

PRESS RELEASE
Milan Fashion Week - 20/26 September 2022

LINEAPELLE
DESIGNERS EDITION

FIVE DAYS DEDICATED TO LEATHER MADE IN ITALY
BETWEEN DESIGN, FASHION AND SUSTAINABLE
COMMITMENT

Milan, September 2022 - On the occasion of Milan Fashion Week (20/26 September 2022) and of the 100th edition of Lineapelle (Fireamilano Rho - 20/22 September 2022), UNIC and Lineapelle have selected brands and young stylists who will present their collections at **Spazio Lineapelle**, in the heart of Milan (Piazza Giuseppe Tomasi di Lampedusa): five days entirely dedicated to leather, between creativity, fashion and sustainability with events, performances and installations.

The objective, which has already been in place for a few seasons, is to support and valorise creative people who propose an innovative vision of the use of leather, and to offer tangible public examples of a sector, the tanning industry, which over the years, in an exemplary and pioneering manner, has been one of the first to implement the principle of symbiosis and industrial ecosystem necessary for the implementation of a new production model, based on the concept of circular economy, now at the basis of European and global strategies of sustainable development.

The 'LINEAPELLE DESIGNERS EDITION' event was organised by UNIC - Concerie Italiane and Lineapelle and was **sponsored by the Milan City Council**.

"Lineapelle Designers Edition celebrates leather. It tells of its beauty and versatility. It demonstrates its ability to arouse emotions, to be transgressive and to position itself as a basic material for the world of fashion, luxury and design. This is why we want to support the creativity of those who use leather in their collections in an exemplary manner. A few seasons ago, we started collaborating with designers and brands, and today we are presenting a dedicated event under the patronage of the City of Milan. We hope that these expressions represent a stimulus for all creative people. " - declares **Fulvia Bacchi**, Lineapelle CEO and UNIC General Manager.

Here is the calendar:

20 SEPTEMBER

Stylist/Brand	MANGANO by MARIO DICE
Event Title	"SELFIE-à-PORTER
Description	Mario Dice signs, as Creative Director, the Spring/Summer 2023 collection of Mangano, a brand of Lamonaca Group. A game between the creativity of the designer and the ability of the public and influencers to customise looks, where guests will be invited to create their ideal outfit and post it live on social media.
Opening hours	from 6.00 p.m. to 10.30 p.m. - by invitation only www.manganooriginal.com @manganooriginal @mariodicedesigner

21 SEPTEMBER

Stylist/Brand	Theheyman
Event Title	'GREY AREA: A LESSON IN CUSTOMISATION'
Description	Street Sneaker Customisation Performance: starting from recognisable silhouettes and enhancing them with materials, experimenting with solutions that big brands can't or won't do. As skilled customers, Theheyman helps the public express themselves through their personal preferences and originality in fashion.
Opening Hours	from 5.00 p.m. to 8.00 - open to the public www.theheyman.com @theheyman

22 SEPTEMBER

Stylist/Brand	FROY
Event Title	"OUT OF THE ARK" A symbiosis, a parallelism between past and present. Froy's
Description	geometric and surreal world unites subcultures of our times, past or unwritten stories, and translates them into garments with three-dimensional and vibrant textures. Froy brings to light an installation of ancient workmanship shaping modern and contemporary forms. Imagine an unexpected, dreamlike find, an archaeological site with the remains of an impossible future.
Opening times	from 2 p.m. to 5 p.m. - open to the public from 6 p.m. to 7.30 p.m. - cocktails by invitation
	www.froy.club @froy_club

24 SEPTEMBER

Stylist/Brand	RADICA STUDIO
Event Title	RADICA STUDIO, Act VIII-IX 'MUSTANG'
Description	Sensual, irreverent, precious: Radica Studio's identity speaks of seductive, attention-grabbing pieces that enhance silhouettes and spaces. The classic techniques of leather goods, such as rib-dye, hand-stitching, waxing, and tannery dyeing, are reinterpreted in colours and compositions to emphasise and modernise clean and sensual lines, enhancing the best of Made in Italy.
Opening hours	from 10 a.m. to 2 p.m. - by invitation or accreditation on radicastudio.pr@gmail.com www.radicastudio.online @radicastudio.online

