

LINEAPELLE

PRESS RELEASE

LINEAPELLE AND HIGH-END YACHTING: SUCCESS AT THE VERSILIA YACHTING RENDEZ-VOUS

Docking at the Versilia Yachting Rendez-Vous, from 11 to 14 May at Viareggio's Dock, LINEAPELLE's goal was achieved. Great interest from visitors and confirmation that the fashion dimension (and more) of Italian leather is a must for super yacht interior design too.

Nailed it on the first take. LINEAPELLE's debut at the Versilia Yachting Rendez-Vous, from 11 to 14 May at Viareggio's Dock, a new showcase for high-end yachting, was an undisputed success. Over 18,000 visitors attended, 12% of them from abroad. 117 exhibitors. 72 extraordinary luxury crafts to explore. And amidst all of this, an exciting presence. LINEAPELLE – who, in a real sitting room, showcased the value of Italian leather in interior design for the nautical sector, going beyond the “traditional” use of the material, demonstrating how its fashion versatility works at sea too, and consolidating its niche market.

In collaboration with MyVintageAcademy, LINEAPELLE set up an exclusive space in Viareggio, featuring innovative installations as well as events and workshops. An open space, including hi-tech installations, with leather at the centre of every detail, starting from the leather floor and a chandelier made of finely worked leather tiles. Here 16 master artisans demonstrated the manual seaming of a leather-upholstered helm wheel and involved visitors in creative workshops. And several tanners presented their experience in the nautical sector.

The response of visitors and associates was exciting, demonstrating the potential of leather in the nautical sector, not only from the point of view of performance (durability, endurance, ease of maintenance, water repellence, elasticity), but in terms of its strong fashion dimension too. A material, which so many visitors to the LINEAPELLE stand discovered, “with which you can do anything” and which, in a nautical context, “is exalted and ennobled”.

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LINEAPELLE Press Office
email: press@lineapelle-fair.it

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