



**LET US INTRODUCE
LINEAPELLE – A NEW POINT OF VIEW
TO OUR COMMUNITY**
Over 300 companies ready to go already

This is not only a signal of vitality and presence, but a real message of a fresh new start and of concreteness.

LINEAPELLE – A NEW POINT OF VIEW, scheduled on Tuesday 22nd and Wednesday 23rd September 2020 at Fieramilano Rho, can be introduced to the community of its visitors as a smart, active and constructive reply to the situation of socioeconomic instability that is affecting the global supply chain of the fashion and luxury industry. Choosing of being in Milan, therefore, becomes a way of sharing consciously the will to start again: together.

LINEAPELLE – A NEW POINT OF VIEW has been conceived as a tool serving a market which believes in itself and in excellence. Two months before opening, over 300 exhibitors have applied. They are European and, in particular, they are **Italian tanneries**, to testify how the excellence of leather is proactive, vital and accepts the challenge of the market.

LINEAPELLE – A NEW POINT OF VIEW is going to take place totally respecting every and each protocol against Covid-19. To allow buyers to live their exhibition attendance experience in full safety, it is putting at disposal **a service of customization** of arrivals at Fieramilano Rho's premises.

During **LINEAPELLE - A NEW POINT OF VIEW**, the Trend Selection areas, including the most innovative samples for Autumn / Winter 2021-22 selected by the LINEAPELLE Fashion Committee, will be set up at the centre of halls 9 and 11.

LINEAPELLE – A NEW POINT OF VIEW will draw on the synergy between Micam, Mipel, The One and Homi Fashion & Jewels. In particular, the collaboration with Micam will be renewed. In the MICAM X area, in fact, will be displayed a **selection of materials** for the Summer 2021 season curated by Lineapelle.

LINEAPELLE – A NEW POINT OF VIEW has even developed a rich summer programme of digital events. Until 7th August, the **LINEAPELLE VIRTUAL NETWORKING** is going to propose "individual" webinars for corporate presentations, talks to discuss current events, fashion presentations. Not to be forgotten is the digital platform **The 365 Showroom**, that will be online soon, operational 24/7, 365 days a year.

[Click here](#) for a presentation video of **LINEAPELLE – A NEW POINT OF VIEW**

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Seguici su



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