

# LINEAPELLE

## LINEAPELLE IN A "COUNTERTREND" September 10-12, 2014, Milano Rho

LINEAPELLE accentuates its world leadership by returning to Milan. Revolving around it is a universe of 50,000 companies and a business revenue of \$150 billion deriving from offer and demand in more than 110 countries, with Italy in the forefront of excellence. And it is precisely Italian leather that gives this current edition (September 10-12, Milano Rho fair complex) a climate of optimism, showing a countertrend to the general economic situation: online foreign buyer accreditations and display space have had net increases. Luxury goods, automotive, footwear, furniture and apparel makers get styling inspiration and supplies from 1123 exhibitors from 41 Nations - displaying on an area of more than 42,000 square meters – to create their products for Winter 2015-16.

In addition to the new venue, greatly appreciated by operators in all ranges and all over the world was the much earlier scheduling of the show, permitting them to prepare their collections in time for simultaneous distribution globally. In the 6 big halls there will be hides, accessories, fabrics, components, models, design schools and the press – a host of articles with quality and added value superior to the norm, where the Italian-made plays a leading, stimulating role for fashion.

The "Trend Area" will be housed in Lems 3 and 4, the lovely ovoid structures along the elevated stretch of the Ponte dei Mari, offering selected items from companies and in particular from those who will be exhibiting at the Anteprema (preview) show (January 15-15, 2015, Mico, Milan).

Styling "forecasts" for Fall-Winter will be provided in pavilion 13/15 (2<sup>nd</sup> floor, Gamma Room) on September 10 and 11, in Italian at 11 am and 2:30 pm and in English at 12:30 and 4 pm.

There will again be "Workshops" devoted to materials and methods for working them (pavilion 9) in collaboration with Barbara Ricchi's My Vintage Academy. This valorization of handcraftsmanship will be streamed live within the expo complex and at Italy's major railway stations (Milan, Rome, Florence, Naples, Turin).

In July and August the economic picture saw stable prices for raw and semi-worked hides, with availability limited in Europe and the United States, increasing in Australia and rising marginally in Brazil. Prices held steady for metals, rose for aluminum alloys and decreased for rubber, cotton and wool. The automotive sector and leather goods were on an upward curve while there was uncertainty in footwear and padded furniture (except in the USA), making it a good year on the whole for designers.

"Credit" will be the subject of a round table held on September 10 at 11 am, to examine the current situation and prospects in the light of a survey conducted by Claudio Cacciamani (Parma University). Participants will include Filippo Taddei (Assistant Professor of Economics, SAIS [Johns Hopkins University, Bologna] and Democratic Party [PD] secretary for economics), Emanuele Piazza (manager, PD national department) and Monica Cellerino (Unicredit); Stefano Righi (*Corriere Economia*) will be moderator.

LINEAPELLE's international services also include a series of stylistic conferences and presentations held in the United States, China, Japan, South Korea, Vietnam, Russia, Poland, Canada, Spain, Brazil, Mexico, Colombia and South Africa, United Kingdom, Turkey.

Memo: shortly after the show closes exhibitors will post their samples on "Show Room Lp" ([www.e-lineapelle-fair.it](http://www.e-lineapelle-fair.it)) and what was displayed in the Lems will be transferred to the Fashion Studio (Via Brisa 3, Milan).

September 2014

Seguici su    



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*International show of leathers, accessories, components, synthetics, models*

