

LINEAPELLE

BE PART OF THIS GAME

LINEAPELLE 103 (20 - 22 FEBRUARY 2024, FIERAMILANO RHO)
PRESENTS AN EDITION FULL OF CREATIVE, COMMERCIAL AND CULTURAL STIMULI.
AND IS CONFIRMED IN ITS ROLE AS A REFERENCE EXHIBITION PLATFORM
FOR THE FASHION, LUXURY AND DESIGN INDUSTRY

An edition under the banner of **creative sharing** and the need to offer the market **concrete stylistic and product stimuli** while waiting for signs of escape from the complexity of the current economic situation.

At Fiera Milano Rho, from 20 to 22 February 2024, **LINEAPELLE** celebrates its **103rd edition** by welcoming **1,167 exhibitors** (tanneries, manufacturers of accessories, components, fabrics, and synthetics, for **an exhibition area of more than 44,000 square metres**) from **43 countries** and consolidating its dimension of global fair leadership in the context of the supply chain for the fashion, luxury, and design industry.

"LINEAPELLE 103 confirms itself as **the Fair of the leather sector in the world** - comments the president, Gianni Russo -, because there is no other event capable of bringing together in the same place and at the same time 1,167 companies from 43 countries, making it a **reference point** for a supply chain made up of **60,000 companies, 2.5 million employees** and capable of generating a **turnover of 150 billion dollars**. I cannot, moreover, fail to emphasise how this edition falls in a context of concerns due to the widespread geopolitical tension that affects and conditions the trend of luxury consumption".

LINEAPELLE 103 announces itself as an event rich in content, creativity, and market expectations, and launches a participative and inclusive invitation to its community: **BE PART OF THIS GAME**.

An evocative call to action inspired by the world of sport (from which Lineapelle takes inspiration for the image of this edition: a branded basketball uniform) appropriating its codes to demonstrate how fashion, style, creativity, and their supply chain speak **a common language**. A language that represents **the core of LINEAPELLE's identity**.

In the spotlight of this edition will be **the trends** studied by the **LINEAPELLE Fashion Committee** for the **2025 summer season**, summarised in a singular and, at the same time, evocative title: **VUJA DE**, i.e. the opposite of DEJA VU. It is an invitation to **free the imagination**, "a hymn to change and to experience usual situations as if one were seeing them for the first time", to "change one's point of view and imagine a new perspective".

LINEAPELLE 103 will be a trustworthy creative, commercial, and cultural platform that will offer an articulated list of contents and will take place in partial concurrence with **the fairs of the Confindustria Moda galaxy**, scheduled from 18 to 21 February: Micam (footwear), Mipel (leather goods), TheOneMilano (clothing), Milano Fashion&Jewels (fashion and jewellery).

In addition to the usual **Trend Areas** located in Halls 9, 13, and 22 and the **style seminars** open to the public (in the morning of the first two days of the fair in Italian and in the afternoon in English), there are many projects that will enrich this edition.

- The first represents the great novelty of this edition. It is called **LINEAPELLE INTERIORS / Leather Duets** and is a space conceived to highlight the incredible versatility of Italian leather in the context of interior design. A space conceived to host five installations where you can discover as many "never seen" projects, but conceived to be engineered just in time: they look like prototypes, but are actually products that can be made to order. The Duets of this first edition are Manifattura di Domodossola + NALESSO; Accoppiature Mistral + Mantellassi Design; Conceria Gaiera + Cierreesse Arredamenti; Conceria Montebello + Studioart Leather Interiors; Gruppo Mastrotto + Decormarmi.
- **The Lineapelle Designers Edition** fashion shows and fashion projects are back in town, at the **Spazio Lineapelle** in Piazza Tomasi di Lampedusa. At the fair, in the Fashion Show Area of Pavilion 24, LINEAPELLE proposes two events a day, opening up the catwalk to a group of designers and their ideas for declining leather. They are Mario Dice Designer, Anton Giulio Grande, Alberto Zambelli, Cassell, Giuglia and LEONARDOVALENTINI. At Spazio Lineapelle, on the other hand, from 20 to 25 February, there will be presentations by NI-DO BAGS, Conceria Dani, Iaia Bags, Amato Daniele Bags, Brutus, and De Couture.
- Space is given to an evolved and interactive idea of craftsmanship with **In the Making Act II**, an interconnected and multidisciplinary area that combines the high craftsmanship of the Italian tradition with the most advanced product engineering, fashion with interior design, technology with art. Students, designers, insiders and foreign delegations will be able to participate every day in eight technical workshops of 45 minutes each, led by industry professionals and project partner companies.
- The **Science Based Fashion Talks**, organised by LINEAPELLE in collaboration with SPIN360 (a company specialising in innovation and sustainability in the fashion and luxury world), are also back, offering a rich agenda of inclusive and culturally elevated meetings and debates on science, innovation, and the market, of industrial interest.
- As in every February edition, LINEAPELLE 103 will host the award ceremony for the **Amici per la Pelle** competition, involving over a thousand students from secondary schools in the Italian leather districts. This well-established educational initiative is organised in collaboration with UNIC – Concerie Italiane and is flanked by the presence of some prestigious Italian fashion institutes at the fair.
- LINEAPELLE 103 will also be visited by a number of **international delegations** organised with the support of **Agenzia ITA - ICE**.

The time to **BE PART OF THIS GAME** has come.

Lineapelle Press Office: press@lineapelle-fair.it

LINEAPELLE

EXHIBITION DATA

Date	20/21/22 February 2020
Venue	FieraMilano, Rho
Entrance	East Gate - West Gate - South Gate 9.00 am – 6.30 pm 9.00 am – 4.00 pm (last day)
Access	On invitation
Exhibitors	1.167 Italians 705 Foreigners 464 (42 Countries) Tanneries <i>pav. 11-13-15</i> Accessories and components <i>pav. 22-24</i> Synthetics and fabrics <i>pav. 9</i> Chemicals, designers, schools, press, services <i>pav. 9-11-13-15-22-24</i>
Net surface	44.052 sqm.
Trend Areas	Pavilions 9-13-22
Secretary's Office	Building O16 - Corso Italia, corner of pav. 22 – 2° floor e-mail: lineapelle@lineapelle-fair.it tel. 02/36629345 - 02/36629344 – 02/36629347

Lineapelle Press Office
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LINEAPELLE

VUJA DE:

TRENDS FOR SUMMER 2025 COMPILED BY THE LINEAPELLE FASHION COMMITTEE
HAVE A VERY EVOCATIVE NAME
AND INVITE US TO CHANGE OUR POINT OF VIEW,
IMAGINING AND ACCEPTING NEW PERSPECTIVES

An invitation to unleash the imagination.

