



PRESS RELEASE

From Tuesday, February 23rd to Thursday, February 25th LINEAPELLE will take place in Milan-Rho, presenting sample collections for Summer 2017. During the Milan Fashion Week, 1,153 companies, coming from 43 countries, will exhibit on a surface of over 43,400 sqm.

LINEAPELLE involves 110 visiting countries, a turnover of about 150 billion dollars between demand and offer on the whole, a community of 50,000 companies and one million operators. The Lineapelle exhibition system (Milan, Anteprima, New York, London, Guangzhou) is based on the excellence of leathers and of "made in Italy" complementary articles and it is backed up by the best technological innovation, thanks to the Simac-Tanning Tech exhibition, which is held in the same days.

The exhibition is showing higher statistics: +6% in the number of exhibitors, compared with the February 2015 edition, and +11% foreign exhibitors. A remarkable growth in online registrations from international buyers (+14%), 25% of which are new companies.

This is an encouraging sign of new subjects entering the market and consequently of a dynamic near future, from the middle to the top range, from footwear to other destinations. The Lineapelle observatory, therefore, is forecasting good weather.

The core of the exhibition are Italian leathers: a commonly acknowledged excellence. 17% of the internationally tanned leather is made in Italy; one out of four finished leathers in the world is Italian. The practice of environmental and social responsibility of the Italian tanneries, certified by an annual report issued by UNIC, their association, is a further record. LINEAPELLE promotes this market, with a great history, through various instruments, such as cultural initiatives.

According to Mr. **Gianni Russo**, UNIC president, decorated for his service to industry: *"LINEAPELLE is not a trade show, LINEAPELLE is THE trade show. And we, the Italian tanners, hold it for the most important and prestigious event and appointment. In the days before it, we are working to express the best of ourselves and to perfect the proposals intended to strengthen our identity and our leadership. The market closed 2015 with a decrease, as far as luxury goods are concerned. For some brands, this situation continued through the whole year, for others it showed up in Autumn. We have to hope for a surge of pride, observing forecasts and statistics announcing that we will have many more billionaires in the next years, especially in China and in India, with optimism. This makes us think that luxury will keep up."*

Alfredo Ramponi, an exhibitor from the accessories sector, declared: *"LINEAPELLE is the exhibition where we get the best results. In Milan, it reinforced its identity. The market is particularly favourable to us"*.

In the 6 large halls, you will find leathers, accessories, fabrics, components, models, schools and press, a variety of articles satisfying the needs of all market ranges with their quality and added value. There, Italian leadership plays a driving and stimulating role.

The Trend Area will be set up in LEMs 3 and 4, on the suspended Ponte dei Mari, displaying a selection of proposals by the companies, in particular by the manufacturers participating in the Anteprema in Milan (January, July). Here will be held the traditional fashion conferences, in Italian and in English.

On Corso Italia, a special showcase will be devoted to accessories/components.

Trends for Summer 2017 are centered on the “desire to amaze” leitmotiv. There is a tendency to uniqueness, with technological touches. Pastel tones will be preferred, recalling sensations of softness and lightness.

The value chain experienced a slight setback in 2015, as far as the tanning sector is concerned, primarily due to a downturn in the luxury market. On the other hand, ornaments, small parts, accessories and components has a positive outcome.

Our collaboration with ICE, MISE and Assomac brought, among other results, remarkable delegations from abroad: China, Japan, South Korea, USA, Canada, United Kingdom, Russia, South Africa, Australia.

The award ceremony on February 25th at the Auditorium for the “Amici per la pelle” competition will welcome 1,000 students from all over Italy, in an important and significant meeting between school and the world of work.

