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# MY COUNTRY

PAESE MIO

FREE MONTHLY MAGAZINE - NAPLES, ITALY **DECEMBER 2020**



## GETTING READY FOR 2021

The Brexit transition period ends on the 31st December 2020

**MY LATEST BREXIT**  
**MY CHRISTMAS IN NAPLES**  
**MY PERSONALITY**  
**MY REMEMBRANCE**  
**MY 80'S ARTIST**  
**MY MADE IN NAPLES**



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**THIS MONTH**  
WELCOME TO NAPOLI, ITALY

DISCOVER the **MY COUNTRY**  
**DECEMBER 2020** edition

**THIS MONTH** Welcome to Naples and to this month's special December 2020 edition - for the first time in seven years available on-line only. Download your copy for free directly from our website [www.mycountrymagazine.com](http://www.mycountrymagazine.com)

Due to the Covid19 situation we have once again momentarily suspended our top selection of events and exhibitions - but are looking forward to a great comeback next year.

For all British citizens living in Italy - remember the Brexit transition as time is running out, see pages 4 and 5 for details about residency and driving in Italy and what to do BEFORE December 31st.



Even though we will dearly miss the usual choice of Christmas Markets, Events and live nativity cribs, MY Christmas in Naples will take us to the heart of Naples, to Christmas Alley, the Nativity scenes and to some characteristic family celebrations and culinary delights. This month's Personality had to be a tribute to the legendary *Diego Armando Maradona* who recently passed away - learn more about his bond with the city of Naples and more. Remembering the Irpinia earthquake 40 years ago led us to MY Artist - *Andy Warhol* and to some latest news regarding the renowned 80's *Terrae Motus* Collection. Follow our Facebook page for latest updates and information.

**My Country magazine** would like to wish all readers and sponsors a healthy and happy Christmas season - and of course - here's hoping for a promising new year ahead - so, **Buon 2021!**



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## BREXIT TRANSITION: TIME IS RUNNING OUT...



Yes, time is running out so make sure you are ready. Your business, family, personal and travel circumstances will be affected by the *Brexit* transition. **The Withdrawal Agreement** set a transition

period lasting until 31 December 2020.

The *British Embassy in Rome* and the *British Consulate General Milan* are currently holding online meetings across Italy to update British citizens working and living in the country and answering their questions regarding Britain's departure from the European Union. There are new rules (and requirements) for businesses and UK citizens starting from 1st January 2021.

### Changes for businesses and citizens

You need to act **now** if you're:

- \* importing goods from the EU
- \* exporting goods to the EU
- \* moving goods to or from Northern Ireland
- \* travelling to the EU
- \* living and working in the EU
- \* staying in the UK if you're an EU citizen



## RESIDENCY

If you are resident in Italy before the transition period ends on **31st December 2020**, you will be able to stay. You must register as an Italian resident (in Italian) if you want to stay in Italy for more than 3 months.

You will get one of the following from the local town hall or *comune*:

- \* an *attestazione di regolarità di soggiorno*
- \* an *attestazione di iscrizione anagrafica* or *attestazione di soggiorno permanente* (if resident for 5 years or more)

The rules on residency registration remain the same during the transition period.

If you have already registered as a resident and have a residency document, you should obtain the **new attestazione** from your local *comune*. This new document will be **proof of your rights** under the Withdrawal Agreement. Non EU family members should also obtain the new *attestazione*.

For more information about the new *attestazione*, read the Italian Ministry of Interior's circular (in Italian). It includes a sample of the new document. You can also read the Italian Association of Town Halls' *ANCI* guidance on the registration process (in Italian).

For detailed advice and information consult the key resource for UK nationals including details on residency, healthcare and benefits, pensions and driving licences on the **Living in Italy** page [gov.uk](https://www.gov.uk/guidance/living-in-italy) :

<https://www.gov.uk/guidance/living-in-italy>

## GUIDE ON RESIDENCY

Under the *Withdrawal Agreement* ratified by the European Union and the United Kingdom, European rules on free movement will continue to apply to UK nationals and their family members through the transitional period until 31st December. The registration office (*anagrafe*) at the local town hall (*comune*) remains the competent authority for registering UK nationals.

