

LINEAPELLE

Lineapelle 98: summer 2021 showcased in Milan from 19 to 21 February 2020

LINEAPELLE has reached edition number 98 and will be opening its doors to ideas for summer 2021 at Fieramilano Rho, from 19 to 21 February 2020.

But that's not all.

The global go-to event for the fashion and luxury supply chain will be bringing a whole series of unexplored new content to the market.

Stories just waiting to be told.

The most global event in the supply chain.

LINEAPELLE will welcome 1,200 exhibitors, including tanners and manufacturers of accessories, components, fabrics and synthetics used by the entire production chain of luxury, fashion, design, automotive, and furnishings. From more than 40 countries, they offer the widest, most complete, across-the-board array of goods available on the market. A selection that meets every possible creative and production requirement of interested buyers and represents the very best in terms of quality and performance, sustainability and service.

LINEAPELLE expects to see around 20,000 buyers at the fair, from over 100 countries.

Put quite simply, **LINEAPELLE** has everyone and everything.

And often, it has even more.

Milan's most on-trend week.

LINEAPELLE is held during what is, for Milan, a white-hot week from a trade fair and fashion point of view. On the same dates, the pavilions next door will be hosting Simac Tanning Tech, the tanning, footwear and leather goods technology show, and one day (Wednesday 19 February) also coincides with Micam (footwear) and Mipel (leather goods), scheduled from 16 to 19 February at Fieramilano Rho. Then there is Milano Moda Donna (the womenswear fashion week), from 18 to 24 February. And finally, from 20 to 23 February, Super (women's prêt-à-porter accessories), White (womenswear) and The One (top-end women's prêt-à-porter).

The "simplest" style imaginable

LINEAPELLE is a creative powerhouse that opens the horizon to upcoming trends, showcasing over 2,000 samples by its exhibitors in three themed Trend Areas. This edition will in fact be exploring style trends for summer 2021, elaborated by the Lineapelle Fashion Committee and summarised in The Era of Simplifying concept. The objective will be "simplifying, eliminating frills and complications" and "seeking harmony with the environment, through materials and manufacturing processes that reveal painstaking work on details and their performance."

Competitions that reward the future

First of all, AMICI PER LA PELLE. This is the ninth edition of this competition organised by UNIC-Concerie Italiane (Italy's National Tanning Industry Union) at **LINEAPELLE**. As usual, it will involve more than 1,000 second- and third-year middle school students and this year, they come from 15 schools in Italian leather districts: 5 from Tuscany, 3 from Veneto, 3 from Campania and 4 from Lombardy. The theme for entries is Smart Tan, and the winning students will be selected during the fair, when votes can be cast on a stand displaying all their work or online on the UNIC-

Concerie Italiane Facebook page. The prizes ceremony will take place in the late morning of Friday 21 in the Fieramilano Rho auditorium.

South Korea is the home country of the winners of the LINEAPELLE AWARD, an educational project organised by the fair in collaboration with Hongik University, this country's leading academy for art and design. The entrants were required to discover and communicate the circularity and sustainability values of Italian leather, developing an innovative application for this product for fashion articles or design objects. And teaming it with an equally disruptive marketing strategy that would also capture the attention of a younger audience. 24 students from the Fashion Design and Industrial Design departments at the school in Seoul took part in Lineapelle Award. All their models will be on show at the fair, in the Korean Creativity Sector (front of pav. 9). It will also be possible to attend the "K Leather Creativity" seminar offering an in-depth look at the sense of Korean style applied to leather.

LINEAPELLE MERCHANDISING COLLECTION is, on the other hand, a contest that engaged students on the undergraduate courses in Fashion Marketing & Communications, Fashion Product Management, Leather Technology, Fashion Design Management and Footwear and Accessories Design at Polimoda in Florence. Their challenge was to develop a capsule collection made up of seven merchandising products. Each team of four students was called on to present their graphic design and product mock-up (front of pav. 9). The results were of the highest level.

The fair that celebrates leather

LINEAPELLE comes to the city and, from 19 to 29 February, organises the exhibition project "About Leather" in the **Spazio Lineapelle** at Palazzo Gorani (behind Piazza Affari). Curated by the journalist Mariella Milani, with artistic direction by Simone Guidarelli (and in collaboration with Italtents), "the event will showcase unique pieces created by the maestro of style that was Gianfranco Ferrè together with articles by designers of today. Main player: leather." The aim of "About Leather" is "to educate and spread a new awareness about leather" and about all its natural, circular, sustainable characteristics, in this way supporting the sense of the global communication campaign launched by UNIC-Concerie Italiane based on the concept: **Real Leather is Real Sustainability**.

The seminar that explores sustainability

LINEAPELLE is an event with an innovative, sustainable vision. And it reiterates this by collaborating with UNIC-Concerie Italiane in organisation of the debate "Leather Supply Chain Commitment to Sustainability: Traceability and Animal Welfare". This will be held on Wednesday 19 February 2020 at 2.30 pm in the Ponte dei Mari LEM conference room as "an opportunity for an in-depth look and debate around a linchpin question for the tanning industry" writes UNIC. Sustainability has gradually become part of the sector's dynamics, over time this concept has spread to the entire chain, starting with supplies, which, now more than ever, must include traceability of the goods and compliance with laws, standards and best practices in terms of animal welfare."

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