A hymn to change.

The fashion and colour trends for Summer 2025, developed by the Lineapelle Fashion Committee, have a very special and evocative title: **VUJA DE**.

That is, **it is the opposite of DEJA VU**.

The concept referred to is the 'experiencing of family situations as if one were seeing them for the first time', to 'change the point of view and imagine a new perspective', as the committee's coordinator, Antonella Bertagnin, puts it.

"As when something changes abruptly, opposites coexist, and contrasts are created". Hence, the trends for the 2025 summer season will feature certain 'paradoxes'. For example, it is the encounter between vintage taste, luxury, and supermodern solutions. Or, the continuous demand for naturalness (little coverage on materials) that lives in parallel with the success of artistry, of sometimes exaggerated finishing.

It will be 'a season of transition in which **bringing opposites together can become a creative cue**'. This is the starting point to understand how luxurious and impeccable materials can take many different paths: between the most natural and the most glamorous shine. For example, calfskins or half calfskins are smooth and natural in their sheen. The desire for 'caressing softness' makes one appreciate all the workings of Nappa leather (varnished, polished, abraded). Contrasts and mashups are also to be found in the fabrics, while **the world of small parts finds renewed linearity**. The era of the excesses of super flashy accessories seems to be over, making way for a cleaner image, a search for the smallest details. After a long period of success for gold, there is now a return to cooler tones for galvanics, with more fluid and rounded shapes. On the other hand, as far as the universe of footwear, heels and components is concerned, there is a preference for angular lines, bold volumes, character, and shapes that set in motion the savoir-faire of the craftsmen.

As far as colours are concerned, **summer 2025 will be dominated by warm, enveloping tones**. Colours represent positive changes, and they are both bearers of them and expressions of them. Green, for example, represents the connection with nature and is synonymous with serenity. Blue represents calm, stability, and confidence. Yellow represents optimism, positivity and innovation. White purity, clarity, a new beginning. Pastel colours, very present in the SS25 season, are often used to express empathy. Earth colours, also strong protagonists, express the connection with the environment. Turquoise, which will have a large space, is a symbol of reconciliation and psychophysical well-being. Coral, a symbol of care and support, can represent positive social change instead.

The trends will be presented at the Trend Areas (hall 9-13-22) and at the Fashion Theatre (Hall 13) with two seminars in Italian (20 and 21 February, 11 a.m.), two in English (20 and 21 February, 2.30 p.m.) and one in Chinese (20 February, 2.30 p.m.).

Press Office
press@lineapelle-fair.it

LINEAPELLE DESIGNERS EDITION

PRESS RELEASE**LINEAPELLE DESIGNERS EDITION**

LEATHER FASHION WEEK

FW 24/25

**FASHION, DESIGN, CULTURE AND SUSTAINABLE
COMMITMENT TO CELEBRATE LEATHER MADE IN
ITALY**

The event, supported by UNIC-Concerie Italiane and promoted by Lineapelle, doubles and reaches its fifth edition with a packed calendar of events, including fashion shows and presentations.

As locations, Spazio Lineapelle, in the heart of Milan and the halls of Fiera Milano Rho

February 2024 - **LINEAPELLE DESIGNERS EDITION**, an event created to support and valorise leather and its most original and creative applications, reaches its fifth edition with a packed calendar of events that will take place **from 20 to 25 February 2024**, in conjunction with Milan Fashion Week and the 103rd edition of Lineapelle (Fiera Milano Rho - 20/22 February 2024).

Twelve brands and griffes will present their clothing or accessories collections between **Spazio Lineapelle**, in the heart of Milan (Piazza Giuseppe Tomasi di Lampedusa) and **Fiera Milano Rho** during **Lineapelle**, where fashion shows will be held in a dedicated area of over 1,000 square metres in Hall 24.

The event, which has obtained the patronage of the Municipality of Milan, aims to present the public with a wide range of creative interpretations of leather and how this material is unique and iconic, versatile and inimitable and suitable for all fashion trends. Designers from different backgrounds and styles will take part, supported by the Italian tanneries that produce extraordinary work on this material.

The six fashion shows, open to all exhibitors and visitors, will take **place** over the three days of the fair, while the **six presentations hosted at Spazio Lineapelle** will alternate between fashion, performance and sustainability.

Three days dedicated to the five senses at Lineapelle Designers Edition at Fiera Milano Rho

If fashion shows, by their very nature, gratify the sight, hearing and touch of those who attend them, for this season, Lineapelle Designers Edition offers guests a true immersion in the five senses.

Scent of a collection

Thanks to the collaboration with Fragrans in Fabula, a niche perfumery in the heart of Milan that offers a selection of fragrances created by the greatest master perfumers, each designer has chosen a particular perfume linked, in terms of notes and atmospheres, to their own autumn-winter collection, so as to give those attending an olfactory suggestion during the fashion show.

Old Fashioned Taste

And to satisfy the taste buds too, at the end of each show, guests will be able to sample the timeless Old Fashioned, Woodford Reserve Straight Bourbon Whiskey cocktail, which has its roots in the heart of Kentucky in the first decade of the 19th century.

Here is the calendar of events:

FIERA MILANO RHO - HALL 24 | T29**Tuesday 20 February**

12 a.m.

"Coded" MARIO DICE Designer

"Coded: The Hidden Love of J. C. Leyendecker".

Mario Dice Designer's new collection reveals the subliminal message of the work of one of advertising's queer forefathers. Leyendecker was a prominent early 20th-century illustrator whose work for The Saturday Evening Post introduced iconic American images such as 'New Year's Baby' and 'Santa Claus'.

But his work in advertising is also influential, as the then-hidden artist often included and used homoerotic themes as codes in his illustrations. The designer wants to share with the public what struck him about the illustrator's work and its impact on American and queer culture by declining Leyendecker's code in the multiple processes of leather: from embossing to lasing, via heat-sealing and needle-punching.

Scent of the Collection: CREED - Love in White

A floral and candid dress to which Iris, the fragrance's protagonist, lends elegant talcum shades. A veritable ode to femininity.

