

A NEW POINT OF VIEW

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22nd – 23rd September 2020 at Fieramilano Rho

LINEAPELLE replies to the socioeconomic instability caused by Covid-19 organising a smart event, that will be showcased together with all fashion exhibitions of made in Italy

The event is called **“A NEW POINT OF VIEW”**. It is going to take place on **Tuesday, 22nd and Wednesday 23rd September 2020** at the venue of Fieramilano Rho, at the same time as Micam, Mipel, The One and Homi Fashion & Jewels. Five trade shows, united, to underline the liveliness of the Italian fashion chain and lifestyle that, even if it was toughly hit by the situation of socioeconomic instability caused by the health emergency, reacts putting in play all of its creativity and renewed commitment to sustainability and innovation of the companies that are part of it.

“A NEW POINT OF VIEW” has been born from a deep awareness. In case the trade show had been held as we all know it and want to keep on knowing, its international value would not have been respected, risking not to offer concreteness to the real needs of operators. Therefore, the choice has fallen on developing a more agile and smart project.

At **“A NEW POINT OF VIEW”**, companies are going to exhibit in unitized stands and operators will move along a regulated path, to prevent any kind of gathering. All prescribed safety measures will be adopted. In this way, the full safeness of all participants will be guaranteed: exhibitors, visitors and supporting staff.

“A NEW POINT OF VIEW” will present an area wholly dedicated to the new collections of all exhibiting companies, to carry-over articles for Summer 2021 as well as to the proposals for Winter 2021-2022, based on the leitmotif: **THE ERA OF SIMPLIFYING 2 – SLOW IS THE NEW HOT.**

“A NEW POINT OF VIEW” will be promoted through a programme of targeted incoming activities and a promotional plan enhancing its peculiarity and features.

Particular attention will be paid to spreading the word through the Lineapelle social channels, that in the last months maintained and developed the contact with its community of exhibitors and visitors, thanks to the many digital initiatives proposed by the Lineapelle NOW & TOGETHER project. An active contact, that Lineapelle is empowering also through the upcoming launch of The 365 Showroom, a digital platform of promotion and sharing of the collections of the exhibitors, online 24 hours a day, all year round.

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365 **SHOWROOM**
LINEAPELLE

Seguici su



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