### UK nationals already residing in Italy

The *anagrafe* of your local town hall can issue a new residency document called '**Attestazione di Iscrizione Anagrafica**' (under *Legislative Decree no. 30/2007* and *Article 18.4 of the Withdrawal Agreement*) to UK nationals already settled in Italy. This new residency document

is issued in addition to your other residency document (*i.e. permanent or temporary residence documents, issued under Legislative Decree No. 30/2007*).

The new document includes a reference to Art. 18.4 of the Withdrawal Agreement and certifies the rights of UK nationals according to the Withdrawal Agreement.

The new residency document, the '*Attestazione di Iscrizione Anagrafica*' (issued under Article 18.4 of the Withdrawal Agreement) is not a replacement for your permanent or temporary residence document (issued under *Legislative Decree no. 30/2007*). For this reason, the registration office at the town hall cannot request that you surrender your other residency document to obtain the new one.

When issuing the new document the Registration Office can request 0.52 cents as a processing fee as well as the payment of two tax stamps ('*bolli*') of € 16.00, one for the application and one for the document itself, (*DPR 642/72, tariff A, art. 5 and circular 54/2007*).

To issue the new registration document under the Withdrawal Agreement, the registration office is not permitted to ask for evidence from you of meeting criteria as laid out under the Freedom of Movement Directive (*art. 9 Legislative Decree 6/2/2007, n. 30*) such as evidence of a work contract, income or healthcare cover. The new Withdrawal Agreement registration document can be issued simply following the presentation of an identity document and the verification that you already hold a residency status in Italy (*i.e. you are registered with your local comune*).

### UK nationals not yet resident in Italy

You should go to the registry office of your town hall where you have established your place of residence and present the appropriate application for residency accompanied by the necessary documentation and a valid passport (*Article 9 Lgs. 6/2/2007, n. 30*). Check your town hall's website for more details. Following residency registration, the registration office is then required to issue you in addition with the new Withdrawal Agreement residency document (*issued under Legislative Decree no. 30/2007 and Article 18.4 of the Withdrawal Agreement*).

(cont. on page 5)





# BREXIT TRANSITION: TIME IS RUNNING OUT...

(cont. from page 4)

## VADECUM

### ON THE REGISTRATION OF UK CITIZENS IN THE FRAMEWORK OF THE IMPLEMENTATION OF THE WITHDRAWAL AGREEMENT

(Article 18.4 OF THE AGREEMENT AND LEGISLATIVE DECREE NO. 30/2007)

With the ratification and entry into force of the agreement on the withdrawal of the **United Kingdom of Great Britain and Northern Ireland** from the European Union and the European Atomic Energy Community, Legislative Decree 6/2/2007, n. 30 (*Implementation of directive 2004/38/EC on the right of citizens of the Union and their family members to move and reside freely within the territory of the Member States*) will continue to apply to British citizens and their family members who are resident in Italy or who will be resident in Italy during the transition period (**1st February 2020 - 31st December 2020**) and register in the “*anagrafe*” registry. Specifically, the following hypotheses may occur:

#### 1) British citizens residing in Italy as of January 31, 2020

In this case, the British citizen can go to the Office Register of the Municipality of residence and request a Certificate “*attestazione di iscrizione anagrafica*” (pursuant to Legislative Decree no. 30/2007 and Article 18.4 of the *United Kingdom and Northern Ireland Withdrawal Agreement from the European Union*) to document their rights related to stay on the national territory.

#### 2) British citizens not residing in Italy as of February 1, 2020

In this case, by the end of the envisaged transition period from the **Withdrawal Agreement (31.12.2020)**, the British citizen has the right to register in the “*anagrafe*” registry in accordance with the provisions of the relevant legislation (Law 24/12/1954, n. 1228 “*Ordinamento delle anagrafi della popolazione residente*”, and Presidential Decree 30/5/1989, n. 223 “*Approvazione nuovo regolamento anagrafico della popolazione residente*”) and of Legislative Decree no. 30/2007.