24 SEPTEMBER

Stylist/Brand	CRISTIANO BURANI
Event Title	'NOBODY OWNS ME'
Description	An event that goes beyond the canonical presentations with the intention of involving and informing the public on the great work of research and experimentation carried out for months in order to create the new S/S 2023 Cristiano Burani collection. High craftsmanship and the use of precious materials are still the main protagonists in coherently pursuing an aesthetic vision told within the ultra-contemporary setting of Spazio Lineapelle through live performances, DJ sets and cocktail parties.
Opening hours	from 7 p.m. to 11 p.m. - by invitation only

LINK/TAG

#lineapellefair

#lineapellemilano

@lineapellefair

@unicitalia

Address

LINEAPELLE SPACE
Piazza Tomasi di Lampedusa
20123 Milan

LINEAPELLE DESIGNERS EDITION
REAL LEATHER IS REAL SUSTAINABILITY

ABOUT

UNIC's and Lineapelle's project to create closer collaboration between the tanning sector and creative people was launched in February 2020 with the inauguration of Spazio Lineapelle. The aim: to celebrate leather Made in Italy and to tell every time, through events and shows organised in collaboration with the interpreters of this material, that it is possible to make tanning products in total harmony with the environment thanks to the sensitivity and know-how of most Italian companies, which have become an example all over the world in terms of sustainability and circular economy.

Not everyone knows that leather is a waste product of the food industry, otherwise destined for landfill or incineration, and it is precisely from this waste that an asset considered precious for Made in Italy is born and transformed into a material with high added value.

The events supported by UNIC and Lineapelle are, therefore, an opportunity to create more knowledge and awareness of the craftsmanship and innovative value of this material, communicating its many uses, from fashion to automotive, from design to furniture.

LINEAPELLE SPACE

It is called **Spazio Lineapelle**. It is the first permanent exhibition centre to host exhibitions, events, and meetings, whose common denominator is the promotion and dissemination of the culture of the Italian tanning sector, with the aim of highlighting the quality and value of constantly evolving stylistic and technological research, as well as the great sensitivity towards the sustainability of the strictly Made in Italy tanning industry.

UNIC - Concerie Italiane

UNIC - Concerie Italiane is today the most important and organised worldwide association in the tanning sector. Established in 1946, it is a member of Confindustria, the European Confederation of Tanners (Cotance, Brussels), and the International Council of Tanners and is a member of various national and international bodies and institutions for synergic innovation and growth activities. It represents 1,200 companies, 17,500 employees and has a turnover of around 5 billion Euro per year (exports: 76%). The Italian tannery is a leader in technological and quality development, circular and environmental commitment, and innovative style missions.

Italian leather is the number one in the world by value, dominates the European scene with a 62% share of production volumes (22% on a global scale) and is unique in the world for its recognised sustainable approach. An approach based on tangible values of transparency and accurate compliance with the most stringent regulatory constraints on safety, quality, consumer responsibility, traceability and animal welfare.

www.unic.it

LINEAPELLE

LINEAPELLE is the business experience conceived and promoted by the Italian tannery. It is the world's most important trade fair for leather and the entire sector that gravitates around it. Two editions a year, in Milan (Fieramilano Rho), more than 1,100 exhibitors from 40 countries, more than 42,000 visitors from the footwear, leather goods, clothing, furnishing, design and automotive sectors, from over 100 countries, Lineapelle is not only an important moment of productive and commercial comparison: it is also fundamental from a stylistic point of view, anticipating the creative needs of the market by developing trends that each exhibitor declines according to its own product and customer dimension. LINEAPELLE MILANO is the fulcrum of a global trade fair network, which includes the previews of LINEAPELLE London and LINEAPELLE New York and the presence at other international trade fair events, through group shows and workshops.

www.lineapelle-fair.it

For more info:

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