



PUGLIA

THE LUXURY OF FEELING GOOD



"Apulia, is a wonderful and evocative land in the heart of Europe, in Southern Italy, it is a symbol of timeless beauty ... the thousand-year-old cultural and artistic heritage, the rich and diversified food and wine-growing traditions typical of the Mediterranean diet, the unique and heartbreaking landscapes make Puglia a incomparable land that impresses itself in the eyes and hearts of those who have the chance to discover it. Uniqueness, quality, tailoring, style and well-being but also innovation, research, ethics and enhancement of the territory ... this how Puglia presents itself to the world, participating in the Vietnam International Fashion Week 2019"



Puglia is a treasure chest of art, history and nature in southern Italy, strategically situated in the heart of the Mediterranean. Encompassed by both the Adriatic and Ionian Seas, Puglia is a diverse land which boasts a combination of varied shorelines and steep cliffs dropping into multicoloured seabeds, vast plains and gentle hills, where olive groves and vineyards alternate with lush woods and startling Mediterranean canyons, the Gravine. Puglia is a crossroads of people; many civilizations have come here, from the ancient Greeks to the Romans, the Byzantines, the Normans, the Swabians and the Angevins. Precious historical and cultural testimonials of different populations, its archaeological findings have an inestimable value and were brought to light in a number of archaeological excavations, together with its artistic and architectural treasures: menhirs, rocky churches, medieval castles, Baroque and Romanesque cathedrals, ancient stately palaces and historical buildings, enchanted villages and cities of art, charming farmhouses and cottages. Puglia is synonymous with wellbeing due to its beautiful places, good food and wine which are gaining more and more trust and attention worldwide.

Creativity, craftsmanship and quality are the characteristics of Puglia's Made in Italy, which represents a new concept of luxury and a product made with experience and quality.

The pugliese fashion stands out through its strong cultural values, providing its Made in Italy worldwide and celebrating talent through its textile and tailoring tradition, while guaranteeing tradition and craftsmanship. Likewise, Puglia's outstanding local produce, a symbol of "Mediterranean diet", Unesco's intangible cultural heritage of humanity, an expression of thousands of years old traditions high in healthiness, quality and traceability of ingredients, has been handed on from generation to generation from "farm to table".





PROGRAM

10th April h. 19:00 | 21:00

The Welcome Party of VIFW hosted by Puglia Region

(Restaurant Social Club Saigon - MGallery Saigon, 76-78 Nguyễn Thị Minh Khai, Phường 6, Quận 3, Hồ Chí Minh, Vietnam)

Relational Cocktail - the precious co-branding new venture between VIFW and Puglia, kick off the important Vietnamese fashion week, toast and sharing this marking moment with the most representatives from fashion bloggers, international buyers, local institutions and famous personalities from fashion and food industry.

10th – 14th April h. 18:00 | 21:00

“Puglia treasure chest - sensory experience”

Vip Lounge - Nguyen Du Stadium, 116 Nguyen Du, Ben Thanh Ward, District 1, HCMC, 700000

A jewel boutique will host the representations of enogastronomical excellences and iconic fashion style as well, from the Puglia region. A selected guests, will taste typical Puglia flavors, cooked by Italian chef, sipping glasses of superb wines.

12th April h. 19:00

“Luxury couture show made in Puglia”

The excellences of fashion made in Puglia (Main Catwalk)

5 brands representing the Puglia fashion made in Italy, will cross the main catwalk, presenting their more exclusive collections spring / summer 2019.

Vietnam Fashion week 2019 10th – 14th April 2019 | Ho Chi Minh

TITOLO VIETNAMITA

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FASHION COMPANIES

Titolo Fashion Vietnamita



ROSSORAME

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Rossorame is an harmonious fusion of haute-couture and prêt-à-porter, that comes to be trousers or outerwear of unusual volumes for the day, lovely sheath dresses reinterpreted both in the shapes- soft or trapezoidal and in the materials- leather, wool - for the after five, enhanced by sophisticated details and handmade embroideries.