#### The registration follows this procedure:

the citizen must go to the Municipality where he has fixed his habitual residence and submit the appropriate personal data - declaration form, accompanied by a passport or other equivalent valid document and the required documentation (Article 9 of Legislative Decree 6/2/2007, n. 30). The request can be presented personally by the interested party at the municipal counter, by postal service (registered mail with return receipt) or electronically.

The registry officer provides for the registry registration within two working days after the submission of the declaration and registration starts from the date of submission of the application.

In the following 45 days, the Municipality may control the actual existence of the requirements for registration. If within the same period of 45 days - taking into account the outcome of the investigations - the Municipality does not communicate impediments to the applicant acceptance of the application (Article 10 bis of Law 241/90, “*Nuove norme in materia di procedimento amministrativo e di diritto di accesso ai documenti amministrativi*”), what is declared by the interested party is considered in accordance with the factual situation in place at the date of the declaration presented to the registry. If, however, the registry checks give a negative result, the Registry Officer is required to restore the previous position by cancelling the registration, with retroactive effect (Articles 18 and 18 bis of Presidential Decree No. 223/1989).

Following the registration, the British citizen can apply for release of the certificate “*attestazione di iscrizione anagrafica*” released according to art. 18.4 of the **Withdrawal Agreement**.

UK nationals requiring support with registration can contact the *IOM* International Organisation for Migration (UK Nationals Support Fund Implementing Organisation in Italy)

**Contact:** Helpline 800 684 884 or Mail to [UKnationalsIT@iom.int](mailto:UKnationalsIT@iom.int)



For detailed advice and information consult the key resource for UK nationals including details on residency, healthcare and benefits, pensions travelling and driving licences on the **Living in Italy** page [gov.uk](http://gov.uk) :

<https://www.gov.uk/guidance/living-in-italy>



## DRIVING IN ITALY

If you are resident in Italy, exchange your UK licence for an Italian one **before 31st December 2020**.

For information on driving in Italy, read the guidance available on **Living in Italy** [gov.uk](http://gov.uk):

- \* what you need to drive abroad
- \* driving licence exchange/renewals
- \* contacting an *Ufficio Motorizzazione Civile* (in Italian)

If you are in Italy and your UK driving licence is lost, stolen or expires you will not be able to renew it with the UK Driver and Vehicle Licensing Agency (*DVLA*). You will need to apply to the *DVLA* for a ‘certificate of entitlement’ in Italian to be able to apply for an Italian driving licence.





## Natale a Napoli

### ◀ THE HEART OF NAPLES

#### CENTRO STORICO DI NAPOLI

The history of **Spaccanapoli** dates back to *Greece* and "*Neapolis*". The street basically splits (*spacca*) the centre in half forming what seems like a long corridor (*as pictured left*). This road connection was originally known as "*Decumanus Inferiore*" leading to *Decumano Maggiore* and *Decumano Superiore* representing the three main streets of Naples original historic centre CENTRO STORICO DI NAPOLI.

*The Decumani is actually formed by seven alleys:*

**Via Maddaloni**

**Via Benedetto Croce**

*(from Piazza del Gesù to Piazzetta Nilo)*

**Via San Biagio dei Librai**

*(antico Decumano running through Via Duomo)*

**Via Pasquale Scura**

*(Quartieri Spagnoli through Via Toledo)*

**Via Vicaria Vecchia**

**Via Forcella**

**Via Giudecca Vecchia**

This area boasts some of the most representative historical and cultural sites (all within walking distance) including churches, monumental complexes, museums and characteristic artisan workshops.

### ◀ CHRISTMAS ALLEY

#### SAN GREGORIO ARMENO

Usually thousands of tourists (and locals) flock to the heart of Naples during the Christmas period and to **San Gregorio Armeno** - commonly known as "*Christmas Alley*" although the area proves popular throughout the year. This historic zone is renowned throughout the world for its workshops "*Botteghe Artigianali*", Nativity scenes and cribs.

