

PRESS RELEASE

LINEAPELLE
MILANO, 25-27/02/'15
TSUMMER6

Interest in the leather days (February 25-27, Milan) is running high. There are many more accredited buyers, stylists and visitors (from at least 115 countries) than in the past.

LINEAPELLE, with its spring-summer samples for the coming season, will be held during Milan Fashion Week and be accompanied by the Simac - Tanning Tech show for the footwear, leather goods and tanning industry.

On an area of more than 42,000 square meters, net, 41 nations will be exhibiting hides, accessories, components, fabrics and synthetics, models and chemicals. Tanneries will occupy a good 56% of the area, with the Italian preponderant. Fashion will therefore play a leading role. How?

Designers' choices confirm a preference for clean, smooth material, essential but elegant, potentially perfect: this is the high range. Taste, however, adds the alternative, recent and bold, of the used, the worn, the deliberately aged. These articles will look definitely modern and innovative, aimed at playing down the formal and valorizing the casual. Accessories and apparel will seesaw between two opposites: on the one hand with quality suited to a designer product, too, on the other items that can be customized and are therefore easy-going, expressions of a contemporary style based on the quotidian and thus on the normal.

LINEAPELLE is sponsoring the Italian Fashion Council's "Next Generation, Under 30" fashion show featuring young designers' leather garments, to be held the evening of February 24 at Teatro Vetra, in the context of Milan Fashion Week. The Council (Camera Nazionale della Moda) will also make the Donzelli Room at Palazzo dei Giureconsulti available for all six days and here LINEAPELLE will reproduce its Fashion Studio - a twice-yearly collection for the past thirty years of new ornaments and materials - for designers and observers. An exhibit titled "Leather, an Italian History" will be inaugurated on February 25 at 7 pm with a cocktail for the heads of the Fashion Council and LINEAPELLE. At the show itself the halls will be filled with a host of articles designed to be eco-friendly, from the metal-free to the water-treated, but expected above all is a quantum leap from past performance due to international demand needing more than ever to stimulate consumers with articles having real intrinsic (instead of merely stated) value. There will also be a clear leap in technology offered by the Simac - Tanning Tech event being held at the same time, where the ecological priority will be accompanied by great advancements in refining and lightening the weight of tanned surfaces.

In brief, a complex of companies (1086 of them) in full ferment, with revenue of \$US 15 billion, average per capita sales of \$US 13 million and at least 200 concerns in the \$US 35 to 400 million range. The 524 tanneries, Italian and foreign, have revenue of \$US 8.6 billion; the accessory and components makers nearly \$US 4 billion, and the fabrics and synthetics companies around \$US 1.7 billion.

Since these are leading producers they practice (the tanneries in particular) the highest levels of environmental and social responsibility, transparency in supply traceability, application of ISO standards (with relative certifications), energy-savings and guarantee of origin (much to the annoyance of manufacturers who sell consumer goods without declaring the provenance of the hides with which their products are made).

A conference on sustainability, addressed to the brands, will be held on February 27 (Epsilon Room).

An acknowledged attraction of the event is the beauty, functionality and attractiveness of the stands, which on the one hand appeal greatly to buyers and visitors and on the other spur competition between exhibitors. This edition will see a return to awarding the stands with the most inviting decor.

Finally, it's obvious that the Made in Italy starring at LINEAPELLE is concerned with the future. Which explains that playful and enthusiastic competition organized for years among the middle school kids in the country's industrial districts called "Amici per la pelle". On February 27 there will be 1000 students arriving from various regions to attend the award ceremony in the Auditorium for the class best liked by the panel judging the works inspired by "Pop Art Tan".

LINEAPELLE

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THE POWER OF...

The power of dreamers = invention and surprise.

