

LINEAPELLE

LONDON, NEW YORK, MILAN: EMBRACING FASHION AND INNOVATION LINEAPELLE'S 2019 GETS UNDERWAY

Lineapelle opens 2019 in London, on Tuesday 22 January; warming up the engines for New York, on 30 and 31 January; offering an evolutionary reinterpretation of the business experience of Milan, a key event in the global leather area, scheduled for 20 to 22 February

LINEAPELLE's 2019 gets underway in London.

On Tuesday 22 January, the Ham Yard Hotel will host LINEAPELLE LONDON, an event that has always attracted the crème de la crème of creative British clientele. 42 exhibitors present (37 are Italian): 27 tanneries, 7 manufacturers of accessories and components, 8 of fabrics and synthetics.

LINEAPELLE LONDON presents itself as an opportunity to provide clarity regarding the British market. In a complex and uncertain market, the exhibition at the Ham Yard Hotel will bring a wave of stylistic innovations, presenting the first samples for the summer season 2020 and proposing initiatives aimed at discussion and sharing.

The seminar entitled Relationships Between Material, Designer & User will compare leather, craftsmanship and stylistic approach, with a view to customising the product within the field of interior design.

Stemming from the Innovation Square experience, on the other hand, the LINEAPELLE INNOVATION TALKS (which will also take place at LINEAPELLE NEW YORK, Metropolitan Pavilion, 30/31 January 2019) will host trend analysts, influencers, innovators, designers and manufacturers of materials, who will come together to be inspired by the innovations presented, stimulated by discussions and potential partnerships. The topics for discussion will be customisation, biomanufacturing, functionalised materials, circular fashion and how everything intercepts and connects with current fashion and economic trends.

From a stylistic point of view, during the seminars organised by the Lineapelle Fashion Committee, the 2020 summer trends will be presented, summarised by the concept of CO-NATURAL which identifies “a distinction between human and machine that is less and less visible. Everything merges into a symbiotic relationship that no longer pits man against technology.

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From this awareness of being at the centre of a technological, but above all mental, revolution comes a new design philosophy that is also applicable to matter and therefore to aesthetics. Thinking CO-NATURAL therefore means tackling important issues such as the sustainability of processing and the ethics of traceability. It means becoming aware of the complexity and mobility of the contemporary world.”

A veritable stylistic challenge that will find its most engaging expression at LINEAPELLE Milano, from 20 to 22 February. Edition number 96 of the reference exhibition for the global leather area will, in fact, have a renewed fashion matrix, starting from the concurrence with the fashion shows of Milano Moda Donna, through to the presentation of some fit-outs designed to create a stimulating stylistic path inside the LINEAPELLE spaces. In particular, the lounge areas will be designed with the aim of formalising research from the trend area through thematic exhibition moments, to provide tangible examples of references to colour and concept from the 2020 summer season.

LINEAPELLE thus strengthens its identity as a business experience around which the international supply chain of the fashion & luxury industry gravitates. A record reiterated by its numbers, which at just over a month before the opening reconfirm those of the last edition in terms of both the exhibition area and the number of exhibitors, coming from over 40 countries. From an economic perspective, LINEAPELLE will try to shed light on a complex and opaque market moment which requires particular attention in finding innovative product and service solutions.

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