*MY CHRISTMAS IN NAPLES - see pages 7 - 8*



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## Natale a Napoli



### ◀ NATIVITY SCENES

#### PRESEPE

Also known as a Manger, a Crib, Crèche or simply Nativity scene, the term “*Presepe*” comes from the Latin “*Praesaepe*” appearing from year 1223 with *St. Francis of Assisi* and the first live crib scene. The **Neapolitan Nativity scene** may be considered as one of the most established Christmas traditions remaining unchanged throughout the centuries - but obviously today include some abstract or somewhat controversial representations. Each character, figurine and individual element forming the classic Nativity scene has a particular symbolic meaning as so its position. During the 13th century the then traditional life-sized wooden scenes and characters crafted for churches gradually evolved to become miniature figurines created using terracotta to become an art form that is still alive today. In 1340, the Queen *Regina Sanzia d'Aragona* donated a crib for a new church - currently on display within the museum *Museo Nazionale di San Martino* - **IL PRESEPE DI CUCINIELLO** is the largest Nativity scene in the world - including over 160 characters, 80 animals, angels and over 450 detailed miniature hand-made objects.

The city of Naples and its surrounding regions still maintain many culturally strong traditional aspects regarding the Christmas season. Typical celebrations begin on **December 8th** (*Immaculate Conception*) and end on **January 6th** (*Epiphania*). December 8th is usually the day when the tree is adorned and the *Presepe* is put proudly on display. Of course the importance of the intricate classic nativity scenes goes alongside the array of typical culinary delights.

#### Something special is in the air

Christmas festivities in Naples are characteristically colourful - but if you are lucky enough to experience a local friend or family celebration - then be prepared! Everything has a right moment...

TYPICAL CELEBRATIONS - see page 8



### ◀ TYPICAL FAMILY CELEBRATIONS

Typical family celebrations usually start late morning/early afternoon - on what we know as Christmas Eve - *La Vigilia di Natale*.

The **Christmas Eve** menu typically starts late afternoon, carrying on until Midnight. The dinner *Cena della Vigilia* is traditionally fish-based so be prepared for numerous dishes including *Spaghetti alle Vongole* with clams or seafood followed by fried stockfish *Baccala*, squid *Calamari* and fried eels - known here as *Capitoni*. But, no that is just the beginning!

**So, you are still sitting at the table and another plate is on the way...**







MY CHRISTMAS IN NAPLES Cont. from pages 6 - 7

## ◀ TYPICAL FAMILY CELEBRATIONS

Take-your-pick from numerous side-dishes including the classic marinated vegetable mix known as *Insalata di rinforzo* (that one is hard to explain) Eventually you will arrive to a colourful range of desserts, cakes and biscuits. *Struffoli*, *Roccoco*, *Mustaccioli* and *Susamielli* are also available from bars and pasticcerie including the pastries originating from the Convents and decorated with pastel colours and almond paste...

Last but not least tradition calls for a vast selection of dried fruits commonly known as "*cioccele/scioccéle*".

This magnificent basket is placed centrally on the table offering walnuts, almonds, hazelnuts, figs, prunes, dates and baked chestnuts.

Well, it's nearly midnight and here's to that special moment when *Father Christmas* appears very briefly - (usually a badly disguised Father, Brother, Uncle or Nephew) leaving gifts for all. This is where you have to distract all present children that rapidly notice something similar in 3-seconds - away from the evidently recognisable shoes, clothes, or voice of *Santa*...



### This moment is never easy...

So, it is at this point that one family member takes the responsibility of announcing each gift one-by-one (usually still seated at the table or before the fireplace - amongst the cracking "*scioccéle*"). This may prove to be a memorable experience (just like a lottery) - as your name is called and you open your gift (as everyone looks on) what a fantastic ceremony!!!

Thinking about it - OK so memories of Grandma's table crackers were wonderful with that coloured paper crown - but this proves to be something else!

