

LINEAPELLE

ENTHUSIASM AND SYNERGIES IN MANHATTAN: LINEAPELLE NEW YORK OPENS NEW HORIZONS AND STIMULATES NEW CONTACTS

A CONCRETE LEVEL OF INTEREST,
THE ESTABLISHMENT OF IMPORTANT CREATIVE AND COMMERCIAL
RELATIONSHIPS,
THE IMPLEMENTATION OF A SERIES OF INITIATIVES THAT HAVE STRENGTHENED
THE VALUE OF WORKING TOGETHER IN AN INCREASINGLY DECISIVE MARKET FOR
MADE IN ITALY ALSO IN THE LIGHT OF ALL POSSIBLE DEVELOPMENTS
OF THE EURO-DOLLAR CURRENCY PARITY

119 EXHIBITORS

LINEAPELLE NEW YORK took place on 13 and 14 July 2022 in the usual exhibition spaces of the Metropolitan Pavilion in Manhattan. **119 exhibiting companies**, 60 from Italy and 59 from abroad, divided as follows in terms of product categories: 91 **tanneries**, 8 manufacturers of **accessories** and **components**, 13 of **fabrics** and **synthetics**, and 7 of **chemicals** and other types. Reference season: **Autumn-Winter 2023-2024**, in which the exhibitors, taking their cue from the trends developed by the Lineapelle Fashion Committee, have declined in the first collection launches.

ENTHUSIASM IN MANHATTAN

"The positive, sometimes enthusiastic comments," says **CEO Fulvia Bacchi**, "of almost all exhibitors confirm the need for an event like Lineapelle New York, whose **fixed presence in the American market for over 20 years** has served and continues to serve to make our Made in Italy products known and to stabilise the business relationships of our companies. After the pandemic, we have noticed a clientele that is more attentive to sustainability issues and the added value that our products can provide, as well as a marked increase in interest on the part of the furniture and design destination". The **exhibitors confirm**: that the two days of LINEAPELLE NEW YORK made it possible to further engage the interest of the US market, which was already very active, and to assess its initial sensations in the light of the currency parity achieved, for the first time in twenty years, between the euro and the dollar. The show, therefore, activated a networking opportunity with established top brands and many potential new customers and start-ups looking for solutions to differentiate their supplier network in Europe and, above all, Italy.

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NEW HORIZONS

"**This New York City event is a designer's dream,**" wrote a LINEAPELLE NEW YORK buyer in one of her Instagram stories, posted during her visit to the Metropolitan Pavilion. It is an excellent **summary** of how the show has opened up new horizons, offering some much-appreciated promotional activities that have hit the mark. Like the exclusive **One To One Meetings** that involved customers and stakeholders at the fair. Their title explains the reason for their sell-out: **Responsible Italian Leather Lounge**. An analytical communication project on the green power and innovative and responsible value of Italian leather went hand in hand with the presentations held behind closed doors the day before Lineapelle New York (12 July 2022) with a group of US interior designers.

WORKING TO MAKE A SYSTEM

Great feedback for the return to LINEAPELLE NEW YORK of **Mipel Lab**, the Italian sourcing hub of excellence specialising in producing leather accessories. "At such a complicated time internationally," commented Franco **Gabbrielli**, President of **Assopellettieri**, "being here in New York was a real challenge. Together with the 4 participating companies (Tivoli Group, P&C, Pelfim, and Sapaf), we took it on with enthusiasm, and we are delighted with this American edition of Mipel Lab, which brought to the stand the constant presence of buyers from international designer labels and brands, interested in creating a synergy with the excellence of Italian leather goods for their collections". Fulvia Bacchi also emphasises the value of synergy: '**We work to create a system**. This is why we are delighted with the collaboration with Mipel Lab and how it is developing within the LINEAPELLE exhibition network'.

LINEAPELLE LONDON AND LINEAPELLE 100

Having closed LINEAPELLE NEW YORK, the industry's gaze shifts first to **London** and then to **Milan**. On Tuesday **6 September 2022**, in fact, **LINEAPELLE LONDON** will return, presenting the Fall-Winter 2023-2024 trends in the usual setting of the Ham Yard Hotel. It will be an exciting prelude to the **100th edition of LINEAPELLE**, scheduled to take place at Fieramilano Rho **from 20 to 22 September 2022**. A significant milestone will project the show into a **new dimension**. An event that goes **beyond the usual exhibition perimeter** enters the city with a series of activities, builds further synergies, and proposes itself as a catalyst of interest capable of involving, stimulating, and projecting into the future the entire supply sector for the fashion and luxury industry.

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