LINEAPELLE DESIGNERS EDITION

- 4.30 p.m. **"Callas forever Rock" ANTON GIULIO GRANDE**
 A tribute to Callas, to her conquered femininity and her eternal style a hundred years after her birth. A collection free from prejudice with garments that transpose from his wardrobe to hers. Extremely light leather mixed with feathers, transparencies and embroideries, an expression of the high craftsmanship that is a symbol of Made in Italy, with studs, rhinestones, and Swarovski. Delicate colours such as wisteria, salmon, pearl grey, sky blue and pink, which, at times, are intensified with petrol tones and timeless black. Sensual and elegant, the AGG woman contrasts harmoniously with a men's collection with a rock flavour, with genderless garments: impalpable leather shirts, lace laser and hyper-embroidered bomber jackets that are stolen from the men's wardrobe and worn by women with oversized volumes.
 Anton Giulio Grande's couture bets on leather and develops a Men's and Women's collection with the brand's typical codes to infuse his personal vision of style, reinventing iconic garments in a modern key.
Scent of the Collection: MAJDA BEKKALI - Mon nom est rouge
 It is an intense, deep fragrance that explores passion and desire where the metallic opening of aldehydes evolves into a warm, deep base of tobacco, sandalwood and musk.

Wednesday 21 February

- 11 a.m. **"Nextum" ALBERTO ZAMBELLI**
 Nextum is a connection between man and nature, between male and female, between matter and body. Zambelli reflects and creates a dialogue between these dualisms in which he transforms silence into a visual language. The designer explores the world of tailoring through the use of leathers with sophisticated and elegant textures and precise cuts with enveloping shapes in a timeless minimalism.
 Founded in 2013, the eponymous brand is recognised for its minimalist and decorative style, made up of clean architectural lines, as well as the use of noble materials and precious details.
 The continuous search for materials, shapes and processing oriented towards high Pret-à-Porter and the attitude towards the use of natural fabrics elected the designer in 2014 among the 15 talents of Milan Fashion Week.
 The collections translate a contemporary and personal vision of Heritage Made in Italy, designed, manufactured and produced at the Alberto Zambelli Headquarters in Km Zero.
Scent of the Collection: MIZENSIR - Incensum
 A tribute to the Kodo, an ancient Japanese ceremony used to 'listen to the voice' of incense. A contrast of spicy and woody notes celebrates the encounter between East and West.
- 2 p.m. **"Come as you are" CASSELL**
 An ode to individuality for this Cassell collection, aimed at celebrating the uniqueness of those who choose a garment signed by the brand. The quality of the materials, attention to detail and exclusive elegance are omnipresent, giving the garments a fresh and never-predictable appeal. The style is rigorous yet spontaneous, the cuts precise yet characterised by avant-garde creativity. In the foreground is the exaltation of leather, the true and only protagonist, worked in totally innovative declinations. Through this promenade, Cassell is concerned with redefining but at the same time preserving the conventions of fashion.
 The Cassell brand makes leather the base material for its collections thanks to a strong heritage and uses only materials of excellence, the result of sustainable and circular processing.
Scent of the Collection: NISHANE - Fan Your Flames
 An invitation to feed one's inner fire. An intense mix of rum, tobacco and coconut notes on a woody base.
- 4 p.m. **GIUGLIA "Orbits"**
 Orbits encapsulate the essence of the perpetual dance of life. In the vast cosmic tapestry, planets revolve around the sun, satellites circle planets, migrations move periodically, and regularly, and flows of people are in social and material orbits in a cosmic ballet that always finds a centre.
 The orbits and, in this case, the multiple capsules within this collection symbolise both order and chaos, echoing the delicate balance that defines the young designer's creative journey. The creations in orbit, although having the same centre, move apart and come closer but never collide; they have their own meaning and their own life.
 In the collection, leather is proposed with all-season garments in calfskin and lambskin, developed and produced by selected Italian tanneries. There is a wide range of colours and finishes: jackets worked on the flesh side and skirts with a vintage effect through to post-processing such as dyeing, drawing and painting directly on leather.
Scent of the Collection: FLORIS - Vert fougère
 A meditation fragrance that rewrites an archetypal genre of perfumery: fougère. A green, musky base that blends with cedarwood and cashmere.

LINEAPELLE DESIGNERS EDITION

Thursday 22 February

2.00 p.m.

"Barter" LEONARDOVALENTINI

LEONARDOVALENTINI is an aesthetic project of Made In Italy handcrafted experimentation, which has at its roots the valorisation of the excellence of fine leathers, ultra-light silks and research in embroidery within a Prêt-à-Couture with an erotic imprint, accompanied by a collection of bijoux distinguished by a special attention to detail of the purely gold jewellery and leather accessories made from the scraps of clothing leather. The brand was created as genderless and seasonless in order to break down gender boundaries and transcend fashion dictates.

'Barter' is the brand's new collection and takes its name from Renato Zero's historic 1979 song. The strong link that has always bound the designer with the world of music (he has dressed internationally renowned artists such as Lenny Kravitz, Maneskin, Irama, Ghali, Rose Villain) will see the performance of **ANIMAUX FORMIDABLES** at the fashion show, who, after the X Factor, were the protagonists of the shots for his campaign.

Scent of the Collection: CFDA - Sottosopra

A reverse olfactory emotion combining strawberry with leather, an olfactory geometry in which dream intertwines with reality.

SPAZIO LINEAPELLE - Piazza Giuseppe Tomasi di Lampedusa Milan

Tuesday 20 February 11.00 am /9.00 pm - "Corolla SS24" NI-DO BAGS

The corolla is the set of petals that form the most conspicuous part of a flower and, at the same time, hold the most precious element of it. This detail inspired NI-DO BAGS because, for them, a handbag is not just an accessory but a safe place in which everyone stores their affections.

"Corolla" is presented in brightly coloured petals: cherry red, electric blue, lime green and hazelnut, matched with the nuances of the Plexiglas handles that match the shades of the leathers, creating plays of light and contrast, delicate and shiny.

During the presentation at Spazio Lineapelle, an oasis of colour block flowers will enhance the new limited edition shades for the spring/summer collection.

Wednesday 21 February 6.30 p.m.-8 p.m. - 'Best of Dani & IFM' Conceria DANI

A day of celebration to mark ten years of collaboration between DANI and INSTITUT FRANÇAIS DE LA MODE, a Paris-based organisation that trains talents from all over the world and sheds light on the importance of training young creatives.

"Best of DANI & IFM" will present the artefacts that the students have made over the ten years, choosing sustainable leather as their main material and creating bags, shoes, accessories, and outerwear.

The workshops promoted by the institute are a veritable experimental forge for students who not only come into contact with the materials but are supported by the companies in their training, aimed at discovering how the material is developed, what its distinctive characteristics are and how it must be processed to transform it into a finished product. Leather proves to be a natural material of great excellence, an indispensable choice for the fashion world. Many of the students exhibiting have gone on to become stylists at major fashion houses throughout Europe and are testimony to how important school-company synergies are in their growth and opportunities to bring them closer to the work of tomorrow.

