

LINEAPELLE

LINEAPELLE, 21 | 23 FEBRUARY – FIERAMILANO RHO
#lineapelle92

Lineapelle92 closes on a high. International leadership strengthened, dynamic, constructive new entries of extremely high quality. Highly satisfied exhibitors.

Next appointment: 4 to 6 October 2017

THE FUTURE IS HERE

Solidity and leadership. Positivity and planning ability. Held from 21 to 23 February at FieraMilano, Lineapelle92 achieved its objective, offering the global leather market a chance for dialogue on the evolution of the sector's current complex economic situation, finding stimulating, tangible ideas on which to build and develop its future. A result that has further strengthened the status of Lineapelle as an international benchmark fair for the luxury industry, fashion system and manufacture of fashion accessories. Over 21,800 direct visitors (up by 3% on the September 2016 edition and by 1% on February 2016; 55% Italians, 45% from 106 countries) plus double-figure growth for attendance at Simac Tanning Tech, the fair for technology (for tanning, footwear, leather goods) held at Fieramilano Rho to coincide with Lineapelle92. A good increase in visitors from Germany, China and Russia, markets that were having a particularly hard time last season. The 1,198 exhibitors at Lineapelle92 (4% more than a year ago, from 44 countries) therefore came away from Lineapelle92 with a very positive impression, resulting from how negotiations were managed with an increasingly more select clientele who was, even more importantly, focused on the product: lots of real interest and plenty of quality. Factors that lead to hope for a relaunch of the market, after a 2016 characterised by ups and downs.

THE FUTURE IS "SOFT HIGH TECH"

Success and interest also for the style chosen by Lineapelle 92, which, for Spring-Summer 2018, showcased a fashion direction summarised in News From the Future! Exhibitors accepted the challenge of breaking the cautious style mould set by recent seasons, bringing light and freshness to their collections, together with considerable creative expression. The results were not long coming. In fact, in addition to appreciating the idea of a new layout for the main Trend Area at the entrance to Pavilion 13, visitors also responded with great interest, requests for samples and a desire to experiment and use materials whose artisan quality must increasingly move in parallel with a "soft high tech" appeal.

THE FUTURE IS GLOBAL

As Lineapelle closes its 92nd edition, it is already preparing for new events. A busy, global agenda includes a very exclusive event immediately on 7th March in Paris, when the Hotel Intercontinental Paris Le Grand will host "Lineapelle: Fashion Sustainability", an opportunity for sharing and analysis of the most interesting ideas that emerged at Lineapelle92, studied ad hoc for the French market and organised in collaboration with ITA-ICE (the Italian institute for foreign trade). From 29 to 31 March, a collective of 60 exhibitors headed by Lineapelle will be taking part in APLF Leather & Materials Hong Kong, while on 25 and 26 May it will be in Japan for the Tokyo Leather Fair. From 31 May to 2 June, a delegation of Italian tanners will be at Shoes&Leather in Guangzhou (China). Finally, the summer will bring the Lineapelle previews with the first release of trends for winter 2018/2019. First event: Lineapelle London, 11 July at the Ham Yard Hotel in London. This will be followed by the two-day Lineapelle New York scheduled for 18 and 19 July at the Metropolitan Pavilion. These are all eagerly awaited foretastes of the next edition of the top event in the international leather sector, Lineapelle93, from 4 to 6 October 2017 at Fieramilano Rho.

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Seguici su



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