues with retailers, representatives, entrepreneurs in the textile and garment trade, designers, consultants, category associations and trade fair organisations, showing a deep feeling with the market and its changes. Plans for 2009 confirm this: a year with an increasingly more international slant and more bi-lingual editions to bridge the business made in Italy and the most interesting and receptive world markets.

New challenges also for the FashionCalendars, those valuable pocket-size "instruction manuals" published during the men and women's fashion shows but also Pitti Uomo and Pitti Bimbo, with restyled format and contents, following a careful makeover.

About real-time fashion event coverage, to be mentioned are the Fashion Shows Tabloids, free-press dailies that "photograph" the Milan men's and women's catwalk shows not only through images, but also interviews with international buyers, trend analysis, up-to-date news and a series of in-depth articles. All enhanced by a big-impact layout, which is ready to become even more insightful in the short term.

Great request also for the FashionGuides: small editions updated year after year and a must-have on the workstations as they offer a wealth of useful information for "those in the trade".

Last but by no means least, www.fashionmagazine.it, the site in pure Fashion style: continually updated, accurate and prompt news from Italy and abroad in an html format newsletter, mailed free of charge to subscribers thanks to a simple click on the heading "newsletter" on the homepage. Intriguing, informed and user friendly, www.fashionmagazine.it is, by its very nature, future-oriented with lots of ideas still in the pipeline, just waiting to be turned into interactive projects.