<b>Where</b>	fieramilano, Rho
<b>When</b>	September 10-11-12, 2014
<b>Hours</b>	9 am – 6:30 pm 9 am – 5:00 pm (final day)
<b>Entrance</b>	- Porta Est (East Gate) - Porta Ovest (West Gate) - Porta Sud (South Gate)
<b>Admission</b>	operators only
<b>Exhibitors</b>	1.123
- Italian	710
- foreign	413
of which	
- tanneries	558 pad. 11 - 13 - 15
- accessories and components	410 pad. 22 - 24
- synthetics	127 pad. 9
- stylists, schools, other	28 pad. 9
<b>Total area</b>	42.290 mq.
<b>Exhibitor countries (41)</b>	Argentina, Austria, Bangladesh, Belgium, Brazil, Burkina Faso, China, Colombia, South Korea, Croatia, Egypt, Ethiopia, the Russian Federation, Finland, France, Germany, Japan, Greece, Hong Kong, India, Indonesia, Iraq, Italy, Mexico, New Zealand, Netherlands, Pakistan, Poland, Portugal, United Kingdom, Czech Republic, Romania, Serbia, Singapore, Slovenia, Spain, South Africa, Switzerland, Thailand, Turkey, USA.
<b>Visitor countries (expected)</b>	104 Italy, Germany, Spain, United States, France, United Kingdom, China, Portugal, Netherlands, Turkey, Japan, Switzerland, Austria, India, Poland, Russia, Greece, Belgium, Romania, South Korea, etc.

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## #FROM LIGHT TO LIGHT

Light is the underlying theme of the season, and the perceptive and sensorial aspects of light will let us see the future with fresh eyes. 2015 will be the "International Year of Light". Colour is light. The ranges explore the different effects of light on things: The faded colours of the winter will take on sophisticated tones, the intense colours will be warm and dense. The absence of light will inspire the dark shades of greys and violets, explored in all their declinations, extending into brown. Materials take centre stage this season, forms move towards simplification and find new life in their material nature. Light creates precious surfaces, which bring added value to products: new opacities and shine, effects playing with sharp focus and out of focus, softness and construction. New décor evokes the magnificence of the Renaissance, but with a sacrilegious approach and an unexpected evolution into Rock. Technology and experimentation meet craftsmanship. Modernity is embraced within two other key concepts: season no season and sustainability.



Light which bleaches and overexposes colours, softening, purifying, taking the definition away from materials. Minimal and pastel colours, from almost-white neutrals, to tones of grey, to soft caramel... pale orange, dusty green and washed-out light-blue become touches of sophisticated colour.



The most intense and colourful range of the season is awash with colour, a tinted vision of the world seen through coloured lenses. Warm shades of red and orange with a shot of "passepartout" green, leather and rust tones used as neutrals with a touch of pink to sweeten it all.



The fading of the evening light turns the tones down, but does not abandon colour. Variations of blacks, heading towards shades of dusty but coloured grey. Oyster black, deep green, dark blue, lightening into mid greys and the lightest pearls.



Together with the lightest tones, this is the hottest range of the season. Kaleidoscopic reflexions lie between artificial and culinary. The colours of relax, purples and bordeaux explored in all their variations, extending into brown.



## CONGIUNTURA

Dopo un trimestre debole, in luglio e agosto i prezzi delle **materie prime**, cioè i pellami grezzi e semilavorati, si sono orientati alla stabilità. La disponibilità resta limitata in Europa e Stati Uniti, cresce in Australia e marginalmente in Brasile.

Prevalente stabilità dei corsi nei metalli, dopo i forti aumenti di nickel e zinco nell'ultimo anno, mentre continua la crescita di leghe di alluminio e la debolezza dei minerali ferrosi. In contrazione il petrolio, leggero calo per cotone e lana.

Nei **beni intermedi** la concia ha mostrato variazioni positive di vendita nella prima parte dell'anno nonostante alcune disomogeneità. Crescita generale per accessori, componenti e sintetici.

Nei **manufatti**, pelletteria e *interni auto* tracciano un andamento favorevole, maggiore incertezza per calzatura e arredamento imbottito, eccetto gli Stati Uniti con più ordinativi. Anno meno brillante per le grandi firme moda.

Sullo scenario globale pesano il rallentamento cinese e le tensioni politiche nelle regioni russe.

## BUSINESS OVERVIEW

After a weak quarter, in July and August the prices of **raw material**, i.e. raw hides/skins and semi-processed leather, appeared more stable. Availability remains limited in Europe and the US, grows in Australia and hedges up in Brazil.

