

LINEAPELLE

#lineapelle96

LINEAPELLE
Fieramilano Rho | 20/22 February 2019

*A guaranteed international dimension.
An event that confirms to be necessary, stimulating and innovative.
A reference point for the global fashion & luxury supply chain.*

INTERNATIONAL IDENTITY

Lineapelle, which took place at Fieramilano Rho from 20 to 22 February, welcomed 1,255 exhibitors from 49 countries to an exhibition area covering 47,500 square metres, consolidating its identity as a global attraction for the wide, diversified supply sector for the global fashion & luxury industry. An identity which, each edition, is able to make sense of a market experiencing constant change and transformation. It is no coincidence, therefore, that Lineapelle96 has increased the presence of client companies (+1% on the February 2018 edition), coming from a greater number of countries: 114. Significant growth in visiting companies from Portugal (+6%), the United States (+6%), France (+2%), the United Kingdom (+2%), Switzerland (+8%), India (+7%), China (+2%), Japan (+19%) and Russia (+29%). With the collaboration of the Ministry of Economic Development and the Italian Trade and Investment Agency, some of the foreign delegations enjoyed in-depth tours of the Italian production districts, a further demonstration of how Lineapelle offers its target audience opportunities to discover and get to know the industry.

THE MARKET DIMENSION

Lineapelle96 reaffirmed its undisputed global leadership, offering its stakeholders the real opportunity – as declared by the majority of its exhibitors – to meet customers that are “really interested: the brands that are doing well are working, especially on quality.” This statement confirms the fragile nature of the current economic situation, which rewards the top of the range “and highlights the struggle of the mid-range segment”. And, at the same time, it has further increased the speed of interaction between supplier and customer, minimising the time between order and delivery, making it essential to “plan ahead when it comes to demand, guess in which direction the moods are heading, find technical solutions that might be of interest to customers”. Maximum product quality, extreme service efficiency, absolute speed. All this, creating a common denominator that has turned from a mission into a marketing and communication incentive: the real sustainable approach.

The present and the future play on these factors.

INSTITUTIONAL PRESENCES

The stands of Lineapelle96 hosted visits from Alberto Bonisoli, Minister of Cultural Heritage and Activities, and Cristina Tajani, Councillor for Labour Policies, Production Activities, Trade and Human Resources for the City of Milan.

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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

Alberto Bonisoli declared that he was “extremely convinced that the trade fair event is fundamental, above all for an industrial sector like the Italian one. In these trade fair moments, companies are able to implement strategies, find customers and being here, for me, means witnessing how all this is necessary and important to remember when it comes to making decisions.” In particular, “I wanted to be at Lineapelle for two reasons because it represents a sector that plays an active role in the whole fashion industry, one of our thoroughbreds, which drives the Italian economy, helps us to develop inside and gives us prestige at the international level.”

Cristina Tajani stressed that she has “followed the event for years and it is nice to see that after a difficult economic situation, it has not only maintained the number of exhibitors and the surface area, but also consolidated its importance at international level.”

SUMMER TRENDS

Lineapelle96 presented the stylistic themes for the 2020 summer season, elaborated by its Fashion Committee and falling under the theme of Co-Natural. In light of an eye-catching interpretation of a future based on the creative interpenetration between human and technological factors, the three renewed Trend Areas and the stylistic seminars emphasised how fashion increasingly thrives on unprecedented, unpredictable and innovative influences.

THE EVENTS

Lineapelle96 was characterised by two events, both extremely crowded.

The first featured an in-depth, stimulating discussion session entitled “The Circularity of Italian Leather – 360° Sustainability”. Organised by UNIC - the Italian Tanners’ Association (in collaboration with Confindustria and Lineapelle), alongside a gallery of products and accessories made by companies in the supply chain using processing waste, it told the story of a series of virtuous experiences that demonstrate how “the Italian tanning industry has been able to go beyond its sectoral horizon, creating the conditions for its production waste to become raw materials for other industrial supply chains, launching veritable symbioses with the entire value chain”.

The second brought more than 1,000 middle school students in the Italian tanning districts to Fieramilano Rho for the eighth edition of the Amici per la Pelle artistic competition, organised by UNIC - the Italian Tanners’ Association and this year dedicated to the cinematographic theme entitled “Movie Tan”. The list of the winning projects, the videos of the event and the gallery of the works are available online, on the UNIC - the Italian Tanners’ Association Facebook page.

THE NEXT APPOINTMENTS

Lineapelle97 will take place in October, from Wednesday 2 to Friday 4, for the edition that will showcase the samples for the 2020/2021 winter season and during which the second edition of Lineapelle Innovation Square will be hosted. First, Lineapelle will stop off in London, on Tuesday 9 July (Ham Yard Hotel), and in New York, on Wednesday 17 and Thursday 18 July at its usual venue, the Metropolitan Pavilion.

Lineapelle never stops.

Press Office
press@lineapelle-fair.it

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