



world preview of furnishing fabrics and curtains

2024 May 2nd 3rd 4th

Villa Erba, Cernobbio
Lake Como, Italy

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proposte
textiles to ideas

PROPOSTE 2025: VILLA ERBA MAY 6, 7, and 8

The 31st edition of Proposte concluded successfully, showcasing the finest furnishing, curtain, trimming, and wall covering fabrics to industry professionals. Villa Erba witnessed a significant turnout on the opening day, with a calmer atmosphere following.

Positive the final balance of this thirty-first edition. The data from the first two days show **an overall increase of 4%**. The foreign component remains predominant, representing 70% of buyers from approximately 70 countries. Substantial stability in attendance from Germany and Great Britain, a slight increase from the United States and France, and after years of stability, there is **an increase in Italian buyers**.

"Proposte will remain at Villa Erba in 2025, adhering to the existing lease agreement. The 32nd edition will take place on **May 6, 7, and 8**," confirms President Alessandro Tessuto. "In the meantime, we are collaborating with the Exhibition Center management, the Municipality of Cernobbio, and Confindustria Como on a project to regulate participation from companies outside the exhibition."

Special areas in Ala Lario, including Cometa Formazione, Alliance for European Flax-Linen & Hemp, and Fashion Room, garnered considerable interest. Ala Cernobbio also featured four startups: CDC_Studio, FLOCUST™, Fili Pari, and YMPACT, all promoting innovative solutions for new materials and textile upcycling.

This year, ICE - Agency for the promotion abroad and internationalization of Italian companies - once again partnered with Proposte. They facilitated the participation of 51 selected buyers and 9 foreign journalists from the professional press sector, aiming to strengthen economic and commercial ties between Italy and international markets.

The opening day concluded with a delightful light dinner and background pop music, entertaining exhibitors, visitors, and journalists in the charming atmosphere of Villa Antica.

ComoCrea Interni gives positive feedback; the 23 designers are satisfied with the new contacts established and look forward to continuing their synergy with Proposte.

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