Prices appear largely stable for metals as well, after the surge for nickel and zinc in the past year, while continues the rise of aluminum alloys and the weakness of iron ore. Slump in the price of oil and natural rubber, slight decrease for cotton and wool.

As concerns the **intermediate goods**, in the first part of the year the tanning sector recorded an increase in total sales despite uneven results; a general upward tendency by accessories, components and synthetic materials.

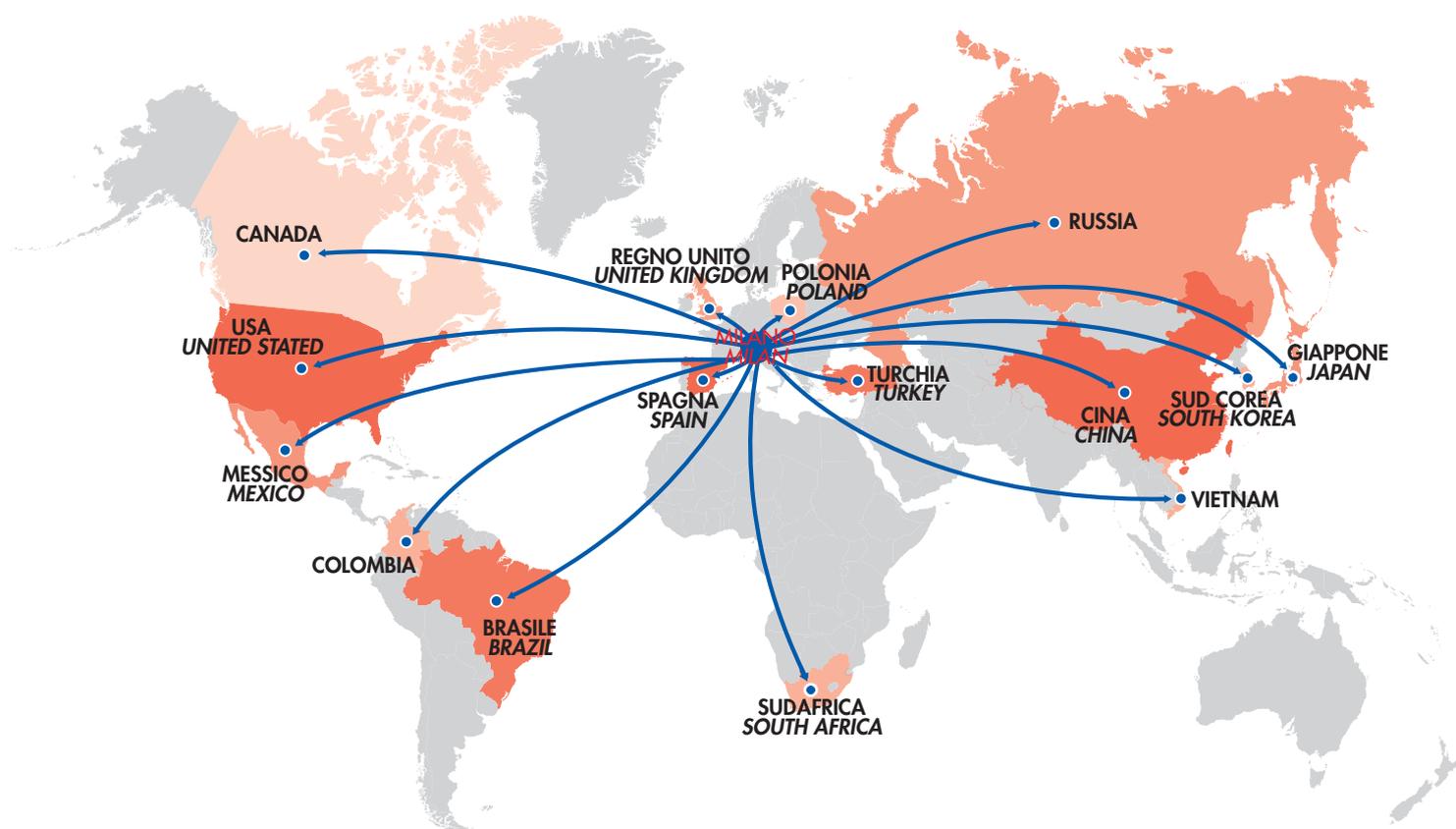
For **downstream products**, leather goods and car interior still enjoy a favorable trend, more uncertainty surrounds footwear and upholstery, except in the US, where orders are on the rise. A less bright year for fashion luxury brands.

