PRESS RELEASE

Made in Italy takes the runway in Tbilisi: six Italian brands showcased at Georgia Fashion Week

On Friday, November 27, the opening day of the event, a show dedicated entirely to Italian fashion. The project is supported by ICE – the Italian Trade Agency, in collaboration with Confartigianato Moda and CNA Federmoda. On Saturday, November 28, a dedicated exhibition space and B2B meetings with buyers from Kazakhstan, Azerbaijan, Turkey, Uzbekistan and Kyrgyzstan.

Tbilisi, November 27-29, 2026 – Italian fashion arrives in the heart of the Caucasus. Six brands selected by the organizers of Georgia Fashion Week will present their collections on the runway in Tbilisi: Andrea Ya'Aqov, Avant Toi, Daniele Callegari, De Santis by Martin Alvarez, Mirco Giovannini and Sartoria 74.

Six distinct identities share one common denominator: the Italian culture of making. From high Neapolitan tailoring to hand-painted cashmere, from couture knitwear to avant-garde prêt-à-porter, the selection offers buyers, press and industry professionals a faithful portrait of Italy's fashion sector, built on creativity, manufacturing quality and businesses that are often family-run or artisanal.

The project doesn't stop at the runway. On Saturday, November 28, the collections will be displayed in a dedicated space, where the six brands will meet the international buyers invited by ICE - Italian Trade Agency, as well as press and journalists. The format is designed to turn the visibility of the show into concrete business opportunities.

Tbilisi, gateway of fashion between Europe and Asia

Georgia Fashion Week is an international project that grows from season to season. In its first editions it hosted more than 40 designers across prêt-à-porter, couture, and menswear, womenswear and childrenswear, with participants from Georgia, Greece, Sweden, Serbia, Ukraine, Moldova, Kazakhstan, Armenia, Uzbekistan and other countries.

Over the past ten years, Tbilisi has established itself as one of the emerging capitals of international fashion, a crossroads between the European Union, the Caucasus and Central Asia. For Italian businesses, it is a strategic showcase for growing markets, with a clientele increasingly attentive to quality, craftsmanship and brand value.

The six brands on the runway

Andrea Ya'Aqov – Launched during Milan Fashion Week in June 2013, the brand was built around one iconic garment, the hoodie, reinterpreted with unprecedented proportions. The style is urban and futuristic: raw edges, overlapping cuts, glossy-matte contrasts and minimal palettes. Men's and women's total-look collections, 100% Made in Italy, distributed in boutiques across Europe, the United States and the United Kingdom.

Avant Toi – Founded in 1994 in Genoa by Fiorella and Mirko Ghignone within Liapull, the family cashmere company active since 1955. The brand is known for hand-coloring its garments with an airbrush and techniques inspired by action painting, making every piece unique. Today it offers women's and men's collections, accessories and home; it has around 300 wholesale points of sale worldwide, and exports account for 80% of its revenue.

Daniele Callegari – Born in 2010 in Rimini, the brand brings to the runway the experience of its founder, who grew up from the 1980s in haute couture and ceremony-wear workshops. A women's total look, entirely Made in Italy, with a romantic and elegant taste: silhouettes that enhance natural shapes, natural fabrics and exclusive prints. The collections are distributed from Italy to Canada and as far as Mozambique, in full sizes as well as curvy fits.

De Santis by Martin Alvarez – The story begins in 1961 in Pontecagnano (Salerno), when Aniello De Santis opened a made-to-measure furrier's workshop. In the 1990s, with Carmine De Santis, the company moved into prêt-à-porter. In 2016, the encounter with Colombian designer Martin Alvarez gave rise to a women's line that combines Italian tailoring rigor with Latin color. The brand presented its Spring-Summer 2027 collection in Milan.