Thursday 22 February 10.00 a.m.-8.00 p.m. - 'The Ribirth' IAIA MILANO

IAIA Milano was born in 2019 from the creative mind of Iaia De Rose, who considers handbags to be an accurate tool for female empowerment.

Made in Italy, made to order, and with a highly distinctive design, IAIA Milano, characterised by its innovative made-to-order flash sales method through Social Selling, has reached thousands of women in a short time, building a community of passionate collectors.

Today, IAIA Milano is a reference brand among those who love luxury but want bags that are true transformers, just like IAIA Milano women are.

During the presentation, the flagships IAIBag and IAIAPosh in an exclusive selection of colours only for the event participants, as well as a Social Selling Live on the brand's website and social channels with which the new logo and visual identity will be launched.

And for all fans of the brand, the launch of the much-awaited new model is dedicated to Mothers 4.0.

LINEAPELLE DESIGNERS EDITION

Friday 23 February 4 p.m./9 p.m. - "Golden Shadows" AMATO DANIELE

Amato Daniele's Autumn Winter 2024/25 'Golden Shadows' Collection stands out for its timeless inspiration, taking its cue from the mysterious beauty of a starry night in the desert. The designer has captured the magical atmosphere and infinite vastness of the night sky with its thousands of shades, creating a cohesive yet varied collection, perfect for those who wish to stand out in style. The guiding thread and protagonist of the collection is the colour gold, which blends the different material textures with sophisticated models and a fascinating colour palette that evokes the wonder of a sunset over the desert dunes and the brilliance of the celestial vault reflected in the eyes of the beholder.

Saturday 24 February 2 p.m.-8 p.m. - "Handcrafting Personality" BRUTUS

Brutus combines Italian design, research into innovative materials and excellent craftsmanship to create exclusive leather garments, focusing on that unique act of rebellion that is the pursuit of beauty.

At Spazio Lineapelle, in the centre of Milan, their iconic jackets will be presented through four specific installations, representing what Brutus has conceived and knows how to do: the first vegetable-tanned leather jacket dyed with seaweed, the first leather jacket in the world finished with the dust of exhausted racing tyres, the first jacket dyed with seaweed and tattooed by the artist Giuseppe Messina and the jewelled jacket made with crystals and mining stones by Daniela Boni.

Alongside the one-of-a-kind pieces, there is a line of limited edition, hand-painted jackets and vests, to make people discover the unique experience of wearing a work of art.

Sunday 25 February 3 p.m./7 p.m. - "Savoir-faire" DE COUTURE

The new De Couture collection evolves by proposing new craftsmanship techniques focused on research and creativity. The iconic line, **Dalidà**, in addition to the comfortable shopping bags and mini bags, is expanded with new models, all constructed with skilful interlacing of chains made entirely by hand, and is enriched with new materials and colours. The collection develops with new lines of great charm, characterised by the usual passion for craftsmanship, such as the **Cercles line**, or by innovative concepts of *convertibility*, such as the **Zippè** line, which can be interpreted and assembled in multiple ways through zips. Completing the proposals is the new microbag: the '**Porte-bijou**' created to hold small objects of great affection...

During the event, De Couture's leading crochet master will perform the exclusive 'Chain Crochet' process live.

"Lineapelle Designers Edition celebrates leather. It tells of its beauty and versatility. It demonstrates its ability to arouse emotions, to be transgressive and to position itself as a fundamental material for the world of fashion, luxury and design. This is why we want to support the creativity of those who use leather in their collections in an exemplary manner. A few seasons ago, we started to collaborate with designers and brands with different styles, and today, we are presenting a dedicated event. We hope that these expressions will be a stimulus for all creative people," - declares **Fulvia Bacchi, Managing Director Lineapelle and General Manager UNIC – Concerie Italiane.**

Lineapelle is the world's most important trade fair for global fashion, luxury and interior design manufacturing. It takes place at Fiera Milano Rho twice a year and, in the next edition, will welcome 1,337 exhibitors (tanners; manufacturers of accessories, components, fabrics and synthetics) from 48 countries and expects about 25,000 visitors arriving from all over the world.

Leather, sustainability and circularity

Leather is a unique and iconic material, inimitable, a vehicle for extraordinary and unparalleled emotions. Natural and renewable, incredibly versatile, breathable, insulating, and durable.

Suppose tanning production is already sustainable and circular by nature, given that its raw material is a waste product of the food industry in Italy. In that case, this paradigm finds a further degree of commitment and investment thanks to the widespread recovery, treatment and reuse of the various waste products of the production process for sectors such as agriculture, the food industry, cosmetics, and construction, which has reached almost 100%.

For more info:

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LINEAPELLE DESIGNERS EDITION

LINK/TAG

	PARADE	PRESENTATIONS
@lineapellefair @unicitalia #lineapellefair #lineapelledesignersedition	@mariodicedesigner @anton_giulio_grande @albertozambelli __ @cassel leather @giuglia.it @leonardvalentini <i>Scent of a Collection</i> @fragransinfabula <i>Old Fashioned Taste Cocktail Lounge by</i> @woodfordreserve <i>Hair&Makeup</i> @maurizio_calcagno @franco_curletto	@nido_official @iaiabagofficial @amatodanieleofficial @brutus.factory.official @decouture_bags

We would like to thank

'Scent of a Collection'

fragrans 

"Old Fashioned Taste"
Cocktail Lounge

WOODFORD
RESERVE

Hair
FRANCO CURLETTO

Make Up
MAURIZIO CALCAGNO



LINEAPELLE DESIGNERS EDITION

LEATHER FASHION WEEK • FW 24|25

SHOW

FIERA MILANO RHO
Pad. 24 • T29

EVENTS

SPAZIO LINEAPELLE MILANO
Piazza Giuseppe Tomasi
di Lampedusa

TUESDAY, FEBRUARY 20

12 am **"Coded"** MARIO DICE Designer
SCENT OF THE COLLECTION: CREED - Love in White

4.30 pm **"Callas forever Rock"**
ANTON GIULIO GRANDE
SCENT OF THE COLLECTION:
MAJDA BEKKALI - Mon nom est rouge

WEDNESDAY, FEBRUARY 21

11 am **"Nextum"** ALBERTO ZAMBELLI
SCENT OF THE COLLECTION: MIZENSIR - Incensum

2 pm **"Come as you are"** CASSELL
SCENT OF THE COLLECTION: NISHANE - Fan your flames

