

LINEAPELLE

WHEN FASHION MEETS THE MOUNTAIN: LINEAPELLE 107 PRESENTS THE APRÈS-SKI AREA (11-13 FEBRUARY 2026, FIERA MILANO RHO)

In high-altitude settings, *après-ski* is a sort of post-ski social ritual, rooted in the desire to offer those who have spent the day on the slopes a space for meeting, sharing and relaxation. Playing with the coincidence of the Milano Cortina 2026 Winter Olympic Games, **LINEAPELLE 107** reinterprets this concept through the **LINEAPELLE APRÈS-SKI** project: an area that – at the heart of Hall 5 at Fiera Milano Rho – weaves together a narrative exploring the relationship between fashion, materials, fashion technologies, mountain culture and winter sports.

At the core of LINEAPELLE APRÈS-SKI, visitors will move through **an exhibition that spans the entire Italian Alpine arc**: 88 Alpine ski resorts, 250 postcards, 60 peaks. **A visual and narrative atlas of the contemporary Alps**, observed through the lateral and revealing gaze of postcards. The project unfolds along a dual narrative register. On the outside, the exhibition path follows a sequential, almost cartographic structure: the list of ski resorts guides visitors along an orderly route that evokes the logic of travel, mapping and territorial crossing. Inside, the narrative becomes more fragmented and visual: 240 illustrated postcards construct an image-based story made up of glimpses, details, architectures, tourist slogans and atmospheres suspended in time. An exhibition that speaks about mountains, but above all about **ways of looking**.

LINEAPELLE APRÈS-SKI will also function as an **experiential space** dedicated to the contemporary imagery of winter sports and to their cultural, technological and aesthetic evolution. The concept is rooted in the desire to enhance technological research applied to winter sports, the avant-garde design of high-performance and innovative materials, the heritage of Alpine design, and new lifestyle visions linked to a culture of movement. A distinctive and surprising element of the project will be the presence of humanoid robots engaged in a conversational performance, becoming narrative mediators of a new relationship between humans, technology and sport.

For the occasion, **installations and products** by the following brands will be on display:

Nordica, Blizzard, Lowa, Moon Boot, Rollerblade, Tecnica, Vecvec, Hooded MYV, Evolution for Alfa Romeo, Engine AI Robotics, High Torque Robotics, DuDubags.

LINEAPELLE APRÈS-SKI will be officially presented at the fair on Wednesday 11 February at 12.00 pm in the dedicated project area in Hall 5.

Lineapelle Press Office
press@lineapelle-fair.it