Table of Contents

In	Introduction		
1	Made in Italy: State of the Art and Key Challenges		
	by Luana Carcano and Gabriella Lojacono	1	
	1. Introduction	1	
	2. Key features	2	
	3. The numbers of Made in Italy	5	
	4. Localization	7	
	5. Managerial challenges for Made in Italy companies	9	
	Bibliography	11	
	Databases	12	
2	Fashion, Italian Designers and Brands by Paolo Varacca Capello	13	
	1. What is fashion?	13	
	2. Strategy and structure of fashion companies	14	
	3. The Italian fashion system	20	
	4. The current challenges for fashion companies	23	
	Bibliography	24	
	Notes	25	
3	The Secrets of Beauty by Gabriella Lojacono	27	
	1. What is beauty	27	
	2. Strategic groups and growth strategies	29	
	3. What's new in beauty	32	
	4. Italian beauty	34	
	5 The digital devolution in beauty	39	

VI Made in Italy Industries

	Bibliography	46
	Notes	46
4	The World Wears Italian Sunglasses by Gabriella Lojacono	49
	1. Eyewear: a long Italian tradition	49
	2. The Italian eyewear industry: facts and figures	50
	3. The Italian protagonists in the eyewear industry	52
	4. Trends in the eyewear industry and impact	
	on Italian companies	54
	Bibliography	60
	Websites	60
	Databases	60
	Notes	61
5	The Food & Beverage Industries by Luana Carcano	63
	1. The complex and intertwined food & beverage business	63
	2. Positioning and growth strategies	66
	3. What is new in food & beverage?	70
	4. The food & beverage industry in italy	72
	5. Italian's do it better: go premium	82
	Bibliography	84
	Notes	84
6	The Italian Excellence in the Yachting Business by Luana Carcano	87
	1. The maritime industry: what is all about?	87
	2. Trends in yachting in a nutshell	94
	3. The boating eco-system in Italy	96
	4. Positioning and growth strategies	99
	5. Challenges ahead	108
	Bibliography	110
	Reports	110
	Websites	111
	Notes	111
7	Jewellery by Luana Carcano	113
	1. Jewellery	113
	2. Trends in jewellery in a nutshell	121
	3. The jewellery system in Italy	124
	4. Positioning and growth strategies	128

Table of Contents		VII
5. Challenges ahead		130
Bibliography		136
Reports		136
Websites		137
Notes		137
8 Designing Furniture by	Gabriella Lojacono and Marzia Sesini	139
1. The furniture system	1	139
2. The global furniture	industry	141
3. The furniture produc	ction chain	144
4. Italian furniture com	npanies: economic highlights	147
Bibliography		157
Notes		158
9 The "Other" Made in Ita		
	ol Industry by Silvia Zamboni	159
1. Introduction		159
2. The "other" made in	•	159
	ry industry in numbers	163
O	ry 4.0 and its impact on the Italian	1/0
machinery industry		169
Bibliography		176
Databases		178
Notes		178
	om Made in Italy Companies	
by Luana Carcano and G		179
1. Key lessons in nutsh		179
2. Family ownership as	_	180
3. Specialization as the	key driver	184
4. Master the niche		188
	nability: mastering the niche	
in the long term	440	193
	sful Premium positioning	194
	nce the very beginning	196
8. Talent-pooling firms	3	198
Bibliography		201
Reports		201
Notes		201
The Authors		