

# LINEAPELLE

## Stylistic Comparison, Creative Sharing, Market Dialogue: Lineapelle London confirms its “smart” identity

*Satisfaction in Great Britain’s capital for the 20<sup>th</sup> edition of Lineapelle London,  
which took place Tuesday, 10 July, at the Ham Yard Hotel.  
Lineapelle’s international networking doesn’t stop there: everything is ready for  
New York on the 17<sup>th</sup> and 18<sup>th</sup> of July.*

Everything there is to understand about London, from the perspective of stylistic dialogue. Everything to keep in mind with regard to market uncertainties related to Brexit.

The 20<sup>th</sup> edition of **Lineapelle London**, which took place on Tuesday, 10 July, at the Ham Yard Hotel, confirmed its identity as a “smart” event, perfectly at home in the world of British fashion, and made it possible to address the concerns of buyers, designers, and stylistic consulting offices without, however, shutting down their traditional desire to research innovative solutions. This creative attitude was confirmed by 49 exhibitors at Lineapelle London: good feedback, stimulated by the informal nature of the event, which makes it possible to manage the B2B relationship dynamically and to establish connections that will be further solidified at Lineapelle Milano, from 25 to 27 September.

Lineapelle London, as one exhibitor explained, represents “an outstanding business card with which to break into the English market, or strengthen one’s presence there, demonstrating how our products are always one step ahead, in all respects, from fashion content to sustainability.” An “*avant garde-ness*” which was the subject of two crowded seminars that introduced the trends for the 2019/2020 winter season, represented by the Lineapelle Fashion Committee with the claim: “Reflections between real and fake”. Turnout was also excellent for the seminar “The Tuscan Way. Vegetable tanned leather: what does it mean and what story does it tell?”, organised by the Consortium for Real Italian Vegetable Tanned Leather.

The next edition of Lineapelle London will take place on Tuesday, 22 January 2019.

With the London event over, the Lineapelle international preview network continues its journey with a stop next week in New York (Tuesday, 17 July and Wednesday, 18 July). 125 exhibitors will be present at the Metropolitan Pavilion, for an event that confirms its calendar of fashion presentations alongside the technical seminar “Know Your Leather”, organised by Lineapelle Training. But that’s not all. The next edition of Lineapelle New York (number 36) offers a new and stimulating creative journey curated by fashion trend advisor Orietta Pellizzari, entitled “Crafting Innovation”: a practical journey through the current methods and ways of applying the most innovative techniques and materials to the fashion accessories sector. Lineapelle New York will also be a stage for the Consortium for Real Italian Vegetable Tanned Leather, which will offer the same seminar in the USA as it did in London and will showcase some winning prototypes from the latest edition of the Craft the Leather international competition, the voting for which took place in Milan this past February during Lineapelle94.

Press Office  
[press@lineapelle-fair.it](mailto:press@lineapelle-fair.it)

Seguici su



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](mailto:milano@lineapelle-fair.it) - [www.lineapelle-fair.it](http://www.lineapelle-fair.it)