

# 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, presented by **Isobel Lee**
- Fireside chat with **Antoine Frey**, CEO & Chairman, Frey Why Italy is a hotspot in the European outlet landscape? Trends and perspectives: What will tomorrow's outlets look like?
- Interview with **Massimiliano Freddi**, CEO, Wonderwood Leisure: a game changer for outlets?
- Networking Coffee