On the global scene weight the Chinese economic slow-down and the uncertainties with Russian areas.

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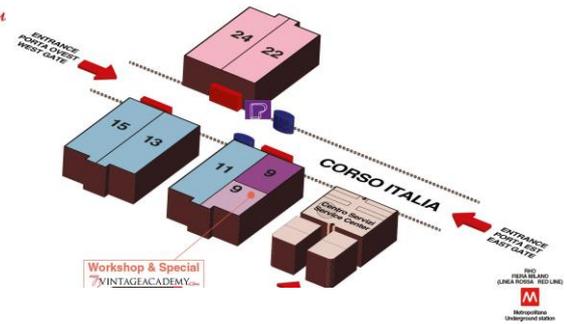
ALL'ESTERO / ABROAD

FIERE E PRESENTAZIONI STILISTICHE  
FAIRS AND TREND SEMINARS



2014-2015

# LINEAPELLE



## MEETING PROGRAMME

Hall. 9 – Workshop & Special Area

Aisles R-S

**WEDNESDAY, SEPTEMBER 10, 2014 - 10:00 a.m. - 6:00 p.m.**

<b>W</b> The YKK zip	10:00-11:00
<b>S</b> The luxury of feathers by <b>Mazzanti Piume</b>	10:00-11:00
<b>W</b> Automotive & Mobility	11:00-12:00
<b>S</b> The feels of leather	11:00-2:00
<b>W</b> Leather colour brushing	12:30-1:30
<b>W</b> Feathers in the hair by <b>Mazzanti Piume</b>	2:00-3:00
<b>S</b> Crocodile, the excellence of premium skins	2:00-4:00
<b>W</b> The antiquing technique by <b>Kenda Farben</b>	4:00-5:00
<b>S</b> Embroidery	4:00-6:00
<b>W</b> The plait that interweaves by <b>Certaldese</b>	5:00-6:00

**THURSDAY, SEPTEMBER 11, 2014 - 9:30 a.m. - 6:00 p.m.**

<b>S</b> The art of weaving by <b>Certaldese</b>	9:30-11:00
<b>W</b> The pendent by <b>Il Gioiello di Firenze</b>	10:00-11:00
<b>W</b> Sample store <b>YKK</b> by <b>Astra</b>	11:30-12:30
<b>S</b> The jewel by <b>Il Gioiello di Firenze</b>	11:30-1:00
<b>W</b> The art of papier-mâché	1:00-2:00
<b>S</b> The importance of the zip with <b>Kei Kagami</b> by <b>YKK</b>	2:00-3:30
<b>W</b> The secrets of the pochette by <b>Verniani</b>	2:30-3:30
<b>W</b> Re-generation-Mania	4:00-5:00
<b>S</b> The art and ingenuity of <b>Verniani</b>	4:00-6:00
<b>W</b> BI-SIDE – Doubling, coupling, combining	5:00-6:00

**FRIDAY, SEPTEMBER 12, 2014 - 10:00 a.m. - 6:30 p.m.**

<b>W</b> The clog by <b>Giorgio Linea</b>	10:00-11:00
<b>S</b> The hat tradition by <b>Memar</b>	10:00-1:00
<b>W</b> The hat and its decorations with <b>Memar</b>	11:30-12:30
<b>W</b> Renovated vintage with <b>American Transfer</b>	1:00-5:00
<b>W</b> Body painting with <b>American Transfer</b>	1:00-5:00
<b>S</b> The Custom-made shoe	1:30-4:00
<b>S</b> Shopping experience – <b>Fidenza Village</b>	1:30-6:30

**S** = Special

**W** = Workshop