

FASHION IN SUSINNES

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A GROWING DEBATE. MADE IN ITALY WILL BE REALLY MADE IN ITALY?



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A few days after the approval by the Italian Senate of the Versace-Reguzzoni law on the regulation of labeling "made in Italy" on the textile, clothing and leather, many entrepreneurs are expressing a lot of doubts on it. This measure really protecting the companies in our country? Not everyone is convinced. Luciano Barbera, important producer of luxury fabrics in Biella, puts forward several questions in an interview with the newspaper La Stampa. "This is an ambiguous law - declaring -. This is not to defend our work. All this is disheartening". The concern of Barbera starts with the analyzing of the paragraph 4 of Article 1, which reads: "The use of the claim 'made in Italy' is allowed only for finished products for which the phases took place mainly in the national territory". "The same paragraph also says that at least two phases must be performed in Italy," says Barbera, who sees dangerous pitfalls behind that meanings of "mainly" and "two phases". "We should just copy the Americans," Barbera added. In the U.S., in fact, an thing is the label "Made in the USA" and another is "assembled in the U.S.". From Tuscany, Maurizio Bonas (Chairman of the Committee of excellence for the defense and protection of Made in Italy) matters worse in an open letter to the President Napolitano. "The text - stated bluntly - is devastating for all those who have businesses on the Peninsula and realize its products across the country". Bonas outlines a situation in which those who produce their clothes outside Italy, can get across the border, with various excuses and justifications permission to bear the "Made in Italy". Always on the pages of La Stampa, one of the signatories of the law, Mark Reguzzoni, throws water on the fire. "Let us remember that the very first article provides for the mandatory traceability", he said. "Finally we said clearly that if a T-shirt is made of Indian fabric, sewn in Turkey, complete with Chinese buttons and just enveloped in Italy, we will never find on it the label "Made in Italy". But who will be right? The Versace-Reguzzoni law or Mr. Barbera and Mr. Bonas? In the world, clients will be happy to buy an Italian bag, a dress or a pair of luxury shoes for a hundreds dollars even if these are made in China or India? Customers just expect that a product "Made in Italy" is really made in Italy. In Italy in the last couple of years many companies of the apparel, footwear and textile sectors have closed or has been placed in default due to the impossibility of surviving, increasing significantly the number of unemployed that today is quite at 10%. The debate remains open: We expected developments, until the law passes assessment by the European authorities.

Source : Fashion in Business