

EMPOWERING LUXURY CRAFTSMAN TRADITION

International Buyers of luxury fashion for department or boutique stores are increasingly eager to find exclusively designed and manufactured fashion pieces, allowing them to sharpen their value proposition to current clients and leveraging it to new ones. In fact, even large established high-end fashion brands are at risk of losing their appeal, because of a widespread shift to mass production and industrialization of their products. At the same time perception of Made In Italy luxury products is getting stronger and stronger, and reaching new international markets. But for Buyers, finding handmade and high-quality productions is hard, not to speak getting in touch with their Manufacturers: it can be as much as unnerving as it is critical.

On the other hand, the vast majority of Italian Manufacturers of Excellence find it hard to reach out to the international markets due to a number of factors, including limited knowledge of international business best practices and language barriers. At the same time they are eager too to find new revenue streams outside Italy, across flourishing international markets.

So on the 11th June 2013, despite the proposal of becoming the next CEO of a big recognized national company, I decided to leave my family business, to pursue independently the entrepreneurial adventure of helping the internationalization of the Made in Italy small manufacturers.

Italian Artisan is the new online platform, 100% Made in Italy, created to simplify the B2B interaction between international buyers and small and medium enterprises of the Italian fashion industry.

Italian Artisan is a powerful, yet easy-to-use B2B web platform that enables connections and transactions between Buyers and Manufacturers. The business process between parties becomes exceptionally efficient, effective and fast. **First**, Buyers can choose from a wide range and variety of top of the line Italian fashion goods —they can even define their own unique, dream collection and get it done in three easy steps. **Second**, Manufacturers rise their visibility very significantly just to Buyers ready to buy their products. Manufacturers can keep doing what they do best while letting Artisan's platform to do the rest. **Third**, Buyers and Manufacturers benefit from adaptive fast-track process that helps dramatically reducing communication time between parties and help them closing transactions easily.

Our mission is to facilitate SME Italian during their internationalization process by providing online tools intuitive and easy to use, while offering to international buyers the opportunity to access a wide range of high quality products with a simplified management of production processes as well as a real-time monitoring of those progresses.

In a difficult period for Italian economy as we are going through, where domestic consumption continue to decline and the small and medium enterprises gradually lose part of their turnover, the development of cooperation agreements is vital to support our companies in international markets.

David Clementoni