

LINEAPELLE

STYLE, NEW INITIATIVES, GROWTH: THE 92ND LINEAPELLE APPOINTMENT IN MILAN IS ON ITS WAY (21-23 FEBRUARY, FIERAMILANO RHO)

Style to light up summer 2018, a series of important new changes and a growing number of exhibitors: the much awaited LINEAPELLE MILANO opens 21-23 February (Fieramilano Rho)

The 92nd appointment of LINEAPELLE MILANO is coming up. From Tuesday 21st to Thursday 23rd February 2017, in the Fieramilano Rho pavilions, this benchmark fair on the international leather scene confirms the growth trend in exhibitor numbers, it presents some important new changes and innovative trend proposals for the 2018 summer season.

From the organisational point of view, the number of exhibitors is still on the rise. The numbers have swelled since February 2016, reconfirming the tendency of last September and resulting in a further increase in the exhibition's surface area.

Careful attention and prominence has been given to the placement of the fair's centrepiece, the Trend Area, a launch pad for visitors in ideas and creative approach, where over 2,000 samples selected from among the most innovative presentations by the exhibitors are on display. The main Trend Area will be set up at the entrance of pavilion 13, while the set-up of two satellite areas is confirmed for pavilions 9 and 22. This new dimension reinforces the message of the new 2018 summer trends, studied by the Lineapelle Fashion Committee. Light, in all its intensities and iridescence, is the foremost theme and new colours in pastel shades take on astonishing digital, ultra-modern freshness. The style presented breaks with the cautious creativity of the last few seasons and is an inspired response to stylistic shake up within the international fashion system, which looks to LINEAPELLE as a unique and unmissable event for discovery, research and sharing future trends.

On the subject of sharing: the next edition of LINEAPELLE dives into the social media dimension launching its very own hashtag: **#lineapelle92**. A tool for sharing photos, opinions and moments, both before, during and after the event's appointment of 21-23 February. The hashtag **#lineapelle92** will be promoted through the Lineapelle social media (Facebook, Twitter, Instagram) and through communication channels at the portal www.laconceria.it, which will post live news, in-depth information and interviews every day throughout the fair's duration.

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LINEAPELLE press office
e-mail: press@lineapelle-fair.it

Seguici su



Lineapelle Srl - Via Brisa, 3 - 20123 - Milano
t +39 02.8807711 - f +39 02.860032 - C.F. e P.IVA 12629090155
milano@lineapelle-fair.it - www.lineapelle-fair.it