

LINEAPELLE

LINEAPELLE 102 (FIERA MILANO RHO, 19/21 SEPTEMBER 2023)

THE FUTURE OF THE MARKET AND STYLE,

THE VALUE OF CRAFTSMANSHIP, THE NEED FOR GREEN INNOVATION:

*1,330 EXHIBITORS FROM 47 COUNTRIES, 25,000 VISITORS EXPECTED
FOR THE GLOBAL SUPPLY CHAIN'S REFERENCE EXHIBITION PLATFORM*

A **fundamental exhibition platform** capable of defining the horizons of the global fashion, luxury, and design supply chain. **LINEAPELLE 102** from 19 to 21 September at Fiera Milano Rho, proposes a trade fair experience renewed in its ability to **explore the future of the market** and style, enhance craftsmanship, and explore the new frontiers of responsible and sustainable innovation. Three days of creative sharing and business will allow **1,330 exhibitors from 47 countries** to meet with **approximately 25,000 visitors** from all over the world and, in particular, from **neuralgic markets for fashion & and luxury manufacturing and consumption**: United States, France, Germany, Spain, Turkey, China, South Korea, Japan.

THE LEADERSHIP OF LINEAPELLE 102

The leadership of LINEAPELLE is also demonstrated by the weight and **value of its Italian exhibitors**, who generate an annual turnover of more than **6.3 billion euros**, 70% of which comes from exports, employing a total of around 25,000 people. In detail, **the tanneries exhibiting** at the fair are worth a turnover of almost 4 billion euros per year, **accessory and component manufacturers** 1.7 billion euros, and **fabrics and synthetics** almost 600 million euros. With regard to the **Italian tanning sector in particular**, LINEAPELLE 102 takes place in the context of a **complex and contracted economic situation**, which reaffirms the state of **slowdown in production and exports** seen in the first months of 2023. France confirms its role as the leading destination country for Italian leather exports (worth 70% of the value of its production), followed by Romania, Spain, the United States, China, and Portugal.

LINEAPELLE 102 TRENDS

To go beyond. Redefining one's nature and transforming oneself. These are, in a nutshell, the creative inputs that LINEAPELLE launches for winter 2024/2025. It encapsulates them in the **Metamorphosis** concept and illuminates them, in the true sense of the word, with the graphics chosen to communicate this new evolution. A yellow dot supported by three words - **Everything, Everywhere, Everytime** - by the hashtag **#doyouthinkyellow**. It is an invitation to "maximum mental openness towards **contamination** and **experimentation** and to activate creative paths without limits". A call to action that is mirrored in the trends developed by the LINEAPELLE Fashion Committee for Autumn- Winter 2024-25. It will be a season under the banner of naturalness and **hyper-technical research**, leaning towards the future. The result: **evolving materials** new and surprising shapes. Colours play with opposites and express calm and confidence, but also vision, research, and exploration. Familiar atmospheres and reassuring colour harmonies are awakened by digital flashes. Research and **sustainability** characterise creativity. Low-tech and hi-tech meet in games of reliefs, constructions, and illusions in volumes, effects, and textures that make digital prints three-dimensional but also recall craftsmanship. Solutions are experimented with from the perspective of **no-waste** and

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circularity, even in accessories. The immersive dimension of LINEAPELLE's stylistic approach is reaffirmed as it renews its presence in the **Metaverse**, with a virtual space presenting samples from its Trend Areas.

THE EVENTS OF LINEAPELLE 102

LINEAPELLE 102 confirms its fashion dimension by constructing an itinerary of fashion shows and presentations inside and outside the fair: **Lineapelle Designer Edition**, from 21 to 25 September, at the **Spazio Lineapelle** in Piazza Tomasi di Lampedusa in Milan will feature the presentation of the creative project La Sirena conceived by designer **Alessandro Enriquez**. During the three days of the fair, there will be **five fashion shows** that will put the leather material in the spotlight. The fashion shows will be held in order: **Francesca Liberatore** and **Mario Dice** (Tuesday, 19 September); **Anton Giulio Grande and Cassel** (Wednesday, 20 September); **Yezael by Angelo Cruciani** (Thursday, 21 September).

The value and excellence of craftsmanship will be the protagonists of **In The Making**, a multidisciplinary and interconnected space developed in collaboration with Giorgio Linea, in which the LINEAPELLE community will be able to directly experience the highest declination of Italian savoir-faire related to the use of leather.

The need for responsible innovation will be the subject of the **Science Based Fashion Talks** organised in collaboration with SPIN360. A three-day event of presentations, debates, and thematic comparisons between more than 30 high-profile speakers, launches the challenge of designing new, sustainable, and innovative supply chain scenarios.

In terms of training, LINEAPELLE 102 will, as in every edition, open its doors to some of the **most prestigious international fashion institutes**, giving their students the opportunity to present creations and prototypes. The relationship between the common imagination, shoes, and the accessories/components that make it up will be the protagonist of the **STAR STORIES** project, much more than a photographic exhibition: a real Movie Lounge within which to walk through time and the world of cinema discovering footwear models that have made history.

LINEAPELLE 102 will also be the stage for an unexpected combination with the art of haute cuisine. In fact, the **4 TASTES** gastronomic project will be present at the fair, where it will be possible to discover and taste the wonder of the 'wandering cuisine' created by chef **Carmelo Chiaramonte**.

Finally, to celebrate **130 years** since the publication of the first issue, dated August 1893, the trade magazine **La Conceria** set up its editorial office at the fair, entering into the heart of the supply chain of which it has become the most authoritative voice.

THE SYNERGIES OF LINEAPELLE 102

LINEAPELLE 102 remains at the centre of an exhibition system based on the partial concurrence with the other chain fairs: **Micam**, **Mipel**, and **TheOneMilano** (Fieramilano Rho), on the complete concurrence with the event dedicated to technology, **Simac Tanning Tech** (also scheduled at Fiera Milano Rho from 19 to 21 September) and the presence within it of MIPEL Lab (an exhibition dedicated to the excellence of Italian leather goods outsourcing). Strategic synergies, further enhanced by the concomitance also with **UITIC**, the international footwear congress staged between Vigevano and Milan from 19 to 22 September.

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