

MILAN

LINEAPELLE

20-21-22  
SEPTEMBER  
2016

**LINEAPELLE, 20<sup>th</sup> | 22<sup>nd</sup> September**

**Welcome to the leather space.**

This is a non-stop trade fair and, even before the opening of the stands, it is already breaking many records and churning out a great deal of novelties. This is an event which gathers and represents a vital productive universe, which, on a global scale, has a 115 billion-dollar annual turnover.

LINEAPELLE, the most important trade fair within the international leather sector, continues to exceed even its own expectations. The latest confirmation is the most updated information relating to the exhibitors present at the Fieramilano Rho from 20<sup>th</sup> to 22<sup>nd</sup> September. Two weeks before the opening of the trade fair, a total of 1,240 participants has been reached, with a 6% increase when compared to the September 2015 edition. This is a veritable demonstration of strength and attractiveness for a trade fair renowned worldwide as the only one of its kind, which tanneries, accessories-components-fabrics-synthetics manufacturers and modelists cannot afford to miss.

LINEAPELLE will be able to offer an innovative, ideal trade fair experience to both these professional figures and to visitors by proposing more efficient, more modern services. Starting with the latest news relating to the layout of the Trend Areas: they will display a rich and stimulating selection of samples for the 2017/2018 Autumn/Winter collection and will be arranged directly inside the pavilions, in close contact with the market. According to the product category of reference, the Trend Areas will be organised in pavilions 13-15, 9 and 22. Then there is the signage: this will be more rational and widespread throughout the trade fair venue itself, in order to provide information at the entrance and as regards visits even before passing through the turnstiles to the trade fair itself. Without forgetting the communication aspects of this event, which for this edition focuses not only on sector-specific mass media, but it is also open to many other channels, by boarding the main airlines and by selecting newspaper/portals specialising in fashion, design, furnishing sectors as well as the car industry. Several delegations are expected to arrive and their participation has been coordinated by the Italian Institute for Foreign Trade with the collaboration and support of the Ministry of Economic Development.

While LINEAPELLE is just around the corner, organisational work is already underway in preparation for the July 2017 edition of ANTEPRIMA and a series of important innovations are being taken into consideration.

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Seguici su



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