Milan, February 2016

For information

Press office f.bacchi@unic.it

LINEAPELLE

SUMMER 17



MILAN | FEBRUARY
23|24|25 - 2016

www.lineapelle-fair.it

Exhibition data

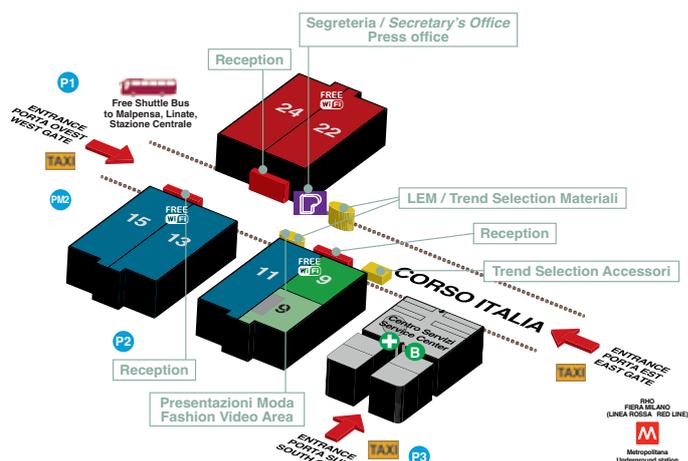
VENUE Fiera Milano, Rho

ENTRANCE East Gate | West Gate | South Gate

DATE 23-24-25 February 2016

OPENING HOURS 9.00 am - 6.30 pm
9.00 am - 5.00 pm (last day)

ACCESS on invitation



Concerie
Tanneries ■ 11-13-15

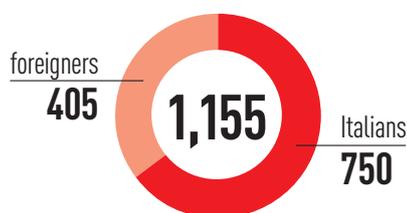
Accessori e componenti
Accessories & components ■ 22-24

Sintetici / Tessuti
Synthetics / Fabrics ■ 9

Stilisti / Scuole / Stampa di settore
Designers / Schools / Trade press ■ 9

Chimici
Chemicals ■ 9

Exhibitors



tanneries	532	pav. 11-13-15
accessories and components	430	pav. 22-24
synthetics	135	pav. 9
chemicals	22	pav. 9
designers, schools, others	36	pav. 9

Net surface
43,452 m²

Fashion trends

AREAS

- LEM 3 and 4 on Ponte dei Mari: *leathers and fabrics*
- Corso Italia (opposite hall 9): *accessories and components*
- Trend book and colour card Summer 17: *on sale at LEM 3*

PRESENTATIONS

- LEM 3, on 23-24 February, h. **11.00 am and 2.30 pm** in Italian, h. **12.30 am and 4.00 pm** in English

Information

PRESS OFFICE 016 Building in Corso Italia, Corner of Hall 22 - 1st Floor

SECRETARY OFFICE 016 Building in Corso Italia, Corner of Hall 22 - 2nd Floor - tel. 02 36629347 - 02 36629345

Leather Business Overview

RAW MATERIALS

Raw hides. The last quarter of 2015 posted generally moderate trends for the prices of bovine hides, sheepskins went down, except for Spanish ones, while Brazilian wet blue showed signs of recovery. Overall, the year was marked by a downward trend. The availability of bovine raw material declined by 3%: positive sign in the EU and New Zealand, negative sign in the US, Australia and Brazil, Argentina stable. Generally unvaried picture for sheep.

Other commodities. Prices (in USD) went downward. Oil plunged in the last months of 2015, declines for metals and natural rubber; wool and cotton on the rise.

SUPPLIERS

Tanneries. In Italy, the 2015 result was weak, except for the goat segment, as in the rest of the EU. Losses prevailed in Asia and South America. Globally cautious forecast for the first half of 2016.

Accessories, components, synthetics. Generally positive annual result for all markets, with the exception of textiles and footwear components.

USERS

Footwear. The good recovery in the final months of the year meant that Italian manufacturers closed the year with a slight progression. General increases for the European average, except for Germany. As for extra-EU countries, positive results for Vietnam, negative for China.

Leather Goods. Italian leather goods posted losses in the last months of the year, though the annual result was positive. Positive accumulated results for the other EU manufacturers (Spain, the UK and Poland in particular, moderate for France, Germany and Portugal). Strong growth for China and India.

Garments. Falling quarter and year for the Italians. The same situation in the rest of the EU, except for Spain, the UK and Poland. Declines in Turkey, China and India, Pakistan stable.

Furniture. Positive quarter in the EU and satisfactory results year on year (top performances in Northern Europe, growth also in Italy, Iberian peninsula stable). US orders on the rise.

