

LINEAPELLE

THE EDITION OF CERTAINTY

*With +73% of foreign visitors,
LINEAPELLE 100 puts the pandemic behind it
and sends out important signs of positivity
in a market phase
dominated by problems and worries*

LINEAPELLE reaffirms that it represents a **solid certainty** for the fashion, luxury and design industries in an economic context dominated by worrying critical issues.

The **100th edition** of the exhibition, held at Fiera Milano Rho from 20 to 22 September 2022, drew unanimous comments from its **1,134 exhibitors**, characterised by concrete and reassuring satisfaction, and opened its doors to **visitors from 109 countries**.

An attendance volume **32% higher** than that of last February's edition and which demonstrates, by virtue of the **+73% increase in arrivals from abroad** (added to the **+10% from Italy**) and subject to some unavoidable absences (Chinese buyers, for example), how **LINEAPELLE** has put the pandemic behind it. In particular, there was strong growth in entries from the **United States, India, Mexico, Turkey**, and all the main European markets, from **France** to the **United Kingdom** and from **Portugal** to **Spain**. Very interesting was the generalised finding of a **significant lowering in the average age of visitors**: younger, more motivated, and, above all, competent buyers and operators. An important signal for the future of **LINEAPELLE** and the entire supply chain.

"It was a beautiful, lively fair, rich in contents and prospects," comments **Fulvia Bacchi**, CEO of **LINEAPELLE**, "with pavilions attended from the very first minute by a crowd of interested, convinced operators, coming, as in the past, from all over the world, and exhibitors who showed us all their satisfaction for the positive outcome of **LINEAPELLE 100**".

"It was a reassuring outcome for the entire supply chain," reiterated **LINEAPELLE** president **Gianni Russo**, "especially since the economic situation in which we are operating creates enormous worries and problems, starting with the exponential increases in energy costs, which are beyond the control of operators. **LINEAPELLE 100**, however, made clear the great vitality of the entire sector, acting as the moment of effective restart".

There was great interest in the many projects with which **LINEAPELLE** chose to celebrate its 100th edition.

The **Trend Areas** with their **Mondi Possibili** (reference moods of the autumn/winter 2023/2024 trends) celebrated a return to shine and luminous refinements, immersing themselves in a new dimension: the virtual and interactive dimension of the Metaverse.

The exhibition **The Beauty of the Italian Tanning Industry**, a project promoted by UNIC - Italian Tanneries, made its debut at **LINEAPELLE** and aimed to recount the historical and innovative circular excellence of Italian leather with a new narrative dimension. The **Green Theatre** talks explored the theme of sustainability from various points of view and the sensorial suggestions of the **Leatherverse** conceptual garden. Not forgetting the works exhibited in the **LINEAPELLE Art space** and the space reserved for the results of the **training projects** conducted in collaboration with the London College of Fashion, UAL, IUAV – the University of Venice, University of Campania - Luigi Vanvitelli, and Tokyo Leather Fair.

There was also excellent feedback for the third edition of **Mipel Lab**, the Italian leather goods outsourcing hub of excellence organised by Assopellettieri in synergy with **LINEAPELLE**. "We are delighted with the results of this 3-day event which, in addition to the declared aim of doing business, allowed the 13 companies present to network, discuss the needs of the sector and bring out new initiatives, in addition to the immersive reality just presented, which will soon contribute to the evolution of Mipel Lab," says **Franco Gabbrielli**, President of **Assopellettieri**. "I would also like to thank **LINEAPELLE** for this high-profile partnership that has always had the common objective of creating a system and giving voice to the excellence of Made in Italy".

LINEAPELLE 100 took place in synergy with the Milanese fashion fairs, united by the hashtag #finallytogether at Micam, Mipel, TheOneMilano, Simac Tanning Tech, Homi, and DaTe.

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LINEAPELLE is the world's leading trade fair for leather, fabrics, accessories, and components for the fashion, design, and automotive industries. A landmark involving more than 60,000 companies and generating a turnover of more than \$150 billion/year www.lineapelle-fair.it