

# PRODUCTION LINE

From fruit to furniture,  
Italian products add style  
and innovation to any activity.

By *Beatrice Santacroce*

## Did you know?

The Italian Institute for Foreign Trade (ICE), also known as the Italian Trade Commission, is the government agency entrusted with promoting trade, business opportunities and industrial cooperation between Italian and foreign companies. For more information about Italian-made products, visit [www.italtrade.com](http://www.italtrade.com).



## A *bella* use for bamboo

Italian intimate apparel company CosaBella, meaning “beautiful thing,” has long been known for its vibrant colors and trendy prints. But now the company also designs swimwear, beachwear, hosiery and loungewear and most recently has begun using more environmentally friendly materials. In 2008, the company launched its “Bamboo” collection, an extensive line with each piece made from natural bamboo fibers. As a follow-up, CosaBella launched its “Devon” collection in early 2009; the entire line is made from 100 percent organic cotton.

Husband-and-wife team Ugo and Valeria Campello, who started the company in 1983, have relocated CosaBella’s design house to Miami, but all of the company’s clothing is still manufactured in Italy. CosaBella is available in select major department stores and specialty boutiques in the U.S. and other major cities worldwide. Visit [www.cosabella.com](http://www.cosabella.com) for more information.

## Just the flax

In ancient Egypt, linen was considered a sacred material and used to mummify pharaohs. Today, PuroLino.it has upheld the notion that pure linen, made from flax plants, is a delicate cloth with exceptional qualities. Though PuroLino.it’s collection of tablecloths, bedroom sets, bathroom accessories and a special line for children are strictly manufactured in Italy, the company also sells high-quality household garments online through its Web site.

PuroLino.it boasts that their pure linen products are good for the skin because they breathe in summer and retain body heat during the winter. Linen is hypoallergenic and antibacterial, does not absorb soap or chemical impurities when washed and is a resistant textile that doesn’t lose its shape over time. Visit PuroLino.it online to view all of their collections.





## Eyes on the prize

Some of the world's best-known eyewear brands, such as Ray-Ban, Oakley, Vogue and Persol, are all headed by Milan-based company Luxottica Group S.p.A. Founder Leonardo Del Vecchio started the company in 1961 in Agordo, just north of Venice, where he focused his metalworking skills on manufacturing spectacle parts, a rarity in that era.

The company struck its first major licensing agreement with a fashion designer in 1988 with Armani. Luxottica launched other brands throughout the 1990s, and acquired its first retail company, Sunglass Hut Inc., in 2001. Most recently it struck a deal with Tiffany & Co. With more than five billion Euros in revenue for 2008, and steadily expanding, Luxottica Eyewear is the proven leader in sunglasses and prescription frame eyewear. Visit [www.luxottica.com](http://www.luxottica.com) to learn about all of Luxottica's brands.



## Intelligent design

In 1921, from the Alpine mountains of the Italian village on Lake Orta, skilled craftsman Giovanni Alessi started his very own company to design and manufacture copper, brass and nickel tableware. Made with exceptional detail and built to last, many of those pieces have been handed down from generation to generation in Italy.

As demands grew over the years, Giovanni expanded beyond his own workshop and urged his family—all of his sons and nephews—to go in a more innovative direction. Today, Alessi balances the industrial and artistic while incorporating the latest technology in its designs. In the last decade, Alessi has partnered with other manufacturing firms to design other objects—wristwatches with Seiko, telephones with Siemens and even an automobile with Fiat. Certain items have limited worldwide availability, so visit [www.alessi.com](http://www.alessi.com) to check out all of their products.