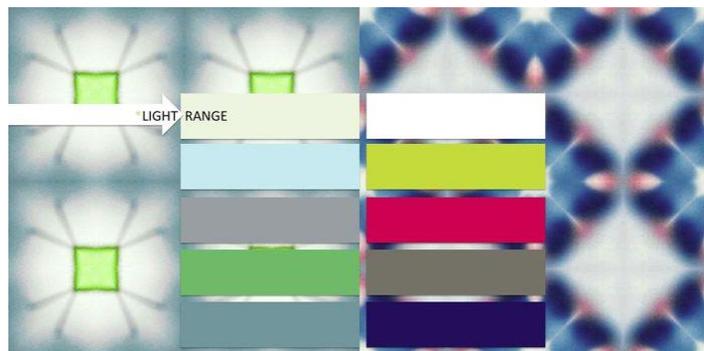
The power of nature = organic-eco-chic, upcycling.

The power of makers = generation C: the generation that is always connected, digital craftsmen, transnational sharing and contamination.

The power of me = the pleasure of personalization.

1-Luminous range

Immaterial tones, neutral shades of whites and greys with notes of green and light blue, between air and water, ignited with fresh and graphic incursions.



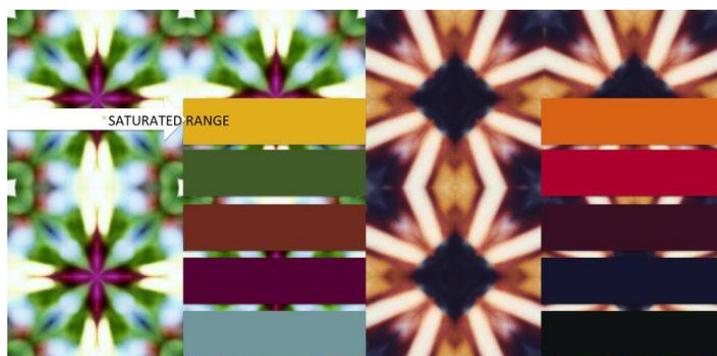
2-Dusty range

Sandy and romantic pastels woven with notes of nuanced colours for a lived-in look.



3-Saturated range

Decisive and sunny tones vibrating among the deep dark shadows of black, blue and bordeaux.



TREND SELECTION ACCESSORIES

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On Summer 2016 celebrating edition Lineapelle offers something new: The Trend Area exclusively dedicated to accessories small parts and components for footwear and leather goods.

In this space we present the most innovative materials with regards to style and technology, produced by the exhibitors of the sector: 407 companies located in Halls 22- 24.

It will be set up along Corso Italia, in front of Hall 9, near the LEM Trend Selection materials.

They are about to be divided into four trends: *Daydreamers*, *Pret-a-sporter*, *Sun Design* and *Name No Name*. You will find small metal machining with slight texture and micro facets and high design components.



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TECHNICAL FIGURES

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Where	fieramilano, Rho
When	February 25-26-27, 2015
Hours	9 am – 6:30 pm 9 am – 5:00 pm (final day)
Entrance	- Porta Est (East Gate) - Porta Ovest (West Gate) - Porta Sud (South Gate)
Admission	operators only
Exhibitors	1.086
- Italian	724
- foreign	362
of which	
- tanneries	524 pav. 11 - 13 - 15
- accessories and components	407 pav. 22 - 24
- synthetics	116 pav. 9
- stylists, schools, other	23 pav. 9
- chemicals	16 pav. 9
Total area	42.207 sqm.

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Premiostand a LINEAPELLE

Nelle giornate del 25, 26 e 27 febbraio, professionisti qualificati visioneranno ed esprimeranno una valutazione complessiva degli stand in ciascuno dei settori espositivi - conciario, accessori e componenti, tessuti e sintetici.

Estetica, funzionalità, valorizzazione del prodotto: i criteri su cui vertirà il giudizio. Attraverso la successiva comunicazione ad espositori e visitatori, l'iniziativa permetterà di far conoscere cura e qualità degli spazi espositivi di LINEAPELLE, segnalando ad ogni edizione le realizzazioni migliori.

