

# LINEAPELLE

**More dynamic and stimulating than ever: Lineapelle93 reaches its goal.  
Visitor numbers continue to grow, reassuring market feedback**

*LINEAPELLE keeps on expanding and further consolidating its global leadership within the leather sector trade fair context. Edition N° 93 of the most important international sector-related exhibition, held from 4th to 6th October at Fieramilano Rho, closed with a 2% increase in visitor numbers and constructive production and marketing indications: the market is constantly developing and it has clearer, more reassuring ideas on its economic evolution.*

## THE EVENT

This is an edition characterised by an ever-increasing dynamism and by extremely intense, focalised work, both in terms of style and of product.

The 1,285 exhibitors participating in Lineapelle93 (+3.5% compared to September 2016) welcomed a satisfied crowd of creative staff and buyers, the number of which, by the closure of the stands, on Friday 6th October, had reached 21,687, with a 2% increase compared to last year's edition.

This is yet another demonstration of LINEAPELLE's strength, confirming the role of the event of global reference for the leather industry and the ability to interpret market evolutions. It is not by chance that the number of foreign visitors has maintained a certain stability (113 countries of origin), while there was a 5% increase in the number of Italian visitors, in line with the fact that a consistent number of manufacturing companies are returning to produce in Italy and that the demand for international luxury of Made in Italy productive excellence is continually increasing.

## THE MARKET

No one can afford the luxury of making mistakes. Everyone expresses the need to play it safe.

LINEAPELLE has made it clear once again that it is the only trade fair in the world which both supply and demand cannot renounce and during which the medium-term economic future is outlined. As the Lineapelle93 exhibitors say, this is the reason why "it is in Milan that we meet the most competent public, to whom we devote most of our attention".

At the end of the 3-day trade fair, the general perception is that a glimpse of the economic recovery can be seen on the horizon, confirming the enthusiasm of the previous Milan-based events dedicated to finished products.

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Good feedback has been received from the footwear industry, renewed effervescence in the leather goods sector, interesting suggestions for clothing as well as an overall “craving for leather” as a fundamental material to give added value and exclusivity to the collections of accessories. Some orders were placed, yet they are experiencing increasing structural fragmentation: being able to meet this need by maintaining the quality of items is the current challenge.

### THE STYLE

The 2018/19 Winter MAPS, drafted by the Lineapelle Fashion Committee, have been outlined. The intense work seen in the stands (with a considerable number of visitors who, after visiting the trade fair on its first day, also returned during the following days) has reiterated the significance of LINEAPELLE as a concrete opportunity of research and an occasion that makes it possible to clad creative ideas with both the most innovative materials as well as stylistic, quality content.

In the trade fair itself, the reassuring desire for classic styles prevailed which was, however, combined with more daring, fanciful suggestions with a strong emotional impact. Painsstaking attention has been paid to soft touch materials which are never banal, proposing evident elements of exclusivity.

Therefore, the style for Winter 2018/19 must be exactly the same as LINEAPELLE: with an unbeatable personality.

### THE FUTURE

The organisational future of the international trade fair for leather goods, materials, accessories and fashion industry components is a continual work in progress already looking towards 2018.

In fact, Lineapelle94 will be held in Fieramilano Rho from 20th to 22nd February 2018, presenting the 2019 summer collections and it will be preceded by its customary international previews. Lineapelle London is scheduled to be held on 23rd January 2018 at its usual venue, the Ham Yard Hotel. Lineapelle New York will be held a few days later, from 31<sup>st</sup> January to 1<sup>st</sup> February on the premises of the Metropolitan Pavilion.

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