

LINEAPELLE

#DOYOUTHINKYELLOW:
LONDON, NEW YORK AND THEN MILAN
THE LINEAPELLE TRADE FAIR NETWORK
SHINES THE LIGHT ON AUTUMN-WINTER 2024-2025

London, Tuesday 11 July.

New York, Wednesday, 19 and Thursday, 20 July.

Milan, Tuesday 19 to Thursday 21 September.

The fair trade activities of the international **LINEAPELLE** network, the world's leading exhibition hub for leather, materials, accessories and components for the global fashion, design and luxury manufacturing industry, open up to the world in the light of the hashtag **#doyouthinkyellow** and the creative trends developed for Autumn-Winter 2024-25, entitled **Metamorphosis**.

#doyouthinkyellow

To go beyond. It is redefining one's nature and transforming oneself. These, in a nutshell, are the creative inputs that LINEAPELLE will launch for winter 2024/2025. It encloses them and makes them explode in the Metamorphosis concept. In the true sense of the word, it illuminates them with the graphics chosen to communicate this new evolution. A yellow dot supported by three words: **Everything, Everywhere, Everytime**. A colour that, for the most important business experience reserved for the global fashion supply chain, translates into "maximum mental openness towards **contamination** and **experimentation**, activating creative paths without limits". To demonstrate this approach, LINEAPELLE conducted seminars and networking activities

Metamorphosis

Winter 2024-25, for LINEAPELLE, will be a season of naturalness and **hyper-technical research**, leaning towards the future - the result: **evolving materials** and new and surprising shapes. Colours play with opposites and express calm and confidence, but also vision, research, and exploration. Familiar atmospheres and reassuring colour harmonies are awakened by digital flashes. Research and **sustainability** characterise creativity. Low-tech and hi-tech meet in games of reliefs, constructions and illusions in volumes, effects and textures that make the digital prints three-dimensional but also recall craftsmanship. Solutions are experimented with from the perspective of **no-waste** and **circularity**, even in accessories. The immersive dimension of LINEAPELLE's stylistic approach is reaffirmed as it renews its presence in the **Metaverse** with a virtual space for presenting samples from its Trend Areas.

LINEAPELLE LONDON

The first event on the calendar is **LINEAPELLE LONDON**, which returns to the Ham Yard Hotel on Tuesday, 11 July. **Forty-three companies will** be exhibiting within a formula that reaffirms its informal dimension, oriented towards sharing ideas and creative stimuli. **Two seminars are** scheduled to explore the winter 2024-25 trends with a particular focus on **the world of interior design**.

LINEAPELLE

Precisely in order to activate relations with this new target group, LINEAPELLE also landed in London last May, presenting itself to the more than 30,000 visitors of Clerkenwell Design Week.

LINEAPELLE NEW YORK

At the Metropolitan Pavilion in Manhattan, on 19 and 20 July, the 44th edition of **LINEAPELLE NEW YORK** will be staged. **One hundred eighteen companies** will participate. Three style seminars are on the agenda (two on 19 July, one the following day), accompanied by a debate entitled 'Up-cycling Icon/Catastrophic Killer: Assessing Leather's Carbon Impact' by L&HCA (Leather & Hide Council of America). LINEAPELLE NEW YORK will also host the **MIPEL LAB** corner, reserved for Italian leather goods companies specialising in outsourcing, and the exhibition **La Casa del Guanto** by the Stazione Sperimentale Pelli (Leather Experimental Station), which will feature some historic glove companies from the province of Naples.

LINEAPELLE MILAN

London and New York anticipate and introduce **the highlight event of the leather fair season**: the 102nd edition of **LINEAPELLE MILANO**. From 19 to 21 September 2023, in the halls of Fieramilano Rho, the fashion, luxury and design supply chain meets its suppliers in a three-day creative and business-sharing event that brings together **1,300 exhibitors** and **more than 20,000 visitors worldwide**. Numbers that testify to LINEAPELLE's leadership are also demonstrated by the weight and value of its Italian exhibitors, who generate an annual turnover of more than 6.3 billion euros, 70% of which comes from exports, employing a total of around 25,000 people. In detail, the tanneries present at the fair are worth a turnover of EUR 4 billion a year, accessory and component manufacturers EUR 1.7 billion, and fabrics and synthetics almost EUR 600 million. LINEAPELLE 102 remains at the centre of an exhibition system based on the partial concurrence with the other chain fairs and the complete concurrence with the exhibition dedicated to technology, **Simac Tanning Tech**, also scheduled at Fieramilano Rho from 19 to 21 September. A strategic synergy was further enhanced by the concomitance also with **UITIC**, the international footwear congress staged between Vigevano and Milan from 19 to 22 September.

As in its last editions, LINEAPELLE confirms its fashion dimension by constructing an itinerary of fashion shows and presentations inside and outside the fair. The **Lineapelle Designer Edition**, in fact, will be in town again, from 21 to 23 September, at the Spazio Lineapelle in Piazza Tomasi di Lampedusa, with a programme of presentations that are still being defined, while a series of fashion shows will be held in the fair spaces. The value and excellence of craftsmanship are the protagonists of **In The Making**, a multidisciplinary and interconnected space in which the Lineapelle community will be able to directly experience the highest declination of Italian savoir-faire related to the use of leather. LINEAPELLE 102 also hosts **a narrative display** whose aim is to explore the link between **pop music** and the **evolution of fashion accessories**. Finally, to celebrate the **130th anniversary** of the publication of the first issue, dated 1893, the trade magazine **La Conceria** will set up its editorial staff at the fair, entering into the heart of the supply chain of which it has become the most authoritative voice.

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