Automotive. Positive outlook for the automotive sector, with production and sales going up in 2015, especially in the EU and North America.

LINEAPELLE

SUMMER 17



MILAN | FEBRUARY
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www.lineapelle-fair.it

TRENDS SUMMER 17

TO BREAK THE RULES

A longing for astonishing, muddling, provoking: that seems to be the issue of the moment. On the one hand, normality becomes a trend, on the other hand the search for uniqueness leads to appreciation of differences, and even of errors.

In the language of electronics, the GLITCH is an unforeseeable mistake, such as a file read error. In this world searching for uniqueness, the error can thus generate a new "aesthetic" trend, give a touch of technology and become a way to talk about modernity.

INTERFERENCE ZONE

A pop mood is in the air, longing for fully – coloured and cheerful materials. Arousing curiosity with technology and glitch-art, on the way between ethnicity and contemporary afro – pop style. Primary tone lively colours match darker nuances, kind of a season – no – season.

BACK TO THE FUTURE ZONE

"In questo vivere nel tempo siamo come l'atleta che per fare un balzo avanti deve fare sempre un passo indietro..." (U. Eco)

Time's abstract, and the future re – invents the past. Colours remind us of dry fields or galaxy spaces.

Nuances of sand, rust, deep blue and black.

BREATH ZONE

New impressionism apply to nature. Observing nature through contemporary device, a living nature which gives life. Yet misquoted.

Colours remind us of natural elements. Plants and trees, earth, water.

MEDITATION ZONE

A range of light and delicate colours, aiming to a provisional pause, longing for relax and peace of mind: light colours suggesting tenderness and volatility.

Light nuances will be our season new range: most interesting whilst being paired to grey and black colours in order to emphasize them.

LINEAPELLE

SUMMER 17



MILAN | FEBRUARY
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COLOURS

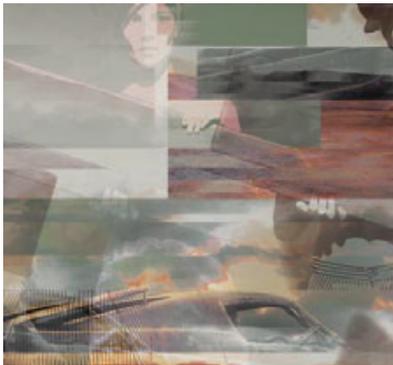
1



2

RANGE 1|2 : the colours of contemporary pop, born from the digital, system errors that become art, at ethno-pop approach that mixes cultures as if in a comic book or a video game.

3



RANGE 3 : the tones of arid earth, sand, metals, rust, the cosmos.

4



RANGE 4 : the light tones of meditation and wellbeing, light as air pastels, made graphic with interventions on non-colour, black and greys.

Trend Book and Colour Card are on sale at LEM 3.

It's possible to buy them on line

www.lineapelle-fair.it/en/fashion/trend-book





TREND SELECTION ACCESSORIES

LINEAPELLE is confirming a space dedicated to small parts and components for SUMMER 17, as well.

The area is located in CORSO ITALIA, in front of pavilion 9. Here, visitors will find a selection of the finest articles shown at the fair, and the samples will be divided into the four general ranges of the season.

The first range is INTERFERENCE. Here we will explore a universe of digital colours on zips, textile tapes with textured technological patterns, graphic designs like system errors on coloured rubber and small pop studs on multicolour all-over. The second area is COLLAGE, which brings together the most striking creative assemblages in a range which is still colourful, but more dense, sophisticated and emotional. There will be collages of beads, rhinestones and studs, but also patches of different textiles for tapes and applied decorations. We will also see ethno-pop finishing on black&white and on black&white&colour for scoubidou, welts and plaits. In the third range, BACK TO THE FUTURE, we will see a selection of small parts with a vintage-couture look. There will be blackened buckles, dye-defect ribbons, dark shine for rhinestones and stones and nocturnal metallisation also for resins and rubbers. This area will also examine denim, with rivets, zips and automatic closures with brushed finishes, dirt effects and rubberisation. The final range, MEDITATION, demonstrates a selection of small parts and components that explore the most contemporary and graphic pastel tones, broken up with grays and blacks. There is a lightness to laser cut tapes and finishes, juxtaposed with nets, leathers and transparencies. We will also see pearly finishings and light metallisation for the yarns used in tapes and profiles; modular metallic chains, rounded forms for buckles and closures; nickel and pale gold tones for chains and metallic details, but also a touch of black metal or gunmetal to be used in contrast on pastel leathers.





