

## PRESS RELEASE

The word Lineapelle means the line which starts from the hide and finishes at the tanned leather. The tanner buys the skin sold by slaughterhouses and transforms it in luxurious leather. In other words, he is the first and the oldest ecologist because he avoids the serious hygienic problems related to the abandoned dead skins. Today Italian Tanners practice the sustainability much more than many their competitors. They publish every year a Sustainability Report on their national situation.

They have inherited the skills of working the leather. Their national association U.N.I.C. has found in Pompei (Naples) destroyed by volcano Vesuvius eruption 2000 years ago same old tanneries and wall paintings of people dressed with leather. Lineapelle is editing a movie which tells the story since then to now. The culture has become an important strategy for Italian Tanners like lastly shown by the ballet " The Cloak of the Dragon" also. It was performed at Alice Tully Hall of the Lincoln Center on 20<sup>th</sup> of July.

Several years ago Lineapelle published a children's fables book with leather acting as the main character. It was distributed in the Italian schools and later was transformed in a ballet. Milan's Teatro della Scala International étoile Sabrina Brazzo staged the performance.

Italian tanners account for 18% of leathers produced in the world, they buy 24% of the comprehensive raw materials and semi tanned skins, they sell 26% of the finished leathers exported internationally. The United States are one of the most important market. Last year they exported to the States leathers for 187 million of euros: +3% on 2013. USA represent the 8<sup>th</sup> destination abroad of Italian industry. In the first 4 months of 2015 their export to U.S.A. has increased of 10% . They represent the 30% of total import of leathers from U.S. At the same time Italy imported last year raw hides and semi tanned leathers from U.S. for 234 million of euro (+24%) which is the 2<sup>nd</sup> supplier of raw material for Italians.

If the free trade agreement between U.S.A. and Europe is born the tanners should save money for 7 million of euros in the duties. The American brands ( Michael Kors, Coach, Marc Jacobs, Kate Spade...) have increased very much their import of Italian leathers in the last 2 years: +8% for bags and similar, +2% for shoes.

Finally, Lineapelle Milan will be held on 9-11 September : 1163 exhibitors from 42 Countries, 20031 visitors from 110 Countries.

LINEAPELLE

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