



RALLEGRATI

Dubai, 1-3 September 2024

Rallegrati sets its sights on the UAE. The luxury knitwear brand is invited to La Moda Italiana - Dubai Edition to celebrate the excellence of *Made in Italy*

An homage to the *Made in Italy* ethos, to Italian craftsmanship that is both “beautiful and well-made”. With this spirit, the luxury knitwear brand **Rallegrati**, fresh off its successful presentation in Paris in June 2024, now arrives in Dubai for the prestigious **La Moda Italiana - Dubai Edition**, organized for the first time by the **ICE Agenzia** in a market where Italian fashion exports to the UAE reached €312 million in the first quarter of 2024 (+53%) and stood at €838 million for 2023. This event—the most important for the fashion sector in the UAE—will feature **25 brands** representing the pinnacle of *Made in Italy* production.

In Dubai, premier showcase for extreme luxury, **Rallegrati** will present its **Spring-Summer 2025** collection. The inspiration for the season? A tribute to Puglia and the distinctive ferula flower, a symbol of the region, which is brought to life in the collection’s jacquard knitwear, featuring 3D terry stitch techniques. The garments offer a relaxed and inviting fit, while the color palette focuses on pastels, from pink to sage green to ivory. An unexpected touch? Gold accents that illuminate the entire beachwear ensemble.

Rallegrati will unveil the collection in **Building 6** of the **Dubai Design District**. The event will be attended by a delegation of fashion buyers from the GCC region and prominent media representatives.

<< I’m thrilled to present our collection at such a prestigious showcase as Dubai, a crossroads of style and international business. Rallegrati is currently experiencing significant growth, and we have many exciting projects lined up for Fall-Winter 2024-2025 that make us proud of the course we’ve set>>.

Filippo Zeverino, Founder and CEO of Rallegrati

Next up on the brand’s calendar: Paris Fashion Week, scheduled from 23 September to 7 October 2024.

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