

LINEAPELLE

20 | 22 FEBRUARY - FIERAMILANO RHO
Spring / Summer 2019

INNOVATIVE DIMENSION,
STYLE SHARING, MARKET RESPONSE:
LINEAPELLE94 CLOSES
ON A NOTE OF EXTRAORDINARY CREATIVE EFFERVESCENCE
AND CONFIRMS ITS ROLE AS THE BENCHMARK BUSINESS EXPERIENCE
FOR THE GLOBAL FASHION INDUSTRY

From 20 to 22 February at Fieramilano Rho, Lineapelle94 brought total innovation to the meaning of its **international leadership**, confirming its role as the **benchmark business experience** for global fashion & luxury, a sector constantly seeking innovative, style stimuli.

THE EVENT

Lineapelle94 draws to a close after hosting **1,254 exhibitors** (5% up on February, from 45 countries) and welcoming over 20,000 **visitors** from **109 countries**. This last figure is in line with that for the February 2017 edition and reiterates synergy with Simac Tanning Tech, the tanning, footwear and leather goods technologies trade fair held in the same venue on the same dates. As highlighted by many exhibitors, this result shows “an obvious high level of clients, who include, as well as established names from luxury labels to the most important brands, continual new arrivals in the form of SMEs, at Lineapelle looking for reliable partners in terms of product quality, guaranteed service and innovation.” Worthy of note is the 6% **increase in French buyers** and, in contrast the expected drop in their Chinese counterparts, who were down by 30% due to New Year celebrations.

THE MARKET

Performance by Lineapelle94 mirrors an economic period generally characterised by extreme **caution** and, in particular, by clientele who choose their suppliers extremely carefully. Stands that brought **evolved, innovative samples**, stylistically coherent with trends for summer 2019 to the fair were very busy. They were also **aggressive** in their **variety** and desire to show visitors tangible inspiration and the opportunity to develop **big personality accessories**. **Leather goods** was again very active, from luxury to lower segments, leveraging frenetic differentiation in collections, imposing constant upgrading on suppliers to ensure flexibility and speed. **Footwear** confirms its uncertainties and the prevalence of sneakers, rewarding suppliers of materials for premium lines featuring accessible prices and creative added value. After a few stalled seasons, **leather clothing** showed interesting signals.

INNOVATION

A trade fair experience that just gets better and better, with an ever-wider range of content. Lineapelle94 has opened the doors to the **future** with introduction of some popular new entries in its layout: more coordinated, effective signage and a new dimension for the **Lounge Areas**, transformed into promo venues for the excellence of Made in Italy (represented by a Riva motorboat, Poltrona Frau seating and the iconic Fiat 500) and a calendar of events that were very well attended. “**Tanning and Chemicals**”, the conference organised by UNIC (the Italian tanners’ association) and COTANCE (the Confederation of National Associations of Tanners and Dressers of the European Community) was a sell-out. It engaged tanners, research institutes, chemists and brands on the topic, seeking new directions for research and new tools. Huge interest for presentation of **Lineapelle Innovation Square**, the highly selective incubator for ideas,

solutions, and innovative technologies that will be hosted by Lineapelle95, scheduled from Tuesday 25 to Thursday 27 September 2018. Finally, an amazing turnout for the award ceremony (presented by DJ Francesco with participation by the rapper Moreno and Tommy Zorzi) of **Amici per la Pelle**, the seventh edition of the art competition for middle schools in Italian leather tanning districts, which brought over 1,000 students to the fair on Thursday 22 February. The winner was the Istituto Comprensivo di Santa Croce sull'Arno Scuola Cristiano Banti with its entry entitled "From the Gallery of self-portraits in the Uffizi...". But the real champion of this event was the contagious enthusiasm of these kids for a competition that went so viral it engaged over **180,000 people** on the UNIC Facebook page where favourite entries could be voted for, generating more than **65,000 interactions**.

STYLE

Lineapelle94 celebrated the theme **Empathy**, the reference trend developed by its Fashion Committee for summer 2019 and interpreted by its exhibitors, who expressed extraordinary, illuminating creativity. Glitter, laminates, iridescence, prints, beads and mirrors: a huge foray into light, dazzle and fantasy. Plus shimmering sparkly finishes, screen-printed leathers, pearly in bright yet not exaggerated shades. All, according to the stands, studied to "meet a big market request for sporting, casual solutions: soft leathers and materials in versatile colours that provide the bases for plotters, lasers, applications, and metallic glitter." Room also for innovative combinations with leather backed in fabrics, synthetics and techno materials in unusual forms that emphasise its pliability.

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