



an initiative promoted by

ITALIAN FASHION for the INDIAN MARKET

A range of **integrated services** and **promotional initiatives** to initiate and consolidate the **commercial presence in India** and the **brand positioning** of Italian companies in the Fashion sector.

Indian Fashion imports amounted to €3.32 billion annually in 2023. Italy exported an estimated of €318 million in 2024, contributing close to 10% of total fashion imports, making Italy a key player for the trade of fashion products.

	21	22	23	24*	TOTAL
Knitted or Crocheted Clothing	10	17	18	19	64
Non-knitted/Non-crocheted Clothing	11	23	51	113	198
Footwear	13	15	16	17	61
Leather accessories (Handbags, wallets, cases, belts etc)	9	15	23	37	84
Jewellery (Precious metal jewellery, imitation jewellery)	124	135	128	132	519
TOTAL by YEAR	167	205	236	318	926

**Estimated. The data refer exclusively to direct exports from Italy to India, and does not consider those through third countries. Source: Indian Ministry of Commerce - figures in EUR million

India’s fashion industry was valued at €17 billion in 2023, and fashion imports contribute close to 20% of the industry, proving that there is a great potential for Italian fashion companies and their products in India.

The perception of Italian fashion companies in India is that of luxury and prestige, and are often associated with chic designs and “high fashion”.

CHALLENGES AND OPPORTUNITIES

Price Sensitive Market: Italian fashion exports have increased steadily over the years, but Indian consumers’ price sensitivity often is an obstacle for companies to import their products into the country. This reaffirms the importance of good market intelligence and identifying the market segments relevant to their products. IICCI can assist in Market Intelligence.

Digital Opportunities: India’s e-retail boom has helped the fashion industry develop substantially. It has provided opportunities for many niche brands to identify and reach out to their customers bases and find commercial success. IICCI can aid in brand promotion and marketing though its social media presence.

Market Gaps: There is limited availability of premium international brand. Segments such as sustainable/ethical fashion, adaptive clothing, plus-size clothing, and athleisure, are still emerging in India and can prove to be good avenues for foreign companies to explore. IICCI can assist in identifying the relevant market segments.

** Indian FDI regulations allow foreign companies to own 100% of single-brand retail stores only if at least 30% of products sold are locally produced. Multi-brand stores require a local partner with at least 49% ownership and government approval.

WHAT DOES IICCI PROPOSE WITH PUNTO&LINEA PROJECT?

With a presence in key Indian cities, extensive experience, and sector knowledge, the IICCI plays a vital role in facilitating market access and supporting commercial and industrial collaborations between Italian and Indian companies.

① MARKET INFORMATION AND STRATEGIC APPROACH

- Data on trade exchanges, Italian brand presence, competitor pricing, penetration strategies, duties, registrations, and contracts.
- Definition of a strategic approach and business planning to establish a structured presence in India.

② INITIATING, DEVELOPING & CONSOLIDATING COMMERCIAL PRESENCE

- Identification, selection, and evaluation of Indian commercial and/or industrial partners.
- Organization of B2B meetings (online/in-person) with company visits.
- Support for finalizing commercial contracts and negotiations.
- Provision of specialized personnel for generating business leads, requests for quotations, and client-dealer coordination.
- Availability of office space at VIVITALIA, IICCI's co-working hub in Mumbai.

③ BRAND AND PRODUCT POSITIONING

- Promotional campaigns on Indian online and specialized print media.
- Support for participation in fairs, conferences, and sectoral events.
- Engagement in IICCI initiatives promoting Italian lifestyle, such as Festa Italiana in various Indian cities.





- Founded in 1966: 58 years at the centre of Indo-Italian relations.
- Officially recognised by the Italian Ministry of Enterprises and Made in Italy.
- Over 650 member companies and professionals.
- 6 offices across major Indian cities and 2 antennas in Italy.
- 30 employees and collaborators.

The Italian Companies' Presence and IICCI Network in Furniture and Design

- **750+** Italian companies exporting to India.
- **550+** Indian buyers/distributors of Italian Fashion Products.
- **50+** Italian Fashion companies present in India.

For more information on Business Assistance services, participation, and costs, please contact:

Priyanka Singh
p.singh@indiaitaly.com
+91 82918 70804



Scan this **QR code** to access IICCI website

IICCI - The Indo-Italian Chamber of Commerce and Industry

Registered office at: VIVITALIA, Urmi Estate, Tower A, 11th Floor, Ganpatrao Kadam Marg, Lower Parel (West) Mumbai - 400013