The Rossorame talent was also recognized by Dolce&Gabbana who, since the first season, had selected them for Spiga2, the boutique the two designers dedicated to the talented young fashion designers. The international press placed Rossorame with the most promising names of Made in Italy as a pure "distillate" of elegance and femininity.

www.rossorame.com

HAVANA & CO. - GRUPPO SVILUPPO TESSILE G.S.T. SRL

The company headquarters are located in Sava, in the province of Taranto. Creativity and passion are the core values of the work of the style department, that gives birth to a sophisticated and always up-to-dated handcraft product. The focal point of their work is the development of Made in Italy. Creativity, attention to details and prompt delivery of replenishing orders are the foundations of a company that wants to pursue all its own expertise. G.S.T. is able to satisfy customer replenishing requests in 24 hours.

www.havanaeco.it



ALESSANDRO DELL'ACQUA

ve.an

ALESSANDRO DELL'ACQUA - VE.AN. FASHION SRL

Ve.An. Fashion was founded in Sava in 2012. Third generation of producer in fashion field. The company started its selling activity with a license agreement the well-known menswear brand "ALESSANDRO DELL'ACQUA". The brand, famous at international level, focused on two key-elements: 100% Made in Italy collections characterized by a competitive quality - price ratio. Linear shapes are characterized by a high attention to detail, in line with contemporary trends. The showroom is located in Milan, and it represents the match point between the company and its customers. Ve.An. Fashion is able to satisfy customer replenishing requests in 48 hours.

www.alessandrodelacqua.com



L A T O R R E

SARTORIA LA TORRE

Michele Latorre founded Sartoria Latorre in 1965 to produce made-to-measure suits, in Locorotondo, Puglia (IT). Today, there are about 150 highly skilled workers, to produce high quality garments, totally made in Italy, mixing tradition and innovation.

You can recognize a SARTORIA LATORRE garment by the perfect fit, the faultless details, and the made-to-measure elegance.

www.sartorialatorre.it



AMMOSTRO

AMMOSTRO

AMMOSTRO is a project focused on two key elements: the tradition of the ancient handicraft in its whole aspects and meanings, and the extraction of the coloured pigment from spontaneous plants of the Mediterranean maquis. The old screen printing technique connects these two elements, creating products related to the territory, using only natural fabrics such as hemp, linen, organic cotton and cork. We are SIX WOMEN aiming to preserve the History of our land AND handicraft culture, and to show the beauty of the wilderness we know through our creations.

www.ammostro.com

ELATA CALZATURE

Elata was established by Salvatore Nicolazzo Sr. in 1923. He represented the 3rd generation of Nicolazzo shoemakers (his grandfather was known for making shoes for Queen Borbone of Naples). He built the first factory in Casarano in 1931. In 1959, his sons developed the business expanding to the whole Europe. Supplying quality women's shoes became the leading product of Elata. In 1990 the business became global. In 2000 was started a partnership with a new American brand for the business of professional dance shoes which, after 19 years has driven both parties to become a world leader in that market. In September 2007 a brand new multi million dollar, state of the art factory was opened with Elata looking forward towards the next 96 years of superior shoe making.

www.elata.it



Elata®



amis
made in Italy

AMIS by STUDIO AK

Amis is the new clothing brand made by Studio AK for newborns 0-2. Amis is a luxury label, passionate about redefining a baby-ceremonial style whilst focused on local production and sustainability. Besides creating a new sustainable label, Studio AK explore the world of texture and pigments.

studioak.it





FOOD COMPANIES

Titolo Food Vietnamita



CANTINE
ERARIO

AGRICOLA ERARIO

Since the end of 1.800 the Family ERARIO is taking care of their vineyards and olive trees. We produce mainly red wine Primitivo of Manduria and for us quality is more important than quantity. Last year our DIAVOLO ROSSO 17° got a gold Medal and L'UNICO16° a silver medal. For the first time in this occasion we will bring SISMA 18° (all red wines Primitivo di Manduria) and INSOLITO 15° (Aleatico Rose'). Enjoy them.

www.agricolaerario.it

PRODUTTORI VINI MANDURIA

The Winery 'Produttori Vini Manduria', established in 1932, is today the historical memory of the Apulian enoic world. About 2,500 acres of vineyard, grown with passion and expertise, are essence for the Cooperative that has always believed and invested in the quality of a historic vine. The Museum of the Wine Primitivo Culture is housed in a 1932 Winery, created to remind the men and the objects that marked the history of Primitivo wine. A fascinating tour through thirty ancient cisterns of the nineteenth-century Cellar, all transformed into original environments. The Museum offers to all wine lovers different wine tastings: during these tastings, food and wines are told as part of the local history.