Premiostand at LINEAPELLE

On 25, 26, 27 February, a team of qualified professionals will view and evaluate the stands in the exhibition areas - tanneries, accessories and components, textiles, synthetics - and will express a comprehensive assessment based on these criteria: aesthetics, functionality, enhancement of the product.

Through a communication campaign to visitors and exhibitors, the initiative will show the quality of exhibition areas at LINEAPELLE, pointing out the best decoration solutions for every edition.



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LEATHER, AN ITALIAN HERITAGE

Palazzo Giureconsulti

Sala Donzelli

February 25 – March 2, 2015

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T SUMMER 6

An unusual exhibition recounting the fascinating and noble art of tanning, which in Italy has reached the highest levels of excellence, as attested to by the tanneries in Veneto, Tuscany, Lombardy, Campania, etc.

LINEAPELLE has mounted it in the Sala Donzelli in Palazzo dei Giureconsulti, the hub of the Camera Nazionale della Moda during Milan Fashion Week. The exhibit was created to valorize a strategic sector of the Italian economy and to create a new generation of designers.

Presented, through their evolution, are the finest collections in the past 30 years from Italian tanneries, which LINEAPELLE has collected, catalogued and arranged in the LP Fashion Studio, an archive and place of research located in Via Brisa, 3, Milan.

The exhibit will be open to the public from February 25 to March 2, 9 am to 7 pm, and inaugurated in the presence of the heads of the Camera Nazionale della Moda and LINEAPELLE.

Stylistic consultants and experts will be on hand for discussion.

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RAW MATERIAL

Raw Hides and skins Price trend not uniform during the last quarter: drops for smaller and bigger bovine hides with a larger volatility for medium sizes, decreases for sheep and goat (excluding higher selections). On the availability, the 2014 recorded a very slight increase in the EU slaughtering of adult bovines (not calves), after many years of continuous declines, a general downturn in the US and a growth in Oceania. Sheep levels almost unvaried.

Other commodity Widespread decline in the USD quotations at the end of last year. More consistent for crude oil (-30%), less for metals, natural rubber and main textile fibers.

SUPPLIERS

Tanneries The Italian industry closed the year with a slight average increase in the revenue of bovine leather and a loss for sheep and goat. The rest of the main operators in EU and extra-EU shares the same overall trends. The 2014 was very positive for the supplies to automotive while a more fluctuating demands for fashion materials, luxury included.

Accessories, components, synthetics A moderately positive situation for all major products. Some slowdown for fabrics, synthetic and metal parts in the last quarter.

CUSTOMERS

Footwear Italian turnover almost unchanged, better results in the other EU main producing Countries (Spain, Germany, France, Portugal). Growth in Asia, difficulties in Brazil and Turkey.

Leather goods. Another year of average rises for Italian and EU companies, with UK as the only exception. Slow down for China, while India and Vietnam kept on growing.

Leather Garments. EU leading manufacturers increased their turnover in 2014, apart from Germany. Sales up for Indian and Pakistani operators, down for Chinese and Turkish.

Upholstered furniture. Declining volumes and rising values in Italy. Satisfactory results in the rest of Europe.

Automotive. Positive balance for the overall car registrations inside and outside the EU, remarkable rises in Italy (double-digit growth for the production of luxury vehicles), Germany, Japan and the US, less notable for the UK and China too.

NEXT GENERATION

Camera Nazionale della Moda

February 24, h. 9 p.m.

Teatro Vetra

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The 9th edition of the “Next Generation” competition sponsored by the Italian Fashion Council, devoted to designers under 30 and whose purpose is to discover new talent, has LINEAPELLE on board. Some of the top tanneries exhibiting at it supplied the leathers for the outfits created by finalists Claudio Cutugno, Luca Lin, Alessandro Canto and Gianluca Visconti.

