

LINEAPELLE

LINEAPELLE STARTS 2018 ON A HIGH NOTE

The previews in London (23 January) and New York (31 January/1 February) are tasters for the big event in Milan (20/22 February) and reveal orientation towards the global leather area. LINEAPELLE starts the New Year by consolidating figures, leadership and identity

Having closed 2017 with growth and consolidation of its international leadership, **LINEAPELLE** is ready to start 2018 on a high note. The New Year will open with a double diary date for the previews in London and New York and high expectations for the big event in February: LINEAPELLE Milan, edition number 94 scheduled from 20 to 22 February at Fieramilano Rho.

LINEAPELLE London will take place on 23 January 2018 in its usual venue of the Ham Yard Hotel. A trendy informal setting for an exclusive niche event that allows over 50 top-bracket exhibitors (tanners, accessories and components, fabrics and synthetics) to showcase their on-going style projects to a very stimulating audience of visitors: not just buyers and style offices from big British brands but also emerging designers and stylists, typical representatives of the London's busy creative scene. LINEAPELLE London will also host the traditional style seminar organised by its Fashion Committee, which will analyse trends for the 2019 summer season, gathered under the Empathy reference mood.

The following week, the Big Apple will host **LINEAPELLE New York**, an event that confirms its own dimension as a top-end trade fair for the North American market. Scheduled for Wednesday 31 January and Thursday 1 February, LINEAPELLE New York will **welcome 120 exhibitors**, a figure showing net growth since last year's edition. A figure that, as also happened in July this year, required a larger exhibition area at the Metropolitan Pavilion. There are three style seminars on the agenda (two on the first day, one on the second), joined by a technical workshop that will analyse and study "leather as a material".

These two international previews introduce the big event for the global leather area: **LINEAPELLE94** will take place in Milan (Fieramilano Rho) from 20 to 22 February and its organisational engine is already running at top speed. So much so that the same number of exhibitors have already confirmed as did for the reference edition twelve months ago, with two months to go yet before it opens. Last year saw 1198 exhibitors and approximately 21,800 visitors. A must in terms of business and style, LINEAPELLE94 has a total turnover of more than 150 billion euros and is developing new ideas in terms of set-up, to ensure visitors and exhibitors have an even better fair experience, focused on their needs.

LINEAPELLE also confirms its attention to social media with the launch, as at the last two editions, of its very own hashtag **#lineapelle94**.

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