## Natale a Napoli



Just when you thought it was finally finished with the *scioccéle* - then what's definitely on the way next?

How about a glass of bubbly *Spumante*, *Limoncello*, herbal liqueur, Amaro or Grappa "*un digestivo*"!

Meanwhile, does anyone want a giant slice of cake?

But, seriously the question is: *Panettone* or *Pandoro*?

**This is Christmas in Naples.**

Many families assist the local Midnight Mass church service then it's time to get ready for tomorrow's menu and the Christmas Day Lunch *Pranzo di Natale* usually meat-based but starting with a vegetable *Minestra*...

**Buon appetito e Buon Natale!**

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# DIEGO ARMANDO MARADONA

## the football legend - the hand of god - the king

As the world mourns following the death of football icon **Diego Armando Maradona** from heart failure, for one city in Italy his passing takes on another meaning. Last Wednesday 25th November 2020, as Neapolitans saw it, it was not only the greatest football player of all time who had died. In fact, a clear demonstration of the affection and respect for the Argentine champion was thousands of mourners who took to the streets just minutes after the death was announced, to commemorate their adopted king of Naples. Fans flocked from the *Quartieri Spagnoli* to the immense *Piazza del Plebiscito* and to the stadium *Stadio San Paolo* - to the Curva B entrance - which has become an open-air shrine adorned with flowers, candles, scarves, T-shirts, posters, photographs, written tributes and dedications. His former club is bidding to rename the stadium in his honour. The mayor *Luigi de Magistris* has also proposed renaming the San Paolo stadium after its legendary player *"I ask that our stadium, which has witnessed so many of his successes, bear his name. It will be called the Diego Armando Maradona. The people want it. They spoke unanimously."* (cont. pages 10 - 11)

photo © Napoli attraverso gli scatti fotografici



**NAPOLI PIANGE  
IL DIO  
DEL CALCIO**



**DIEGO ARMANDO MARADONA**





# DIEGO ARMANDO MARADONA

## the football legend - the hand of god - the king



(cont. from page 9) Following the so-called "Goal of the Century" (he scored two of the "most memorable goals in World Cup history") during the Mexico '86 World Cup against England - when the name "Hand of God" played an important role for the World Cup final with what obviously held a different meaning for Argentina, *Maradona* arrived to Napoli from Barcelona. In seven years he gave Napoli the most successful period of football history. Regarding what was a world record transfer fee (7,5 million Dollars) one TV commentator remarked "The poorest city in Italy buys the world's most expensive player". It was until then that a southern team had never won a top division championship (*Scudetto*) or *Uefa Cup*. Napoli became the centre of the world's attention. Northern Italy had *Juventus*, *Fiat* and *Ferrari* but now Naples had *Diego Armando Maradona*. *Diego Maradona* led the club to its first *Serie A* title in 1987 with the second league title following in 1990. His influence also brought fresh hope to a region then suffering from poverty and restored pride to a city then looked down upon by many.

(cont. page 11)



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# DIEGO ARMANDO MARADONA

## the football legend - the hand of god - the king

### 'Why was he more than just a footballer?'

Over 70,000 fans had greeted *Diego Armando Maradona* when he first signed for the **Napoli** club and coming from a humble background himself, he quickly identified with the issues faced by the city and an unbreakable bond was rapidly formed.

**"I know all the problems they have.**

**These people make sacrifices to buy the ticket.**

**They believed in me, they gave me everything without knowing me and that cannot be forgotten."**

Italian football expert *James Horncastle* says the fact that *Diego Maradona* chose to play for Napoli was "symbolic" given he could have easily walked into any other team in the world. "He wanted to win there because he felt like one of them. The way in which Neapolitans identify with *Diego Maradona*, who came from a poor background, is this small guy who stuck it to the big men, who was this anti-establishment figure who could restore pride to that city. He basically told them that 'you can be winners too.' It is also for that reason that he's more than just a footballer in Naples."