After the February 24 fashion show at Teatro Vetra, the outfits will be displayed in halls 13 and 15 at LINEAPELLE, where maxi-screens will be transmitting the Fashion Week shows.

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Exhibitor Countries (41)

ARGENTINA	NEW ZEALAND
AUSTRIA	PAKISTAN
BANGLADESH	POLAND
BELGIUM	PORTUGAL
BRASIL	ROMANIA
CHINA	RUSSIAN FED.
COLOMBIA	SERBIA
CROATIA	SINGAPORE
CZECH REP.	SLOVENIA
EGYPT	SOUTH AFRICA
ETHIOPIA	SOUTH KOREA
FINLAND	SPAIN
FRANCE	SYRIA
GERMANY	SWITZERLAND
GREECE	TAIWAN
HONG KONG	THAILAND
HUNGARY	THE NETHERLANDS
INDIA	TURKEY
ITALY	UNITED KINGDOM
JAPAN	USA
MALI	

Visitors Countries (114)

AFGHANISTAN	ECUADOR	LITHUANIA	SENEGAL
ALBANIA	EGYPT	LUXEMBOURG	SERBIA
ALGERIA	EL SALVADOR	MACAO	SINGAPORE
ARGENTINA	ESTONIA	MALAYSIA	SLOVAKIA
ARMENIA	ETHIOPIA	MALI	SLOVENIA
AUSTRALIA	FINLAND	MALTA	SOMALIA
AUSTRIA	FRANCE	MAURITANIA	SOUTH AFRICA
BAHRAIN	FYROM	MEXICO	SOUTH KOREA
BANGLADESH	GAMBIA	MOLDOVA	SPAIN
BELARUS	GEORGIA	MONACO	SUDAN
BELGIUM	GERMANY	MONGOLIA	SWEDEN
BOLIVIA	GHANA	MOROCCO	SWITZERLAND
BOSNIA AND HERZEGOVINA	GREECE	NEPAL	SYRIA
BRASIL	HONDURAS	NICARAGUA	TAIWAN
BULGARIA	HONG KONG	NIGERIA	THAILAND
CAMEROON	HUNGARY	NORTH KOREA	THE NETHERLANDS
CANADA	INDIA	NORWAY	TUNISIE
CHILE	INDONESIA	OMAN	TURKEY
CHINA	IRAN	PAKISTAN	UGANDA
COLOMBIA	IRELAND	PALESTINIAN NA	UKRAINE
CONGO R.D.	ISLAND	PANAMA	UNITED ARAB EMIRATES
CONGO R.P	ISRAEL	PERU	UNITED KINGDOM
COSTA RICA	ITALY	POLAND	URUGUAY
CROATIA	JAPAN	PORTUGAL	USA
CUBA	JORDAN	QATAR	UZBEKISTAN
CYPRUS	KENYA	ROMANIA	VENEZUELA
CZECH REP.	KOSOVO	RUSSIAN FED.	VIETNAM
DENMARK	LATVIA	SAN MARINO	
DOMINICAN REP.	LEBANON	SAUDI ARABIA	

AMICI PER LA PELLE Competition

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This is the fourth edition of the “**Amici per la pelle**”, competition sponsored by UNIC (the Italian Tanning Industry Association). It involves 1,000 students in the middle schools in the tanning districts in Campania, Lombardy, Tuscany and Veneto.

Schools (53 sections of 9 educational institutions), public administrations and companies committed to communicating and spreading awareness of the resources of the tanning industry, a great socio-economic force in the territories involved.

The steps in the competition included courses on the tanning process, tours of tanneries and industrial installations and, finally, the creation of objects in leather, inspired by Pop Art Tan in its popular meaning. The articles will be exhibited at LINEAPELLE, pav. 9, for visitors to admire.

On the morning of February 27 students and teachers will arrive for the concluding ceremony at the Auditorium Fiera Milano, Rho. Actor-cabaret performer Maurizio Lastrico will provide entertainment at the awards.