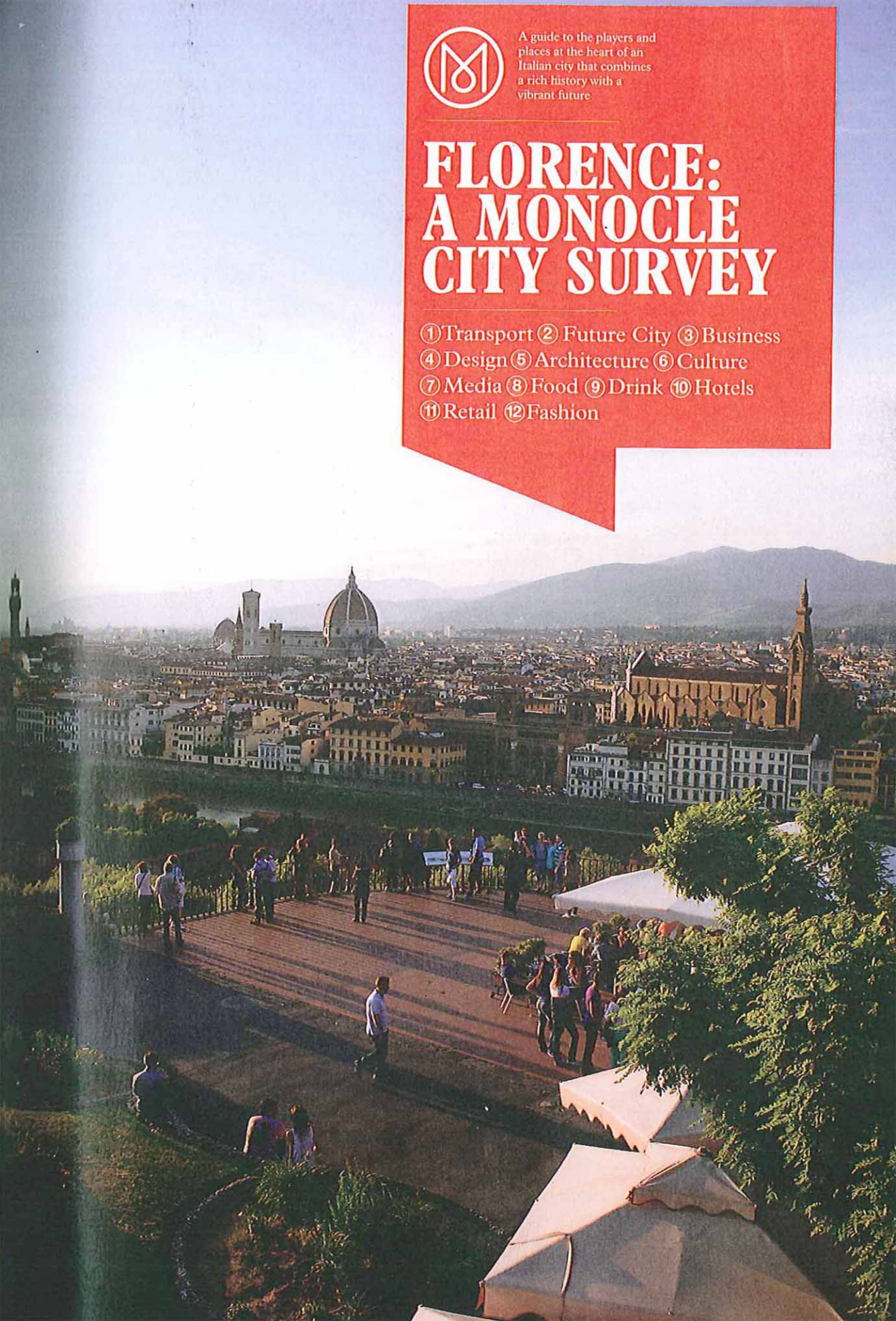




A guide to the players and places at the heart of an Italian city that combines a rich history with a vibrant future

FLORENCE: A MONOCLE CITY SURVEY

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METALS

Striking it rich

Tuscany's strong metallurgy heritage can be traced back to the Etruscans, forging a fortune by mining the Colline Metallifere (Metal Bearing Hills). Today, three companies power Florence's metals industry:

KME Founded in 1886, KME was first quoted on the Milan Stock Exchange in 1897 under SMI, its original name. Since 1902, the prominent Orlando family has been in control and, in the 1980s, the company shed its steel operations to focus on copper, supplying the alloy to make coins for the euro. kme.com

Manetti Set up in the early 19th century, Manetti's fame arrived when the company



industrialised its gold leaf production after the First World War. Its glittery sheets sparkle in palaces including the Kremlin and Versailles, and the firm also makes edible gold and silver flakes for pastry chefs. manetti.it

Pampaloni (above) One of Florence's leading silversmiths since 1902, the firm has worked with top designers to from Gio Ponti to Alessandro Mendini on innovative pieces from candelabras to coffee sets. pampaloni.com — IC/SRT

FINANCE

Bankable assets

Italy's economy kept afloat in 2010 (the country's GDP grew 1.3 per cent) with Florentine exports reaching the €8bn mark. There's a long history of financial flair in the city too, Florence's gold florin currency was minted in the city for almost 300 years. Today, Florence boasts a strong banking system responsible for dealing with an important heritage.

Cassa di Risparmio di Firenze Established in 1829, the local institution was purchased by the Banca Intesa Sanpaolo in 2007, making it part of the financial group that controls 17 per cent of the market.

Banca Toscana Launched in 1904 under the name Piccolo Credito Toscano, Banca Toscana was born in 1930 after fusing with Banca di Firenze. Today it's part of Banca Monte dei Paschi di Siena. — SRT



3 Business



TRADE FAIR

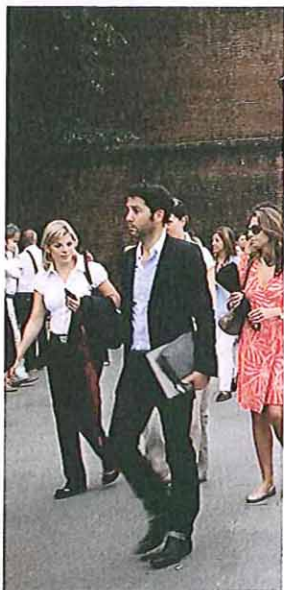
Italian flair

Trade fairs normally mean generic white marquees, lanyards and soggy sandwiches – Florence's Pitti Immagine has different ideas.

It has played a major role in consolidating Italy's position at the centre of international fashion since its launch in 1972. It is now the world's largest menswear show, attracting 30,000 people twice a year.

Building on Uomo's success, the Pitti group has expanded to cover six other events including Pitti Bimbo (for children's wear) and, recently, Pitti Taste (bringing together 300 of the region's best food producers).

— JO



BUSINESS MODEL

Family affair

Florence is home to a handful of powerful family names, past and present: Ferragamo, Gucci, Medici, Strozzi. It's less often that you hear of the Kafri family, but their business ventures stretch from Turkey to the US (via Italy).

Settling in Florence from Tel Aviv in 1976, Jonathan Kafri founded Sicem International, a major textile producer that's had contracts from Calvin Klein, Gap and Fruit of the Loom. This year, Sicem expects a turnover of €45m.

His son Ori (pictured) has now taken the entrepreneurial baton, opening two hotels, founding *Firenze* magazine and opening For Gallery. — DM