4 pm **"Orbite"** GIUGLIA
SCENT OF THE COLLECTION: FLORIS - Vert fougère

THURSDAY, FEBRUARY 22

2 pm **"Baratto"** LEONARDOVALENTINI
SCENT OF THE COLLECTION: CFDA - Sottosopra

scent of a collection

in collaboration with

fragrans 

cocktail lounge

in collaboration with

WOODFORD
RESERVE®

Hair **Franco Curletto** • Make Up **Maurizio Calcagno**

TUESDAY, FEBRUARY 20

11 am | 9.30 pm **"Corolla"**
NI-DO BAGS

WEDNESDAY, FEBRUARY 21

6.30 pm | 8 pm **"Best of Dani & IFM"**
CONCERIA DANI

THURSDAY, FEBRUARY 22

10 am | 8 pm **"The Ribirth"**
IAIA MILANO

FRIDAY, FEBRUARY 23

4 pm | 9 pm **"Golden Shadows"**
AMATO DANIELE

SATURDAY, FEBRUARY 24

2 pm | 8 pm **"Handcrafting Personality"**
BRUTUS

SUNDAY, FEBRUARY 25

3 pm | 7 pm **"Savoir-faire"**
DE COUTURE

LINEAPELLE

UNIC
CONCERTE ITALIANE

PATRUCENI
Comune a
Milano

BE PART OF THIS GAME

FASHION, CULTURE AND SUSTAINABLE COMMITMENT TO CELEBRATE MADE IN ITALY LEATHER

INVITATION

LINEAPELLE

LINEAPELLE PRESENTS IN THE MAKING ACT II AN EXPERIENTIAL JOURNEY DIRECTED BY GIORGIO LINEA TO DISCOVER THE EVOLUTION OF LEATHER

*At Fiera Milano Rho from February 20th to 22nd 2024
the international exhibition of reference for the fashion, luxury and design industry
hosts a multidisciplinary space where leather can be experienced in its various declinations,
by passing through dreamlike environments or putting yourself to the test
with workshops led by professionals in the field*

A dreamlike path capable of stimulating the five senses and inspiring designers, buyers, industry professionals and young talents, through an unexpected jungle, created by experimenting with all the possibilities of a material as ductile, alive and fascinating as leather. On the occasion of the next edition of the international exhibition of reference for the fashion, luxury and design supply chain, **Lineapelle** presents **In the Making Act II**, an interconnected and multidisciplinary space directed by **Giorgio Linea**, a company of reference in the panorama of extra-luxury leather goods made in Italy, headed by **Barbara Ricchi**. Lineapelle is scheduled to take place at Fiera Milano Rho **from February 20th to 22nd 2024** (Tuesday and Wednesday 9 a.m.-6.30 p.m., Thursday 9 a.m.-4 p.m., registration at www.lineapelle-fair.it).

Under the artistic direction of **Antonio Barbieri**, In the Making Act II follows the project presented during the last edition of Lineapelle and represents its evolution: if last autumn the focus was on showing the versatility of leather, inviting emerging artists and designers to create self-propelled sculptures, brightly coloured cabinets, collectible design objects and works of art, this time the visitors of the fair themselves will become protagonists. Experiencing the potential of leather by their own.

Entering the rooms of In the Making Act II will mean crossing the threshold of the imagination and entering another dimension, alienating from the trade fair context: **Capriccio, leather experience** is the name of a multi-sensory path, evocation of an artistic style capable of turning the cards upside down and combining different elements, giving rise to a new order full of wonder. Likewise **Capriccio, leather experience** combines the high craftsmanship of the Italian tradition with the most advanced product engineering, fashion with interior design, technology with art. Dragging visitors into the future of leather goods. It will be a sort of secret garden, in which to immerse oneself in sounds, olfactory sensations, lights and shadows.

In the Making Act II is not just Capriccio, leather experience: it is business, meetings, training. Students, designers, insiders and foreign delegations will be able to participate **each day in eight technical workshops of 45 minutes each**, led by professionals in the field and partner companies in the project. Participants will be able to learn how to actually create objects and decorative elements, customise accessories, come into direct contact with the raw material and appreciate its ductility. Companies such as **FL Yatch, Calzoleria 180, Source Adage, BMB Italy, Mazzanti Piume**, and the master of footwear **Leonardo Tozzi** will be "in the chair": actors in the same show called In the Making Act II, directed by Giorgio Linea, produced by Lineapelle.

In the Making Act II: Capriccio, leather experience is in Pavilion 24.

Lineapelle Press Office press@lineapelle-fair.it

IN THE MAKING

Workshop selection

20.2.24

10.15 -10.30 WELCOME BACK TO IN THE MAKING

10.30-11.15 **Il Traforo**

Creation of an image through the drilling technique on a leather mat.

Helder Giorgio Linea

11.30-12.15 **Other the Rainbow**

Participants will create a leather balloon, a unique souvenir of an experience that goes beyond imagination.

Helder Giorgio Linea

12.30 -13.15 **Step by step**

The historic Florentine shoemaker Leonardo Tozzi will lead participants to create a pair of personalized slippers.

Helder Leonardo Tozzi

13.30 - 14.15 **Pendants and Ornaments**

Application of resin flower rhinestones under the guidance of the Amom Gioielli team.

Helder Team Amom Gioielli

14.30 - 15.15 **Mirror, mirror on the wall**

Installation of a mirror in a leather case.

Helder BMB Italy & Giorgio Linea

15.30 - 16.15 Leather fragrance

Combination of ingredients for the creation of the leather fragrance and creation by the participants of a care wax of the skin.

Helder Source Adage

16.30 - 17.15 Together is better

Personalization of a small leather device connected to the vibrant world of In The Making, through the application of rivets and colour.

Helder Giorgio Linea

17.30 - 18.00 What a charm!

Guests will create a leather tassel under the supervision and advice of the Giorgio Linea team.

Helder Giorgio Linea

21.2.24

10.15-11.00 Other the rainbow

Participants will create a leather balloon, a unique souvenir of an experience that goes beyond imagination.

Helder Giorgio Linea

11.15-12.00 Ropes and knots

Creation of woven handles using nautical techniques applied to the leather accessory by the FL Yacht team.

Helder FL Yacht

12.15 -13.00 Making shoes

The dream of making a pair of shoes comes true, the 16 participants led by Alessandro Dalbello and all the staff of Calzoleria180, they will have the company's first pair of magical ballet flats produced in 45 minutes your life.

