

JOSEPH KEEFER
CREATIVE DIRECTOR,
EARNEST SEWN

I'd love to see fashion slow down a bit and allow designers and consumers to enjoy a design, collection, a concept for longer than a breath. Fashion is to be enjoyed, not chased.

FEDERICA FUSCO
MANAGING DIRECTOR,
FGF INDUSTRY

I think today the fashion industry is looking, once again, for an identity. In recent years many brands went abroad to produce their collections. If they moved their production back to their own countries, I'm sure the industry could find its identity again.

ENRICO MORETTI POLEGATO
PRESIDENT AND CEO, DIADORA

I would like to bring authenticity and identity back to center stage. Nowadays fashion seems to be all about being seen as someone or something to aspire to, and oftentimes people – and brands – are ready to discard who they really are in order to be 'cool' or 'edgy'. We believe that the first step to being 'cool' is being yourself, and we would like to see that reflected in fashion more often.



MICHAEL BUCKLEY
CEO, DIFFERENTIAL BRANDS
GROUP

I wish the 'fast' part of fashion would slow down and we all could collectively refocus on the culture of timeless investment pieces that last beyond one season. If we could just surpass the hype of the 'right now' social media moment, we could soak in the details of timelessness, so that the quality and texture of a designer's subtle and overt creations are absorbed effortlessly over time.

DIETMAR AXT
CEO, MUSTANG GROUP

The basic understanding by the end customer of how much a garment may and should cost definitely needs to be strengthened. It is a paradox that today a T-shirt may cost less than a coffee 'to go' in the morning, right? A quality-focused supply chain has its price – even if it does not have to mean that this price needs to be set at a high level.

MARIO BOSELLI
HONORARY PRESIDENT OF
CAMERA NAZIONALE DELLA MODA
ITALIANA (THE ITALIAN FASHION
CHAMBER)

The fashion system is the emblem of globalization. Fashion is global; fashion is an essential need. How to improve the system? We already know that Italian fashion is the epitome of beauty and well-executed collections: now we need to add sustainability, which means ecology and environment. Whether they are large-scale productions, premium or small brands, fashion businesses must respect the eco-ethical aspects.