*pictured right:* Street Art in Naples dedicated to Maradona  
location - Napoli, Quartieri Spagnoli



Maradona's former agent Jon Smith claimed that the Argentine had "single-handedly" turned around the entire region.

So, it's no wonder really that many Neapolitans deified the Argentine. "The southern part of Italy, in those days, was very poor, very religious," said Smith. "Naples had these huge posters of Jesus hanging off most of the buildings and then massive posters of Diego next to Jesus. It was that level of stardom and it's difficult to manage that."

It may seem strange (if you are new to Naples) that an Argentine footballer is positioned alongside the patron Saint *San Gennaro*. In the seven years *Maradona* spent in Naples more than 500 newborns were named after him, from simply *Diego* to the full name *Diego Armando Maradona*... Thousands of objects placed in honour at the Stadium will be on display with a temporary exhibition "*Sinfonia di una felicità - Napoli es mi casa*" hosted by the museum **Museo Filangieri di Napoli**.

### AD10S DIEGO !

*pictured left:* Maradona receives the Honorary Citizenship of Naples - July 5th 2017 - location: Piazza del Plebiscito, Napoli. Photo: © Marcello Erardi  
Facebook: Napoli attraverso gli scatti fotografici





## THE 1980 EARTHQUAKE

It was **November 23rd 1980** - 40 YEARS AGO - when a 90-second earthquake destroyed many lives, assets and the historic cultural heritage that struck throughout *Irpinia-Basilicata* (Southern Italy). The 6.9-magnitude quake injured over 10,000 people, caused 3,000 casualties and left more than 300,000 homeless throughout the regions of *Campania, Basilicata and Puglia*. Many localities in the *Salerno, Avellino and Potenza* provinces were nearly completely destroyed. The strongest seismic event of the last 80 years was felt throughout Italy, including *Sicily, Emilia Romagna* and *Liguria* in the North. Devastating images of the aftermath shocked people not only throughout Italy but the world. Reports quoted that many lives could not be saved due to complicated delays - it took up to 48 hours for rescuers to reach some of the worst-hit areas.



## THE SOLIDARITY

The tragic situation rapidly aroused exceptional solidarity and much response from the art world. (cont. page 13)



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## THE TERRAE MOTUS COLLECTION

The Neapolitan gallery owner *Lucio Amelio* commissioned works to create the **TERRAE MOTUS Collection** by stimulating a group of contemporary artists on this theme.

On November 26th 1980 the "*Il Mattino*" newspaper headlined the front-page with "**FATE PRESTO**" - literally *Hurry up*, referring to the population of Irpinia and needs of urgent aid.

**Andy Warhol** used the screenprint technique creating three monumental chromatic canvases for the "*headlines*" series of this collection - representing the disaster using the *Fate presto* front page.

Artists include *Robert Mapplethorpe*, *Joseph Beuys*, *Michelangelo Pistoletto*, *Mario Merz*, *Keith Haring*, *Jannis KJounellis*, *Robert Rauschenberg*, *Mario Schifano*, *Ernesto Tatafiore* and *Mimmo Paladino* amongst others. The extraordinary *Terrae Motus collection* including over 70 works was donated by *Lucio Amelio* in 1993 to the *Royal Palace Reggia di Caserta*.

## LATEST NEWS - REGGIA DI CASERTA

The **Terrae Motus** collection currently conserved at the **Reggia di Caserta** but not open to the public - will be revised. Twenty-one representative works from the collection will soon be on display within the Royal Apartments of the Palace. The special opening date was planned to take place on the fortieth anniversary of the earthquake from November 23rd - but obviously postponed due to the current Covid emergency. *Follow our Facebook page for news and updates!* **paesemiomycountry**

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*Before talking about BorboniQua, could you tell us about your background and shoemaking industry experiences?*

I have dealt with the footwear and clothing industries as a representative for central and southern Italy since 1979. I have managed both positioning and sales throughout these areas with brands including *Timberland, American footwear, Levi's, Allen Edmond's, Justine boot, Polo Ralf Laurent, Tommy Hilfigher, Clarks and Filson* amongst

others. I have been collaborating with different brands for over 15 years to enhance stylistic choices and for production purposes. I have recently given life to a much-desired project of creating a collection of footwear and accessories entirely **"made in Naples"** and reaching to international markets - *BorboniQua Napoli*.