Helder Calzoleria180

13.15 - 14.00 A feather to remember

Creation of an ostrich feather brooch with Duccio Mazzanti

Helder Mazzanti Piume

14.15 - 15.00 Your color shade

Enamelling and customization of an accessory.

Helder Team Amom Gioielli

15.15 - 16.00 The coupling technique

RioTCP will show participants lamination and finishing techniques by combining various materials with leather to create card holders.

Helder RioTCP & Giorgio Linea

16.15-17.00 Take me with you

Construction of a personalized leather tote bag, a practical accessory in memory of your participation.

Helder Giorgio Linea

17.15 - 18.00 Leather and its shaping

Workshop participants will create a leather accessory with color transfer, hand stitching and leather strobil.

Helder Giorgio Linea

22.2.24

10.30-11.15 Other the rainbow

Participants will create a leather balloon, a unique souvenir of an experience that goes beyond imagination.

Helder Giorgio Linea

11.30-12.15 Millebaci

Costume design of a belt with chain and three-dimensional leather elements.

Helder Giorgio Linea

12.30 -13.15 The Genesis of the flower

The wrapping of a leather flower. Application of modeling techniques.

Helder Giorgio Linea

13.30 - 14.15 Leather bracelet

Creation of a personalized leather bracelet through the weaving technique.

Helder Giorgio Linea

14.30 - 15.15 Belt: size and costume design

From semi-finished belts to customized belts, with the possibility of choosing the buckle and finish. A painter specialized in leather decoration will be available to personalize them.

Helder Giorgio Linea

LINEAPELLE

**A NEW PROJECT AT LINEAPELLE 103:
LINEAPELLE INTERIORS.
FIVE LEATHER DUETS TELL
VALUE, VERSATILITY AND FUTURABILITY
OF LEATHER IN INTERIOR DESIGN**

A new project makes its debut at **LINEAPELLE 103**, scheduled to take place at Fiera Milano Rho from 20 to 22 February 2024.

Its name is LINEAPELLE INTERIORS, and its mission is to **promote and enhance Italian leather in the interior design sector** through styling and product development actions, activating collaborative connections with the world of Italian and international design and architecture. It is no coincidence that during this edition of LINEAPELLE, the coolest materials for home design were given a space in the Trend Area in pavilion 13.

The first of these actions is **LEATHER DUETS**, a **business culture exhibition** that, inside LINEAPELLE (Hall 24), stages a sequence of installations: "**duets**", each of which presents the realisation of **an exclusive leather design project** shared between a made-in-Italy leather manufacturer and a furniture company. A path linked by a thematic fil rouge that leads the semi-finished product to become international excellence, passing through its transformation into a high-end finished product.

"With this new project," comments **Fulvia Bacchi**, CEO of LINEAPELLE, "dedicated to interior design, LINEAPELLE is creating **an area of strong and engaging appeal** to explore the value of Italian leather and hide in areas other than those more closely linked to fashion, for which, however, they are confirmed in their role as reference materials. LINEAPELLE INTERIORS is an opportunity to open up **new creative and market horizons**".

"We believe that, as far as made-in-Italy leather is concerned, there are vast areas of application that have remained unexplored or not properly expressed for the interior design sector to date," explains the artistic director of LINEAPELLE INTERIORS, **Maurizio Molini**. "This project represents a set of actions aimed at **launching possible futures** towards the **Design Economy**, implementing involvement at an international level and activating business development opportunities."

The protagonists of LEATHER DUETS are:

MANIFATTURA DI DOMODOSSOLA / NALESSO

Installation: A vida è a arte do encontro

Between an object of design and an architectural project, a continuous seating system becomes an opportunity to highlight the beauty of **Manifattura di Domodossola's** leather weaves through **Nalesso's** skilful application skills. The sinuous lines of the large sofa generate relational spaces. Hotel halls, airport lounges, and urban places of transitory pauses are intended as opportunities to meet. Six rounds covered in polychrome leather weaves accompany the curved walls of the room, reminding us that the boundary between art and industry is never a straight line.

LINEAPELLE

ACCOPIATURE MISTRAL / MANTELLASSI 1926

Installation: Bonjour élégance

Mistral's elegant leather upholstery evokes the intimacy of a twentieth-century interior, which **Mantellassi 1926** translates into a contemporary environment that alludes to the world of fashion. Walls covered with leather boiserie decorated with different patterns host an ornamental screen with a strong scenic impact and a central design sofa. Overall, it is an emotional total-look installation as an expression of innovative applications of Italian leather translated into a cosmopolitan language.

CONCERIA GAIERA GIOVANNI / CIERRESSE

Installation: Inspirational icons

Installed to simulate a museum space, a series of works between art and design are moulded by the artist/designer into unexpected shapes and combinations, using the leather of **Conceria Gaiera Giovanni**, designed by Uto Balmoral, as stone or colour. It is an inspiring space where every single iconic element does not give up its function. Made by **Cierresse**, tall sculptures become coat racks; others, more contained, carry a lamp; leather pictures hang on the walls, and low totemic elements can become seats.

CONCERIA MONTEBELLO / STUDIOART

Installation: Tribal gatherings

The floor, continuous walls, circular carpets, and an all-around design installation to present the precious leathers of **Conceria Montebello** are transformed into extraordinary furnishing surfaces thanks to the modular systems of **Studioart**, known worldwide as a design tool for architects and interior designers. The African colour palette, together with the expressiveness of the leather weavings of the rugs and the stitching of the wall modules, narrates the community appeal of a tribal gathering, a synthesis of the ability to communicate Made in Italy in the encounter of different cultural contexts.

GRUPPO MASTROTTO / KREOO

Installation: The warm touch of the stone

The natural antithesis between leather and marble is played out in an uncompromising confrontation: hand-to-hand combat between soft and hard, between hot and cold, where the surfaces tell stories that are in themselves distant, hidden in their essence. It is in this short circuit that **Kreoo's** lithic design - thanks to Christophe Pillet's design - presents itself as decisive, a happy process of juxtaposition in which **Gruppo Mastrotto's** superb leathers once again acquire unexpected meaning.

LINEAPELLE INTERIORS / LEATHER DUETS is located in Pavilion 24.

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LINEAPELLE

SCIENCE BASED FASHION TALKS RETURN TO LINEAPELLE

FIVE THEMATIC WORKSHOPS TO DISCOVER AND DEFINE
THE GREEN STRATEGIES OF THE LEATHER, FASHION AND DESIGN SUPPLY CHAIN
(Fiera Milano Rho, 20/22 February 2024)

Culture of innovation. Analysis of the present. Vision of the future.

