



A NEW POINT OF VIEW LINEAPELLE VIRTUAL NETWORKING

*Webinars, thematic e-forums, live presentations
from 14 July to 7 August 2020*

A project stemming from the conceptual profile of **A New Point Of View**, the physical exhibition event devised and promoted by LINEAPELLE which will take place at Fieramilano Rho on **Tuesday 22 and Wednesday 23 September 2020**.

To build an active, shared and engaging link with its global community, **from 14 July to 7 August 2020**, Lineapelle is launching a packed schedule of digital events that aim to get around the fact that Covid-19 has made it impossible to hold the normal summer editions of **LINEAPELLE London and LINEAPELLE New York**.

The result is [LINEAPELLE Virtual Networking](#), a project that develops digital content, services and tools for the benefit of exhibitors who, first and foremost, are given the opportunity to present their collections remotely to buyers and stylists through an interactive formula known as Brand Spot Live.

LINEAPELLE Virtual Networking, however, has much more to offer. Starting, for example, with the virtual version of the **presentations** of upcoming style trends, moving on to a calendar of **live conversations** focused on certain topical issues for the market and the fashion & luxury industry supply chain. The program is divided into a series of e-forums, innovation talks and digital laboratories on colour and digital marketing.

The opening of [LINEAPELLE Virtual Networking](#) is scheduled for Tuesday 14 July 2020 at 3.30 pm CEST. This will be followed by the first e-forum, entitled "**The importance of respect and responsibility: a way to be conscious**".

All events will take place in English and will be hosted on the Zoom platform.

The detailed program of **A New Point Of View | LINEAPELLE Virtual Networking** and the links to register for the events can be found on: london.lineapelle-fair.com or newyork.lineapelle-fair.com.

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