



**Lineapelle launches MEET & MATCH. VIRTUAL SHOW
online on March 23rd and 24th
and will meet you from September 22nd to 24th 2021 at Fieramilano Rho**

*FOUR STREAMING PATHS
TO CONNECT LINEAPELLE EXHIBITORS
TO THEIR GLOBAL COMMUNITY,
WAITING FOR THE PHYSICAL EDITION NEXT SEPTEMBER.
AND A PHYSICAL ROADSHOW TO PROMOTE
MATERIALS FROM OUR TREND AREA FOR SUMMER 2022*

The new **Virtual Show** by **Lineapelle** is called **Meet & Match** and it will be held online **on March 23 and 24, 2021**. Following the first edition of September 2020, the streaming event comes in a new shape, that will enable Lineapelle exhibitors to connect to their global community to share their innovative and creative approach.

An initiative of digital sharing that is also going to project Lineapelle towards its **edition no. 99**, scheduled **from September 22 to 24, 2021** at Fieramilano Rho in physical format, subject to safety norms in force. This edition, thanks to the 2020 experience, is going to flank its physical dimension with a further evolution of its already consolidated digital identity, as well.

"In February 2020, about one year ago, we closed our 98th Lineapelle - Fulvia Bacchi, Lineapelle CEO comments -. An edition that had shown, once more, that it is a pillar for the business model of our supply chain, as well as a privileged meeting and exchange point for manufacturers, customers and designers. After then, we found ourselves in the middle of a pandemic, thinking about how to go on promoting the companies and keeping our role as a reference fashion hub for the fashion & luxury system. **Meet & Match. Virtual Show by Lineapelle** has been conceived following this will to carry out a project and the need to keep the relationship with all our stakeholders alive".

The **Meet & Match. Virtual Show by Lineapelle** digital show schedule is going to follow four paths.

1 | **BRAND NOW**

Individual webinars where Lineapelle exhibitors are going to present their new collections.

2 | **FIX THE FUTURE**

The awaited traditional presentations of trends developed by the Lineapelle Fashion Committee move on to the digital dimension, as well. This edition is going to spotlight the Summer 2022 season. Its mood is summarized by the FIX THE FUTURE slogan. "A new scenario lies before us – Lineapelle explains - it is the transformation of a crossroads, two great routes have been outlined and they converge towards the New World. GREEN is a "green" society. It is circular, based on sharing. BLUE is a mature society, the one of digital services. The synthesis of these two activities fosters a way of living together centered on the quality of relations and processes, instead of on consumption and things. These dimensions coexist and become one and they taste like the future."

3 | **THE FUTURE IS NOW**

Live streaming performances, in collaboration with D-house by Dyloan (Manufacturing Technologies for Fashion, Art and Design). High quality materials by Lineapelle exhibitors become the creative tool to use innovative technologies to enhance the product.

4 | **SMART MATCHING**

Union makes the future. **Meet & Match. Virtual Show by Lineapelle** presents some significative experiences of collaboration and sharing between companies that developed projects and products in synergy. Special stories, to be discovered into detail to open new evolution horizons.

LINEAPELLE TREND AREA ROADSHOW

Lineapelle's proposal is not only digital. In fact, its traditional trends showcase is going to turn into a travelling physical project. We are talking about the **Trend Area**, Lineapelle's creative core. Its careful selection of materials, accessories and components for Summer 2022 is going to play the leading role in a **roadshow** through the main Italian districts in the leather area. It is starting from Milan: from March 15 to April 10, 2021 at Spazio Lineapelle at Palazzo Gorani (access by reservation). The following stops will be: Scandicci, at the heart of the Italian leathers goods valley; Strà, inside the district of high-end footwear in Veneto; Civitanova Marche, hosted by the greatest Italian district specialized in shoes manufacturing.

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