

## **CBI ACTIVITIES**

### **DIVULGATION:**

- Periodic newsletters with press reviews, rankings, scouting, reports and sector trend reports;
- Periodic informative webinars on digital development, tech innovation, forecasting, legal and finance insights, sustainability;
- Real-time updates on fashion weeks and the most important trade-shows in the fashion field, worldwide.

### **LEGAL AND FINANCE:**

- Dedicated legal consultancy service with periodic in-depth analysis;
- Dedicated tax consultancy service with periodic in-depth analysis;
- Consultancy service on regional and national tenders and funding with periodic in-depth analysis.

### **SERVICES AND BENEFITS:**

- Wide network of exclusive and confidential services and agreements;
- Preferential entry to trade-shows;
- Courtesy cars service during Fashion Weeks;
- Dedicated CBI App.

### **EDUCATION:**

- Training courses on retail, digital development and luxury customer experience;
- Periodic in-depth analysis at the most important industry Summits and conferences;
- Collaborations with leading universities for the world of fashion luxury and retail.

### **RECRUITMENT SUPPORT:**

- Partnership with employment agencies suitable for luxury retail;
- Partnership with the most relevant universities to support internships and job placements in The Best Shops.

### **EVENTS:**

- Exclusive events in collaboration with leading luxury fashion organizations, associations and institutions during Fashion Weeks + involvement of media partners;
- Exclusive events in collaborations with luxury brands and exclusive capsules.

### **MARKETING & COMMUNICATION:**

- Support in finding press offices, showrooms and contacts of interest;
- Exclusive editorial for The Best Shops;
- Support in the insertion of editorial and advertising content in the most relevant print and online magazines in the field of luxury fashion;
- Exclusive discounts for advertising on the most relevant print and online magazines in the field of luxury fashion;
- Total support with communication activities for new openings, events, and exclusive collaborations of The Best Shops circuit.