www.produttoriviniemanduria.it



1932
PRODUTTORI DI MANDURIA



APOLLONIO
1870

APOLLONIO VINI

The Apollonio winery, born in 1870, is an Italian historical company. In the Apollonio wine you will find the know-how of four generations of wine producers. The cradle of this story is the land of Apulia, whose territory and climate make it one of the best Italian regions producing excellent wine. The company approach features a rigorous selection of Salento grapes, mainly Negroamaro and Primitivo, carefully chosen and worked, and mainly aged in barrels and bottles. The company success lies in the ability to make wine according to traditional vinification processes with the help of state-of-the-art technologies, always considering the latest consumer tastes and following the most remarkable marketing rules.

www.apolloniovini.it



SABATELLI
GASTRONOMIA

SABATELLI GASTRONOMIA

In 1976 Donato Sabatelli decided to open a handcraft laboratory where he produced our typical Apulian fresh pasta. From the beginning the shop was a success! Customers coming from other towns appreciated his products. Donato then decided to develop his activity producing also stuffed pasta and ready meals. The key factor is that all products are obtained from high quality ingredients that respect a healthy Mediterranean menu. In 2005 a new plant was ready and it hosts different production lines: fresh simple pasta; fresh stuffed pasta; dried pasta; frozen pasta; ready meals, single and multisize.

www.sabatelligastronomia.it

RISCOSSA

Riscossa F.lli Mastromauro Spa is a traditional Italian Company operating since 1902 as Manufacturer of best durum wheat pasta, located in Puglia. Our pasta is made of 100% Italian Durum Wheat with high percentage of proteins and is very nutritious and healthy. 85.000 tons of annual production is distributed 40% in Italy and 60% all over the world. RISCOSSA, brand of excellence and long tradition in the manufacture of pasta, classic and special shapes, organic Whole Wheat pasta with 100% Italian Whole Wheat, bronze extruded -14% proteins with 100% Italian Wheat, gluten free pasta with quinoa, tomato sauces, extra Virgin Italian olive oil, Italian rice, Potato Gnocchi, IGP Balsamic Vinegar Modena.

www.riscossa.it



RISCOSSA
Sole di Puglia dal 1902



Oilala

OILALA

Oilalá is a family-run farm dedicated to the cultivation and the production of Multi-Awarded extra virgin olive oil from the "Coratina" variety, with a deep focus on innovative packaging. We are located in Barletta in the marvelous region of Puglia. Our olive oil contains 3 times more the amount of Polyphenols than any other standard olive oil in the market. This allows us to claim the Coratina olive oil as an Healthy product, bringing a long list of benefits for our body and soul. In 2018 we were nominated "Olive oil of the Year" by the EVOO World Ranking. Get inspired by the power of the Nature.

www.oilala.com



DIVELLA

Divella is a 4th generation, family-run, business in Puglia, the wonderful region in the South of Italy, steeped in history but also technologically advanced. We have been producing durum wheat semolina pasta since 1890, but also supply our own Divella range of flour, biscuits, extra-virgin olive oil, tinned tomatoes, balsamic vinegar, couscous, polenta: all foods typical of the healthy, world-renowned Mediterranean diet.

www.divella.it

DELIZIOSA

Back in 1992, Giovanni D'Ambruoso decided to bring his business dream to life: to introduce the whole of Italy to the incredible speciality cheeses of his homeland, Puglia. His dream has come true: Deliziosa makes outstanding products every day, turning the finest raw Puglian milk into unique and inimitable delicacies. In 2017 they were joined by a brand new factory that exclusively produces burrata cheeses. Deliziosa's delicacies are handcrafted by master cheese-makers and tested to the most stringent hygiene and quality standards. Thanks to an efficient distribution network the superb Deliziosa range is winning over customers from around the world.

www.prodottideliziosa.it



TORMARESCA

Named for the region's ancient seaside towers overlooking the Adriatic Sea, Tormaresca adds a fresh dimension to Italy's world-class wine landscape. It is the only producer with vineyards in both of Puglia's elite winegrowing regions. The Bocca di Lupo estate is located within the Castel del Monte DOC, while the Masseria Maime estate is in the Salento area. All Tormaresca wines are crafted with 100% estate-grown fruit. Together, these estates enable Tormaresca to cultivate both exceptional native and international varieties in the heart of Puglia.

www.tormaresca.it





www.regione.puglia.it



UNIONE EUROPEA
Fondo Sociale Europeo



REGIONE
PUGLIA



Il futuro alla portata di tutti



Osservatorio Regionale
per i settori di riferimento e formazione in Puglia



Agenzia regionale
per la tecnologia
e l'innovazione



ITALIAN TRADE AGENCY
ITA - Agenzia per la promozione all'estero e
l'internazionalizzazione delle imprese italiane



Italian Chamber of Commerce in Vietnam



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