Mark Zuckerberg meets Italian luxury industry’s top names in Milan

By Dominique Muret - 7 May 2022

Mark Zuckerberg’s tour of Italy has not slipped under the radar. Facebook’s founder is looking for new growth drivers to revitalise his group, now called Meta, and has gone on a veritable charm offensive in Italy, appearing alongside the country’s leading figures, including notably the top names of Italy’s fashion and luxury industry.

Zuckerberg met with Italian Prime Minister Mario Draghi in Rome, and also stopped over in Milan, where he held a private meeting with a number of top players from the Italian business community.

According to a picture posted on social media by Yoox’s founder Federico Marchetti, Zuckerberg met in Milan with Renzo Rosso of OTB, Remo Ruffini of Moncler, Marco Gobetti of Ferragamo, Diego Della Valle of Tod’s, Geoffroy Lefebvre of YNAP, as well as with Brunello Cucinelli, Lorenzo Bertelli, in charge of CSR at Prada, and the CEO of Meta Italy, Luca Colombo.

Zuckerberg also talked with Leonardo Del Vecchio, president of Franco-Italian optics giant EssilorLuxottica, discussing the new smart glasses Meta and EssilorLuxottica are jointly developing. Zuckerberg let Del Vecchio himself test a prototype of the EMG wristband designed by Meta, equipped with a neural interface through which it is possible to control smart glasses and other devices.

The Meta group, which includes Facebook, Instagram, Messenger and WhatsApp, is seemingly running out of steam (having reported a subdued Q1, with net profit down 21% to €7 billion), and Zuckerberg is trying to drum up support for the group’s new metaverse projects, in which Meta is investing heavily.
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