

LINEAPELLE

Lineapelle New York warms up the US market

*An excellent turnout, on 30 and 31 January, at the Metropolitan Pavilion:
a good level of interest in trends and Innovation Talks*

While temperatures in the US dropped below zero, **Lineapelle New York** confirmed its significant role, offered innovative solutions and warmed up an economic situation (the American one) that remains lacklustre and complex.

On **30 and 31 January**, at the **Metropolitan Pavilion**, 132 exhibitors (101 tanneries, 13 manufacturers of accessories and components, 18 specialists in fabrics and synthetics) presented previews of their 2020 summer collections, all produced in line with the Co-Natural mood developed by the Lineapelle Fashion Committee.

The result, as reported by the event management, “exceeded expectations and was characterised by a good turnout and a high level of quality of contacts”. An excellent signal, because it shows that US buyers are on the lookout for materials, accessories and components that enable them to characterise the top of their lines in a winning way, thus attempting to chase away the shadows of the economic situation weighing on the US market. According to the UNIC – Concerie Italiane calculations (based on ISTAT data), the export of finished leather to Washington actually decreased by 9% on an annual basis in October. The bearish trend is generalised, with the exception of bovine crust leathers (growing) and also involves sheep and goats. There is also a mixed picture for accessories and components, a sector that in October saw the volumes exported to Washington increase by 1%, alongside, however, a 3% decrease in value. Soles and bottoms for footwear are suffering in particular. The value of small metal parts is growing (but quantities are dropping), while the market situation for fabrics, synthetics and leather substitutes is lacklustre.

Uncertainty is, therefore, high, but the outcome of Lineapelle New York has offered some comfort. The opinion of the buyers present, in fact, can be summarised as general satisfaction regarding the quality level of the exhibitors and how, at the high end of the product, their collections are ideal. Greater difficulties for premium segments, where the US market spasmodically searches for the best price.

The two days of Lineapelle New York allowed us to test North American interest for the futuristic content of Lineapelle Innovation Square, “the hub of inspiration” that will be back with its second edition in October, during Lineapelle97. The Innovation Talks hit the mark, bringing together researchers, scholars and opinion makers to discuss the idea that the future is underway.

The next edition of Lineapelle New York will take place on **17 and 18 July 2019**. A free special event, the 4th [World Leather Congress](#), will be held the day before (16 July, Metropolitan Pavillion).

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