

“(CNN) -- Italy is famed for fashion, food and, of course, history.

In fact, Italy has the highest number of UNESCO World Heritage Sites of any country in the world.

As other social needs have taken priority in economically turbulent times, however, the country's budget for maintaining and restoring some of its greatest tourist attractions has been drastically reduced. While the Italian State Tourist Board said it couldn't supply statistics, as much as a third of culture budgets (€1.42 billion/\$1.83 billion) have been cut over the past three years, [according to a September 2012 report in The Daily Beast](#).

Restoration of historic monuments has instead been left largely to the generosity of private donors.

Step forward Italian fashion industry.

Over the past two years, several Italian fashion brands have pledged substantial amounts of money for the restoration of well known heritage sites.

In 2011, luxury leather goods company Tod's pledged €25 million (\$32 million) toward the [restoration of the Colosseum](#)

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In May 2013, Diesel agreed to restore the Rialto Bridge in Venice to the tune of €5 million (\$6.4 million).

In Solomeo, Umbria, cashmere brand Brunello Cucinelli is [helping to restore](#) the town that it's based in, one building at a time. The Prada Foundation, the brand's charitable art branch, has

helped restore the Venetian palazzo Ca' Corner Della Regina for use as an [exhibition space](#)

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The latest to pledge funds is Fendi. The maker of high-end leather handbags has pledged €2.5 million (\$3.2 million) for the restoration of Trevi Fountain, as well as Le Quattro Fontane, both in Rome.

[Fendi to finance Trevi Fountain makeover](#)

What brands get back

In addition to the PR value of maintaining a heritage site, some brands also gain substantial marketing advantages.

During the restoration of Trevi fountain, Fendi will be allowed to display its logo at the site. A plaque dedicated to the brand will be displayed at the site for four years after completion of the restoration.

Diesel is reportedly allowed to place advertising billboards over a part of the Rialto Bridge during that restoration.

Advertisements on some of their most cherished monuments don't seem to bother locals.(...)" [lire la suite](#)

Consultez la source sur Veille info tourisme: [CNN fait une analyse sur la contribution de l'industrie de la mode à la restauration des monuments en Italie et les bénéfices en retour - How fashion is saving Italys monuments](#)