*Could you tell us about BorboniQua?*

The name of our collection *BorboniQua* is strongly connected to the territory of Naples and of course the Bourbon period from what was then the Kingdom of Naples. Our creative philosophy contains elements of tradition but also innovation reflected in the same values.

*What are the most important values of BorboniQua?*

Apart from tradition and innovation I would say that craftsmanship, elegance and style are extremely important.

*What is the importance of the Neapolitan tradition for you?*

To maintain and possibly develop the values of many craftsmen's talents who have demonstrated the quality and sheer elegance of Neapolitan styling over the years to become today renowned throughout the world.

*Could you tell us about your design and production philosophy? What makes a quality shoe?*

The actual design of each *BorboniQua* creation follows an evolution starting from a traditionally classic product, but revised to keep up with the times. This revision principally regards comfort together with the introduction of elements using recent technological innovations. The base of our work starts with the innovative choice of materials and colours but using Classic line models. We also strictly select only natural materials.

*How many different types of footwear do you have in your collections? Can you tell us about the details and inspirations of your collections?*

Our collections mainly consist of Classic footwear designed for both men and women and may be defined as the real evolution of Classic using experimental funds and technical solutions. The Sport category has been specifically designed for both men and women searching for a sporty but sober and elegant style.

*What are the advantages of operating all of your production processes in Napoli?*

Initially we did not really consider this choice as an advantage - but a precise desire to represent with this project the potential of this fascinating territory - even though having one destination to follow and organise production is obviously a plus.

*How often do you add a new design to your collections?*

Each time that we can consider the new product fit to be part of the *BorboniQua* brand.

*What do you enjoy most about wearing BorboniQua shoes in your daily life?*

Yes, I am certain to be using a product of the highest quality, elegant but comfortable.

*Social media platforms are a new showcase for fashion brands. What do you think about the power of social media on buyers' decisions?*

I consider Social media platforms as valid tools for spreading information regarding specific targets, but I also believe that the decision of purchase relies on the actual emotion that the product creates.

*How can our readers follow BorboniQua?*

Through social networks and our website [www.borboniqua.com/en/](http://www.borboniqua.com/en/)

*Where can our readers buy BorboniQua shoes?*

We currently use various national and international networks and sale formats - but purchase is simply direct using e-commerce through our website.

*Thanks to: Mr Mariano Moreno and Borboniqua Napoli*

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# BORBONIQUEA

Napoli



## BorboniQua - a Neapolitan story

**BorboniQua** was created after forty years of worldwide experience regarding the clothing and footwear industries - with a background of collaborations alongside the most leading International established brands. Over the years, the main activities have involved both the promotion and placement of renowned English, American and French footwear companies towards the Italian market. It is due to this long experience and its steady growth that helped to strengthen the sheer desire to directly produce collections entirely *Made in Italy*; and more precisely - quality craftsmanship deriving from the city of Naples - aiming for all major International markets.

And so, **BorboniQua** was born, a brand with traditionally strong territorial roots from the city of **Naples - the symbol of elegance**

The evident Italian taste and expertise concerning tailoring and footwear craftsmanship was and is still today considered world wide as the most sought after, with centuries of creatively dressing the highest social and noble classes arriving to such an admirable standard as to become a nominated symbol and pure expression of good taste.

**BorboniQua** has chosen to unite and concentrate upon the development of professional experiences through an accurate selection of local quality craftsmanship situated throughout the territory of Naples. **BorboniQua** is a top-quality brand emerging from a magnificent cultural and artistic history - in which the symbol of traditional elegance continues to reign still today.

**DISCOVER THE COLLECTIONS ON**  
**[www.borboniqua.com/en/](http://www.borboniqua.com/en/)**



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**Best Wishes**  
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**Buon 2021!**

