

PRESS RELEASE

ITALIC-US: THE MOST EXCLUSIVE “MADE IN ITALY” TAKES AMERICA

A privileged bridge to introduce and elevate Italian excellence in the United States



ITALIC-US is born: a U.S.-based, non-partisan, non-profit foundation with a mission as ambitious as it is unique to promote the rarest, most authentic, and most innovative Italian excellence on the U.S. market, addressing a sophisticated audience attuned to luxury, art, culture, and a deep understanding of Italian values.

ITALIC-US is an exclusive and visionary project in which the most refined expression of **Made in Italy** is carefully selected, enhanced, and narrated in its purest essence, transforming it into a concrete opportunity for cultural, educational, and commercial growth. **The foundation positions itself as a privileged gateway for brands, artists, hospitality venues, producers, and niche realities seeking entry into the American market**, offering visibility, strategic connections, and practical tools to strengthen their international presence.

Founded by Fabio Maggesi, an international lawyer and visionary who lives between Italy and the United States, ITALIC-US stems from his passion for Italy’s cultural heritage and his conviction that true luxury is not merely aesthetic, but also history, storytelling, and authenticity.

“We want to speak to the world not only about Italian products, but also about the cultural and artistic experiences that convey the excellence, creativity, and identity of our country. ITALIC-US is the bridge between Italy and America a privileged channel that allows Italian excellence to be discovered, appreciated, and enhanced on the international market in an authentic and strategic way,” states **Fabio Maggesi**, underscoring the core mission of the foundation: connecting Italy to the world through art, culture, and creativity, turning every project into a concrete opportunity for promotion and growth.

The strength of ITALIC-US lies in its carefully selected and authoritative board, composed of leading figures from the Italian landscape across institutions, art, design, fashion, sports, and communication, ensuring strategic vision, expertise, and credibility. Through this exclusive network, the foundation gives voice to master artisans, emerging artists, entrepreneurs, boutique hotels, and niche producers, building bridges between creativity, culture, and the international market, and elevating each initiative as an expression of Italy’s rarest and most precious excellence.

To facilitate the entry of Italian excellence into the United States, **ITALIC-US is planning a series of exclusive events in both America and Italy**, designed to present selected Italian brands, artists, and products to high-profile buyers, media, and collectors. Each initiative is conceived as a tangible opportunity

for visibility, networking, and commercial development, enabling selected participants to engage directly with the U.S. market with credibility and prestige.

ITALIC-US is a strategic platform that provides true Italian excellence with concrete tools to enter the American market and consolidate an international presence. Luxury, art, and design merge to tell the story behind each creation and the talent of those who craft it, transforming every project into a bridge between culture, prestige, and real commercial opportunities. It is an exclusive project, not for everyone.

It is a visionary project, born from the excellence, passion, and creativity of Italy at its most prestigious and authentic: an Italy that stands apart from mainstream names, telling a story of pure quality and bringing it across the ocean.

In 2025, the foundation has already consolidated its role in Italy as an exclusive partner of excellence-driven events, including *Violino DiVino* and *Xmas District* (held in the prestigious setting of Palazzo Colonna in Rome). These unique events combine music, food and wine, and culture into a multisensory experience set in some of the country's most evocative locations, with the aim of promoting local artists, producers, and territories through concerts, tastings, and immersive artistic journeys. The experience gained through these collaborations has enabled the foundation to refine its promotional model, now also applied to the international market.

In 2026, ITALIC-US will be present as a promoting and sponsoring entity at events dedicated to culture, art, education, performance, and luxury craftsmanship in Washington, D.C., New York, and Miami, and will sponsor some of the most exclusive galas in the United States.

Numerous projects dedicated to the promotion of Italy are underway, along with multiple campaigns that will be launched in the coming months to support and celebrate true *Made in Italy* and the creativity of Italian talent in the U.S.

Recognized as a U.S. non-profit foundation by the Internal Revenue Service (IRS) under Code 501(c) (3), and as a non-partisan entity for social promotion and collective interest—supported by private and institutional companies and donors—ITALIC-US operates with institutional rigor, transparency, and an international vision, promoting a genuine and contemporary Made in Italy as a living expression of Italian culture, creativity, and savoir-faire.



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