Mirco Giovannini – A designer from Romagna, trained in Bologna and a collaborator of Versace, La Perla and Jean Paul Gaultier, he was singled out by Vogue among the talents of "Who's on Next". He launched his own line with Spring-Summer 2007 and in 2021 relaunched the brand as Mirco Giovannini Atelier Folleria with entrepreneur Gianluca Marchetti. His signature is light, sculptural, high-end knitwear inspired by the film divas of the 1920s and 1930s.

Sartoria 74 – An atelier founded in 2018 in Giugliano, on the outskirts of Naples, by couturière Francesca Ciccarelli, who grew up in a family of master tailors. High tailoring and Neapolitan traditional techniques applied to the women's wardrobe, with a distinctive signature: bold, colorful women's tuxedos. Moving from made-to-measure to prêt-à-porter, the brand showed in Milan with Spring-Summer 2027.

Sistema Italia in Tbilisi: ICE - Italian Trade Agency, Confartigianato Moda and CNA Federmoda

The presence of the six brands in Tbilisi is the result of teamwork between institutions and business associations. The support of ICE - the Italian Trade Agency made it possible to turn a selection of excellence into a concrete presence on the runway, in front of international buyers and press.

ICE - Italian Trade Agency is the operational arm through which the Italian Government supports businesses, particularly small and medium-sized ones, in foreign markets. The Agency operates under the guidance and oversight of the Ministry of Foreign Affairs and International Cooperation, together with the Ministry of Enterprises and Made in Italy and the Ministry of Economy and Finance. Every year it develops a Promotional Plan built on input from the diplomatic and consular network and on dialogue with business associations. It assists small and medium-sized enterprises with information, consulting and training services, and works to attract foreign investment into Italy.

In Georgia, ICE - Italian Trade Agency is present through its Tbilisi liaison office, the trade section of the Embassy of Italy, which in 2026 has already promoted missions dedicated to start-ups and innovation and, in early December, to hospitality and hotel contract furnishing. The show of Italian brands is part of this economic diplomacy strategy: strengthening the presence of Made in Italy in a country that bridges Europe and Asia, and opening new commercial channels for fashion SMEs. (ICE- Italian Trade Agency, Embassy of Italy)

A buyer incoming and a B2B space for the six companies. Beyond the show, ICE- Italian Trade Agency has organized a buyer incoming for the six brands, with buyers from Kazakhstan, Azerbaijan, Turkey, Uzbekistan and Kyrgyzstan. The day after the runway, Saturday, November 28, thanks to the work of the ICE - Italian Trade Agency office in Tbilisi, the collections will be displayed in a dedicated space. There, the six brands will meet Georgian buyers and the international buyers invited by ICE - Italian Trade Agency in scheduled B2B appointments to see the collections up close, together with press and journalists. The goal is to turn runway visibility into concrete business relationships, opening up to Italian companies the growing markets of Central Asia, the Caucasus and the Turkish area, where demand for quality Made in Italy fashion is steadily increasing.

The contribution of Confartigianato Moda and CNA Federmoda was also decisive. They are the two main associations representing artisan businesses and micro and small enterprises in textiles and apparel. The two associations protect the widespread production fabric that forms the heart of Made in Italy, and have long worked to bring small fashion businesses to international markets. In Tbilisi, their role has been to act as a bridge between the companies and the opportunities offered by the public system.

Made in Italy at the heart of the project. The Tbilisi show was conceived to present Made in Italy not as a label, but as a way of producing. Behind every garment on the runway are short supply chains, artisan workshops, skills handed down across generations and a close bond with local territories: Genoa, Romagna, Naples, the Salerno area, Milan. It is this heritage, made up largely of micro and small enterprises, that makes Italian fashion recognizable and in demand around the world.

Bringing these brands to Georgia means giving international buyers direct access to products made entirely in Italy, traceable and of assured quality. It also means supporting the international growth of companies that, on their own, would struggle to bear the costs of a global presence. For ICE- Italian Trade Agency, Confartigianato Moda and CNA Federmoda, promoting Made in Italy means defending value, work and employment in the communities where these garments take shape.