

LINEAPELLE LINEAPELLE

AN ENERGETIC AND SUPER-STIMULATING EDITION

LINEAPELLE 101 (21/23 FEBRUARY 2023 - FIERA MILANO RHO) CONCLUDES WITH STRONG GROWTH NUMBERS, CONSOLIDATING ITS GLOBAL LEADERSHIP AND OPENING HORIZONS OF TRUST FOR THE LEATHER SUPPLY CHAIN

It was supposed to be the edition of the complete return to the pre-pandemic dimension and, as its slogan stated, aimed at 'making tomorrow bloom'.

So, it was.

LINEAPELLE 101, dedicated to the 2024 summer season and held from 21 to 23 February 2023 at Fieramilano Rho, closed under the banner of **great energy** and a series of stylistic and business stimuli, which were confirmed by the **high turnout of buyers** and the quality of the networking work carried out at the fair. A very positive result confirmed by the strongly growing numbers, which consolidate its role as the only global reference exhibition for the fashion, luxury and design industry.

The 1,161 exhibitors present at the fair from 42 countries (61.7% Italian, 38.3% foreign) welcomed **over 24,000** buyers and insiders to their stands: **55% more** than the previous edition dedicated to summer collections (February 2022), 6% more than the winter edition (September 2022). Confirming that LINEAPELLE 101 was an edition with a return to pre-pandemic **internationality**, 41% of visitors arrived from abroad, with a particular brilliance on the part of visitors coming, as regards Europe, from Germany, Spain, France, Portugal, the United Kingdom and the Netherlands; the presence of Turkish operators was solid, while from Asia interesting and reassuring were the entries from Japanese and Korean buyers, together with the initial return of Chinese.

In terms of business, LINEAPELLE 101 intercepted a complex economic phase, slowed down - after a positive 2022 - by a series of factors (from the war in Ukraine to the inflationary trend), which, according to exhibitors, could, however, start to unblock the market between the end of the first and the beginning of the second quarter of the year, thanks also to the reopening of China.

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Concrete expectations, reinforced by the liveliness of a LINEAPELLE 101 that lived up to its initial call to action: **Make Tomorrow Bloom**. A slogan that translated into a superstimulating chromatic and stylistic kaleidoscope, which had, as well as in the samples proposed by the exhibitors, a successful declination in the organisation of the fashion shows by Mario Dice and Alessandro De Benedetti held at the fair and forming part of the LINEAPELLE DESIGNERS EDITION project, an event that from Tuesday 21st to tomorrow Friday 24th February will host, at Spazio Lineapelle in Milan, presentations and projects by stylists attentive to the enhancement of leather material in its quality, uniqueness and versatility.

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