

LINEAPELLE

PRESS RELEASE

Lineapelle, Milan, 25-27 February 2015

Visitors were 20,031. A good +10% on the March '14 edition and even +3% on September '14. This happens rarely, because spring fashion collections usually attract less. The meaning is clear. Lineapelle, from being the first reference world wide for all quality ranges of demand and offer, is now becoming the only one. And it wants to stay like this long, considering the way it is investing on young people. In the frame of the Milanese fashion shows, it bet on the Next under 30 Generation, supplying the winners (Claudio Cutugno, Luca Lin, Alessandro Canti and Gianluca Viscomi) with precious leathers. The collaboration with the Milan Fashion Week was enhanced by an exhibition at Palazzo dei Giureconsulti. Finally, Lineapelle gathered 600 boys and girls between 10 and 13 years old, coming from the families and schools in the tanning districts of Campania, Tuscany, Veneto and Lombardy, to give a prize to the most original leather works inspired by Pop Art at the Amici per la Pelle competition.

8,563 operators came to Milan from 107 countries and 11,468 from Italy. There was literally a jump in percentage of online registrations, now prevailing, favoured by the introduction of reading on mobile devices.

The 1,086 exhibitors confirmed the worldwide dimensions of Lineapelle, with the presence of 41 countries and an overall turnover value of 15 billions USD, of which 67% realized by the 724 Italian companies. By the way, their environmental and social sustainability is unsurpassed. Once again, many competed in the decoration of their stand, keeping the trade show at the well-known level of aesthetic agreeableness. In fact, the "premiostand", was restored and it will indicate every time the most attractive and functional structures. The vitality of the exhibition is demonstrated by the quota of new companies landing in Milan. Last February, they were 16% on the total for Italians and 30% for foreigners (temporary data).

Next LINEAPELLE: 9-10-11 September 2015, Milan.

Milan, March 9, 2015

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