

LINEAPELLE

BE PART OF THIS GAME

LINEAPELLE 103 (20 - 22 FEBRUARY 2024, FIERAMILANO RHO)
PRESENTS AN EDITION FULL OF CREATIVE, COMMERCIAL AND CULTURAL STIMULI.
AND IS CONFIRMED IN ITS ROLE AS A REFERENCE EXHIBITION PLATFORM
FOR THE FASHION, LUXURY AND DESIGN INDUSTRY

An edition under the banner of **creative sharing** and the need to offer the market **concrete stylistic and product stimuli** while waiting for signs of escape from the complexity of the current economic situation.

At Fiera Milano Rho, from 20 to 22 February 2024, **LINEAPELLE** celebrates its **103rd edition** by welcoming **1,167 exhibitors** (tanneries, manufacturers of accessories, components, fabrics, and synthetics, for **an exhibition area of more than 44,000 square metres**) from **43 countries** and consolidating its dimension of global fair leadership in the context of the supply chain for the fashion, luxury, and design industry.

"LINEAPELLE 103 confirms itself as **the Fair of the leather sector in the world** - comments the president, Gianni Russo -, because there is no other event capable of bringing together in the same place and at the same time 1,167 companies from 43 countries, making it a **reference point** for a supply chain made up of **60,000 companies, 2.5 million employees** and capable of generating a **turnover of 150 billion dollars**. I cannot, moreover, fail to emphasise how this edition falls in a context of concerns due to the widespread geopolitical tension that affects and conditions the trend of luxury consumption".

LINEAPELLE 103 announces itself as an event rich in content, creativity, and market expectations, and launches a participative and inclusive invitation to its community: **BE PART OF THIS GAME**.

An evocative call to action inspired by the world of sport (from which Lineapelle takes inspiration for the image of this edition: a branded basketball uniform) appropriating its codes to demonstrate how fashion, style, creativity, and their supply chain speak **a common language**. A language that represents **the core of LINEAPELLE's identity**.

In the spotlight of this edition will be **the trends** studied by the **LINEAPELLE Fashion Committee** for the **2025 summer season**, summarised in a singular and, at the same time, evocative title: **VUJA DE**, i.e. the opposite of DEJA VU. It is an invitation to **free the imagination**, "a hymn to change and to experience usual situations as if one were seeing them for the first time", to "change one's point of view and imagine a new perspective".

LINEAPELLE 103 will be a trustworthy creative, commercial, and cultural platform that will offer an articulated list of contents and will take place in partial concurrence with **the fairs of the Confindustria Moda galaxy**, scheduled from 18 to 21 February: Micam (footwear), Mipel (leather goods), TheOneMilano (clothing), Milano Fashion&Jewels (fashion and jewellery).

In addition to the usual **Trend Areas** located in Halls 9, 13, and 22 and the **style seminars** open to the public (in the morning of the first two days of the fair in Italian and in the afternoon in English), there are many projects that will enrich this edition.

- The first represents the great novelty of this edition. It is called **LINEAPELLE INTERIORS / Leather Duets** and is a space conceived to highlight the incredible versatility of Italian leather in the context of interior design. A space conceived to host five installations where you can discover as many "never seen" projects, but conceived to be engineered just in time: they look like prototypes, but are actually products that can be made to order. The Duets of this first edition are Manifattura di Domodossola + NALESSO; Accoppiature Mistral + Mantellassi Design; Conceria Gaiera + Cierreesse Arredamenti; Conceria Montebello + Studioart Leather Interiors; Gruppo Mastrotto + Decormarmi.
- **The Lineapelle Designers Edition** fashion shows and fashion projects are back in town, at the **Spazio Lineapelle** in Piazza Tomasi di Lampedusa. At the fair, in the Fashion Show Area of Pavilion 24, LINEAPELLE proposes two events a day, opening up the catwalk to a group of designers and their ideas for declining leather. They are Mario Dice Designer, Anton Giulio Grande, Alberto Zambelli, Cassell, Giuglia and LEONARDOVALENTINI. At Spazio Lineapelle, on the other hand, from 20 to 25 February, there will be presentations by NI-DO BAGS, Conceria Dani, Iaia Bags, Amato Daniele Bags, Brutus, and De Couture.
- Space is given to an evolved and interactive idea of craftsmanship with **In the Making Act II**, an interconnected and multidisciplinary area that combines the high craftsmanship of the Italian tradition with the most advanced product engineering, fashion with interior design, technology with art. Students, designers, insiders and foreign delegations will be able to participate every day in eight technical workshops of 45 minutes each, led by industry professionals and project partner companies.
- The **Science Based Fashion Talks**, organised by LINEAPELLE in collaboration with SPIN360 (a company specialising in innovation and sustainability in the fashion and luxury world), are also back, offering a rich agenda of inclusive and culturally elevated meetings and debates on science, innovation, and the market, of industrial interest.
- As in every February edition, LINEAPELLE 103 will host the award ceremony for the **Amici per la Pelle** competition, involving over a thousand students from secondary schools in the Italian leather districts. This well-established educational initiative is organised in collaboration with UNIC – Concerie Italiane and is flanked by the presence of some prestigious Italian fashion institutes at the fair.
- LINEAPELLE 103 will also be visited by a number of **international delegations** organised with the support of **Agenzia ITA - ICE**.

The time to **BE PART OF THIS GAME** has come.

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