LINEAPELLE 103 (the world's most important event for fashion, luxury, and design manufacturing) hosts the second of the **Science Based Fashion Talks**, opportunities for debate and sharing that aim to discover and define green strategies for the entire supply chain.

Organised in collaboration with **SPIN360**, a consultancy company for the development of sustainable business models and innovative solutions, the Science-Based Fashion Talks (Fiera Milano Rho, 20/22 February 2024) will seek to respond to the growing demands of science and sustainability-sensitive consumers. The event will also be an opportunity to establish meaningful connections with experts, opinion leaders, and industry professionals, exploring in a shared way the crucial elements shaping the future of the fashion supply chain, with a specific focus on the world of eco-design and its crucial role in the creation of sustainable supply chains.

In this second edition, the Science-Based Fashion Talks will host talks by **30 international speakers** from the academic and corporate world.

The topics will be covered in the following **5 workshops**:

- The EU deforestation regulation no. 1115/2023 and the traceability challenge in the bovine leather supply chain
- Fashion sustainability: scientific evolution, legislative and market trends
- Circularity in the leather supply chain
- Ecodesign in fashion
- Decarbonization strategies and carbon neutrality

"LINEAPELLE also wants to be a moment of analysis," comments **Fulvia Bacchi**, CEO of LINEAPELLE, "on the changes to which the entire supply chain is subjected, both from the point of view of innovation and in terms of interpreting the many new regulations that concern it. With the Science-Based Fashion Talks we want to achieve this objective, offering companies new and in-depth tools for growth".

"It is a source of pride for us to once again be present at LINEAPELLE with the Science-Based Fashion Talks," says **Federico Brugnoli**, CEO of SPIN360. The next appointments will be an opportunity to explore in-depth five themes that are central to our future on the planet, with innovation moving as a common thread between the various workshops."

The Science Based Fashion Talks will be held at LEM 3 of Fiera Milano Rho (beside Pavilion 11).

Press Office

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LINEAPELLE

ARCHEO TAN: THE CHARGE OF 1,100 STUDENTS ARRIVES AT LINEAPELLE 103 OF THE AMICI PER LA PELLE CONTEST

The usual rush of adrenalin and joyful creativity.

The smiles and energy of over 1,100 students from Italian lower secondary schools.

The “**Amici per la Pelle**” competition returns to LINEAPELLE 103, as it has for the past 13 years, during the February edition.

Organised by **UNIC – Concerie Italiane** and **LINEAPELLE**, Amici per la Pelle is reserved for students in the last two years of Italian lower secondary schools in the main tanning districts (Tuscany, Veneto, Campania, Lombardy) and aims to acquaint young people with the production reality of their territories.

Now in its 13th edition, this year Amici per la Pelle is entitled **ARCHEO TAN** and involves more than 1,100 students from 11 schools who have created works inspired by archaeological studies that have uncovered and brought to light the way our ancestors, since prehistoric times, interpreted leather, adapting it for multiple everyday and artistic uses.

The children's works will be exhibited at the fair in the "Amici per la Pelle" and will be assessed by a special jury of experts. Visitors will also be able to express their preference by contributing to the Voting at the Fair Award. As usual, there will also be online voting through a dedicated Facebook page, which will be active on Tuesday, February 20, and Wednesday, February 21.

Finally, the award ceremony. Scheduled for the last day of LINEAPELLE 103, on Thursday, 22 February (11 a.m.), the ceremony will welcome at the Auditorium of Fieramilano Rho - with some surprise guests - the festive invasion of the more than 1,100 students who have chosen, once again, to "be part of the game" of Amici per la Pelle.

The works will be exhibited at "Amici per la Pelle" (Hall 9)

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MARKET INSIGHTS

FEBRUARY 2024



LINEAPELLE

ITALY – Based on currently available data (January-October 2023), over the past year the Italian tanning industry recorded **significant drops** in turnover (-7.6%) and production volume (-12.0%) if compared to the corresponding period of previous year. The negative economic trend that has characterized the performance of the sector (and of a large part of the economy in general) since around mid-2022 has therefore not been interrupted. Widespread inflation and the uncertainties brought about by growing international geo-political tensions continue to fuel the low confidence level of consumers, whose generalized decline in purchasing is combined with the consequent decision, made by manufacturing customers, to favour materials with lower costs compared to the leather.

Even the trend of Italian leather exports, which continue to have a primary weight on the overall turnover of the sector (over 60% of the total), shows generally negative variation, with a total drop of 7.2% in value in the first ten months of the current year, compared with the 2022 equivalent.

The analysis of single export flows by main country of destination



records a certain variability in performance depending on the individual market, although, considering the overall variation, a negative sign obviously prevails. Shipments to France, which since last year has become the first foreign destination for Italian leather after a Chinese "domination" that lasted over twenty-five years, recorded another significant increase (+13%). Growing results also in the export to Spain (+3%), Tunisian footwear relocations (+20%), Serbia (+2%), Turkey (+18%), Mexico (+12%) and Czechia (+24%). The flows towards Vietnam and Slovakia remain substantially stable, while those directed to the other most important foreign destinations show decreases, even considerable ones: Romania (-9%), US (-13%), Portugal (-13%), Germany (-11%), China+HK (-18%), Poland (-14%), Albania (-11%), UK (-14%), India (-19%) and South Korea (-23%).

There are very few exceptions to the overall and widespread negative panorama of the sector if we analyse the performance of the individual segments and production districts of the Italian tanning industry. In terms of animal origin, sheep and goat leather showed, on average, less suffering in the half-year (-2% in value and -4% in volume averagely) than bovine leather, both medium-large size and calves (-9% in value and -13% in volume), while, in terms of destination sector, the difficulties are widespread, with the only (partial) exception of leather goods. Negative sign also for all the main national tanning districts.

The information informally gathered from operators on the results during the last quarter of the year tend to confirm the negative trend mentioned above and the current expectations on the final results at the end of the financial year may just count on the recovery of a few percentage points but no more. Furthermore, the present lack of elements to expect a sudden change in the economic situation in the first months of 2024 appears worrying, with the more concrete hope that this could be activated in the spring and summer period.

