



**The English language edition of Mf Fashion, Europe's only fashion daily, to be launched on Saturday 17 February**

*New features, presented this morning during Milano Unica, the international textile show, include the full colour edition and more contents.*

*Plus Mf Fashion will be celebrating its 10<sup>th</sup> anniversary in the second half of 2007.*

The English language edition of *Mf Fashion*, Europe's only fashion daily, will be launched on Saturday 17 February. The newspaper, which will be translated in full, with a format specifically designed for online distribution, will be available on the morning when it comes out on newsstands to a select mailing list of 4,500 internationally established trade operators.

*Mf Fashion* is therefore an ideal medium for companies that wish to channel their communications at an international level, reaching their target of leading trade professionals who influence the market and the purchasing behaviour of buyers and the choices they make. Plus, the Italian version of *MF Fashion*, the daily edited by Fabiana Giacomotti, will be online each morning from 17 February, available to subscribers, wherever they are in the world.

*Mf Fashion* gives companies the opportunity to customise communication, in the knowledge that they can target a niche of customers with high added value, thanks to the combined distribution of the paper, which is available online, in both the Italian and English language versions, and also sold at newsstands. The paper has a circulation of 113,000 copies (source: ADS) and a readership of 456,000 (source: Audipress).

Other highlights for 2007, presented this afternoon at Milano Unica, the international textile show, by Diego Valisi (editor-in-chief of the paper) and Fabiana Giacomotti, include the full colour edition and new sections, with features on sportswear, activewear and denim, as well as semi-finished products and children's wear, for a new *Mf Fashion* that guarantees fully comprehensive coverage of the world of fashion.

All these new aspects of Mf Fashion, including its 10th anniversary in the second half of 2007, will be presented to trade operators during a meeting to be held next Friday in Milan (at Palazzo Visconti, sponsored by Antonio Amato).

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