

# Italian Outlet Summit

27 May 2026, 14.30-16.00  
Rho Fiera Milano

# Italian Outlet Summit

\* Open to all, limited seating available



## WHEN & WHERE

**27 May, 14:30 – 16:00**

Rho Fiera Milano, Strada Statale Sempione, 28, 20017 Rho MI, Italy



## WHAT IS IT?

As the designer outlet market continues to grow across Europe, this special Summit will be dedicated to the unique characteristics of the Italian market and why it is set for growth



## ON THE AGENDA

- Overview of outlet market trends in Italy, based on Ken Gunn's research an expert in designer outlet centres
- Opportunity Italy: Why Italy is a hotspot in the European outlet landscape?
- Trends and perspectives in the outlet sector: What will tomorrow's outlets look like? What are the differentiating factors?
- Networking Coffee

