

LINEAPELLE

A NEW
POINT
OF
MATERIALS

LINEAPELLE CHOOSES THE VILLE LUMIÈRE

ON 7 DECEMBER, IT PRESENTS THE FORMAT A NEW POINT OF MATERIALS
AT THE ITALIAN EMBASSY IN PARIS

The theme is the most advanced horizon of sustainability, declined in the light of the concept of **responsible innovation**. The protagonist is **LINEAPELLE**, which has chosen **Paris** as the new stop on its roadshow dedicated to responsible innovation: **A NEW POINT OF MATERIALS**.

The last edition of LINEAPELLE (Fieramilano Rho, 22-24 September 2021) was a success. This success continued with the participation of **A NEW POINT OF MATERIALS** (from 18 to 22 October) at the Italian Cultural Institute in New York during the launch of **ReClothe** (a platform created by **Fashion 4 Development and C.L.A.S.S. Eco Hub**). The initiative coincided with the **Sustainable Goals Banquet** involving the highest officials of the United Nations.

Next stop: Tuesday 7 December 2021, when **A NEW POINT OF MATERIALS** lands at **the Italian Embassy in Paris**.

The event, organised in collaboration with **ICE - ITA** (Italian Trade Agency) and **C.L.A.S.S. Eco Hub**, is an exploratory journey that takes a critical look at a careful selection of new-generation materials and leathers, characterised by an evolutionary and high-profile green content. A true **project of discovery and in-depth** study of leathers, new materials and accessories in which technology, craftsmanship, tradition and avant-garde add up to their concrete, verifiable and **responsibly innovative value**.

A NEW POINT OF MATERIALS tells the story of each leather and material exhibited throughout its production cycle. It does so starting from the strategic choices of the companies that produce them (exhibiting at Lineapelle), explaining the **innovative and responsible approach** that allows them to design and manufacture high-performance products capable of satisfying a **new generation of values**.

The Parisian stop of **A NEW POINT OF MATERIALS** represents the preview of an international roadshow that, in January 2022, will affect the **United States** on the occasion of the return of **Lineapelle New York** (Metropolitan Pavilion, Manhattan, **26-27 January 2022**), moving then to **Los Angeles** to return to Italy, in Milan, where the next edition of Lineapelle will be held, scheduled from 22 to 24 February 2022 at Fieramilano Rho. Here, **A NEW POINT OF MATERIALS** will present the evolution of its format, putting the spotlight on experiences, projects and materials that have made responsible innovation the driving force behind their continuous improvement.

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Seguici su



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