



Camera Nazionale della Moda Italiana

Project author or developer:
Camera Nazionale della Moda Italiana

Where:
IT / Italia / Città Metropolitana di Milano

Website:
www.cameramoda.it/en/

The Camera Nazionale della Moda Italiana (The National Chamber for Italian Fashion) is the non profit making Association which disciplines, co-ordinates and promotes the development of Italian Fashion. The Association represents all the highest cultural values of Italian Fashion. It aims to protect, co-ordinate and strengthen its image, both in Italy and abroad.

In accordance with the statutory provisions, the Association is the point of reference, as well as the preferential mouthpiece, for all the national and international initiatives aimed at valuing and promoting Italian style, customs and Fashion.

Right from the year of its foundation, in 1958, the Association has pursued a policy of organisational support aimed at the knowledge, promotion and development of Fashion through events with a highly intellectual image in Italy and abroad. In 2014, 13% of luxury goods consumers said that sustainability was a fundamental value in their purchasing decisions. In 2010, Camera Nazionale della Moda Italiana had already committed to implementing sustainability as a founding value of the Italian fashion system, given the various environmental and social factors at play. The ambitious challenge is to rethink the future of the planet and fashion, for a large part of the fabrics and skins used by the world's top luxury brands are produced in Italy.

In 2012, CNMI's Sustainability Commission published a "Sustainability Manifesto for Italian fashion", a 10-point guide to the development of responsible management models along the entire chain of value of the fashion industry.

Together with Associazione Tessile&Salute and Sistema Moda Italia, CNMI's Permanent Working Committee (representing 10 of the most important "Made in Italy" brands) is now engaged in publishing the first Standard of Reference on hazardous chemical substances in textile products, leather and footwear.

