

PROPOSTE 2025: FINAL PRESS RELEASE

Final overview and new presidency for the international trade fair of furnishing fabrics

Cernobbio, May 8, 2025 – The thirty-second edition of Proposte has just concluded in the beautiful setting of Villa Erba. Over the three-day event, 78 selected exhibitors from 13 countries presented their new collections of furnishing fabrics, curtains, trimmings and wallcoverings to industry trade operators from all over the world.

“The final outcome is undoubtedly positive – stated Massimo Mosiello, Director of Proposte – Participation has been in line with previous editions and exhibitors have enthusiastically stressed the premium quality of the buyers visiting the show. The fair international character has still dominated the stage by featuring approximately 75% of participants, lots of them coming from the United States and the United Kingdom followed by France, Germany, Belgium, and Spain. Notably, this year has marked the first significant participation of trade operators from Saudi Arabia”.

“A special thank – added the Director – goes to the Italian Ministry of Foreign Affairs and International Cooperation. Once again this year, through our collaboration with ICE – the Italian Trade Agency for the promotion and internationalization of Italian companies – we were able to organize the participation of 27 selected buyers coming from France, the United States, New Zealand, Romania, Poland, the United Kingdom, Slovenia, Saudi Arabia, Lebanon, Spain, and Belgium along with the participation of 10 international journalists from the trade press”.

At the event closing, Proposte has renewed its corporate positions. **Marco Parravicini**, CEO of Parà – a historical textile company now in its third generation – has been appointed as the new President.

“Proposte is the international benchmark for excellence in the furnishing textiles sector – said Parravicini – a very flagship that must continue to attract top companies and visitors from around the world. As President, I will work to consolidate and further strengthen this positioning. I really thank Alessandro Tessuto, my predecessor, an entrepreneur who wrote an important chapter in the history of Italian textiles”.

Matteo Cavelli, owner of Mario Cavelli, has been confirmed as Board Member, joined by **Alberto Paccanelli**, CEO of Martinelli Ginetto Group and Honorary President of Euratex. “Proposte is a niche trade fair with a strategic positioning that makes it essential for enhancing the entire furnishing textiles sector” commented Paccanelli.



world preview of furnishing fabrics and curtains

may 2025, 6th 7th 8th
villa erba, cernobbio
lake como, italy

proposte srl
via alberto riva villasanta, 3
20145 milano, italy
0039 02 6434054
www.propostefair.it
info@propostefair.it

Comocrea Interni – the trade fair for textile designers, being held alongside Proposte for the past three years – has also positively welcome this year's results. "We are proud to support Proposte, the most prestigious event in the sector – said Stuart Sartori, President of Comocrea Interni – The fair is fostering valuable connections between exhibitors and designers while often developing them into long-term collaborations".

New dates and venue approval

"It is always a great pleasure and source of pride to support Proposte, our most prestigious fair, which for 32 years has brought the excellence of research and innovation in furnishing textiles and home living to Villa Erba – stated Claudio Taiana, President of Villa Erba S.p.A. – Collaborating with the organizers and offering our full support has always been our priority. Welcoming such a strong participation makes us extremely happy and proud and we take this opportunity to congratulate the organizers for their professionalism and experience. Proposte is an international showcase and a very precious asset for our region with a tangible positive impact on the local economy".

"The next edition of Proposte will take place on May 5, 6 and 7, 2026 at Villa Erba – announced Director Massimo Mosiello – The event has renewed its agreement with the venue for the 2026, 2027, and 2028 editions while confirming the strength and importance of this long-standing partnership".

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Organization

PROPOSTE Srl – Via Alberto Riva Villasanta, 3 – 20145 Milan - Italy
Phone +39 026434054 – info@propostefair.it

Image and Communication

I-AM Comunicazione – Via Pessina, 15 – 22100 Como
Phone +39 347 5825938 – pressoffice@propostefair.it



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