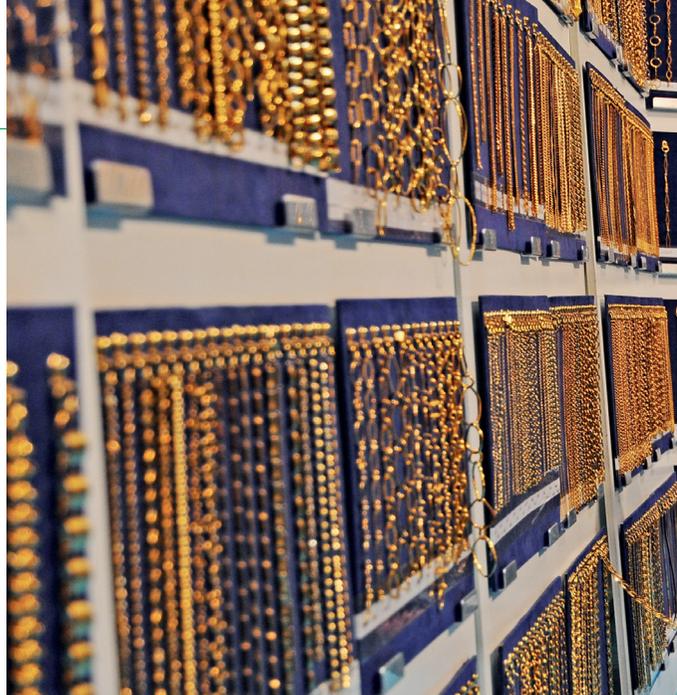
Added to the exogenous difficulties, due to the overall economic context, the sector also suffers uncertainties driven by the attacks that the material paradoxically receives on sustainability. The tendency shown by some manufacturing customers to justify the renunciation of leather (regardless of whether this is declared as partial or total, temporary or prolonged) as a choice of greater sustainability, rather than as a strategy of a mere containment of material procurement costs, is nothing other than an example of how the phenomenon of "green washing", i.e. false sustainability, based solely on mere, unscrupulous and very opaque marketing purposes, is evolving in an extremely worrying manner.

OTHER COUNTRIES – The 2023 global panorama for **large bovine leathers** shows different sales results in the rest of Europe (Spain and France increasing, Germany, Portugal and the UK decreasing, Austria essentially stable) and widespread reductions by the main players in Asia and Latin America. In small leathers, Spain and France recorded declines in both **calf leather** and **sheep and goat leather**, while for the latter, only Turkey and Pakistan showed a positive trend in Asia.

ACCESSORIES, COMPONENTS, SYNTHETICS

TEXTILES, SYNTHETICS AND LEATHER ALTERNATIVES – Despite the uncertainties in the last quarter, the sector closes 2023 on a positive note: +2% is the EU average result over the corresponding 2022. Germans still suffer, while Spanish slow down, experiencing a sharp decline in the very last quarter of the year. Overall good performance of synthetics, rather disappointing instead synthetic fabric materials and regenerated leather fibers.

ACCESSORIES AND COMPONENTS – Rather sluggish close of the year for accessories and components, where the EU average ends on the same level as last year's corresponding period. Critical issues, particularly evident in the last quarter of last year, mainly affected Italian manufacturers, which fell sharply. A look at the divisions still rewards small metal parts, however slightly slowing. Decreases for other accessories. Double-digit losses, on the other hand, for other footwear accessories.



MANUFACTURING SECTORS

FOOTWEAR – After a very positive start, 2023 closed on a downward slope for the **Italian footwear sector**, partly due to sharp increases in costs that affected companies' profitability. Having exhausted the post-Covid rebound, sales rhythms experienced a sharp slowdown that, triggered already in the spring, became even more evident in the second half of the year. Stationary on the domestic market. Contrasted is the trend in European footwear (-7% the EU average) where the difficulties of the Italians are matched by those of the Iberians. Gloomy scenario beyond EU borders: widespread declines with rare exceptions.

LEATHER GOODS – The bearish trend in leather goods shows no sign of reversing even in the last quarter of the year, leading the annual comparison to emphasize the sector's cooling, with the EU average touching -4% on last year's equivalent, despite growth in France and Spain. Predominantly negative the extra-EU scenario as well.

GARMENTS – European apparel manufacturers' 2023 remains difficult, as they end the year with widespread declines and an overall EU average down by 4 % on 2022 despite a slight slowdown in the negative trend in the last quarter of the year. Major international industry players are also suffering.

UPHOLSTERY – After a record-breaking 2021 and a cooling 2022, 2023 confirms the difficult moment for **upholstered furniture** both at the European level (-8% the EU average) and abroad with the significant exception of the U.S., which recorded a leap in the last quarter of the year and made a decisive recovery after last year's stop. **Automotive** closes 2023 with very encouraging results. In fact, EU new car registrations begin to grow again despite the restraint observed in December after 16 months of consecutive upturns. Double-digit increases are noted in most major markets with the exception of Germany, with a modest +7% year-on-year, influenced by

December's very weak performance. Beyond EU borders, car registrations are on the rise in the UK (+18%), the US (+12%), China (+7%) and India (+21%).

LUXURY BRANDS – Both lights and shadows mark the close of the year for luxury fashion, with mixed results among major European brands. The slowdown in the second half of the year, intensified during the last quarter of 2023, mostly matters. Caution prevails in the near-term outlook, where the macroeconomic and geopolitical scenario remains quite critical. Organic sales up by 13% in 2023 for French luxury giant **LVMH**, despite negative currency impact in the second half of the year. Double-digit increases in Europe, Japan and the rest of Asia. Remarkable performance of Fashion & Leather Goods division (+14%), particularly **Louis Vuitton, Christian Dior, Celine, Fendi, Loro Piana, Loewe** and **Marc Jacobs**, gaining market share with record levels of sales and profits. **Kering** group struggles in 2023, which ends the year with sales down by 2%. Declines for **Gucci** and **Bottega Veneta** (both -2%), while **YSL's** rally comes to a standstill (-1%). Kering's minor brands perform badly, collapsing in the last quarter 2023 bringing the annual result to -8%. Relentless growth for **Hermès** in the year just concluded: +16% in revenues (constant rates). Widespread upturns across all markets, with homogeneous growth around 20% in all major destinations. The leather goods and saddlery area, where demand remained very strong, posted a 17% increase. Excellent performance of **Tod's Group** in FY 2023: +14% growth in consolidated sales at constant rates. Excellent performance by **Tod's** (+13%) and **Roger Vivier** (+19%). Good **Hogan** (+10%). Bullish trend driven by leather goods (+20%), excellent dynamics also for footwear (+12%). **Ferragamo** on the other hand suffers: -8% revenues (constant rates). Sales fall in all destination markets with most pronounced losses in the Americas and Asia Pacific. Leather goods declines by 11%, somewhat more contained declines for footwear, down by 7%.