AMICI PER LA PELLE

Flowers in art

On **February 25 at 2 p.m.**, at the **Auditorium of Fiera Milano**, will take place the award ceremony of the "Amici per la pelle" contest, now at 5th edition.

The theme for this year was "Flowers in art". The works of the children, leather copies of paintings or sculptures by famous artists, with a floral theme, will be displayed in hall 9.

Three prizes will be awarded, by voting through a form you will find at the stand (**hall 9, stand N 5-9/P 6-10**) of the contest and through its Facebook page, online from February 23 to 24 (*at midnight*). A special reward will be given by a jury composed by representatives of the art and design world.

Over 1,000 students at the 2nd and 3rd year from 10 middle schools in the main Italian leather districts are awaited from Montoro, Serino and Solofra (Avellino, Campania); Robecchetto con Induno (Milan); Castelfranco di Sotto, Ponte a Egola, S. Maria a Monte, S. Croce sull'Arno (Pisa, Tuscany); Fucecchio (Florence); Arzignano (Vicenza, Veneto).

They will be accompanied by many teachers and we will have many members of local institutions, as well.

LINEAPELLE

SUSTAINABILITY



CIRCULAR ECONOMY AND REDUCTION OF LEATHER WASTE: THE TCR® TECHNOLOGY FOR LEATHER SCRAPS

February 24th 2016: 11.00 am to 12.30 pm

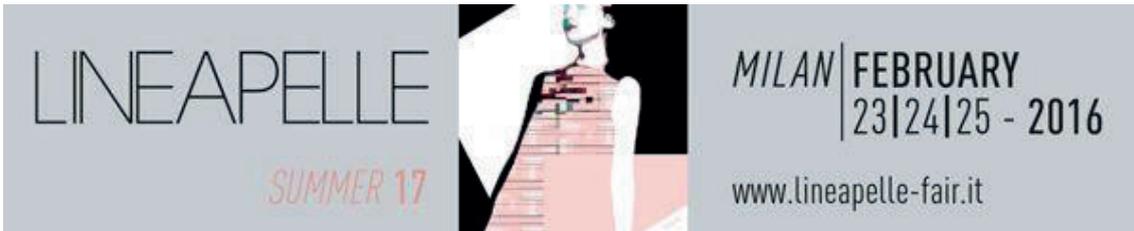
LINEAPELLE FAIRGROUND – RHO FIERA MILANO

Sala GAMMA 9, PADD. 9-11

Energy from leather waste. That's the topic of the workshop organised by Lineapelle and UNIC. The Fraunhofer Institute (UMSICHT), the developer of the TCR®-technology, will present opportunities provided by the innovative system for the integrated energetic and material utilization of leather wastes, mainly of clients.

A reward crowdfunding initiative is launched to support the feasibility study performed by UMSICHT and CIRSA (University of Bologna) on the application of TCR®-treatment to leather scraps for energy production and metals recovery.

Please confirm attendance @: sustainability@lineapelle-fair.it



SUSTAINABILITY

Lineapelle will open an information office on the "**sustainability of the leather industry**" (building O16, Lineapelle Secretariat Offices, Corso Italia, pavilion corner 22).

The topics on which it will be possible to have information are:

1. Environmental/social/economic-product aspects
2. Voluntary certifications
3. Training courses.

For any information: sustainability@lineapelle-fair.it

Companies certified by ICEC and related schemes : www.icec.it (database).

Exhibitors certified by ICEC and related schemes : www.lineapelle-fair.it (exhibitors catalogue).



CULTURE

PROJECT

THE WORDS OF AN ART

Tanning in Tuscany

On 18 January at Anteprima (MICO, Milan) a presentation was given of the first part of a research project commissioned by the language policy and terminology monitoring unit of the Università Cattolica in Milan, in order to salvage the vocabulary of tanning, which has been enriched over the years, above all due to technological advances.

The research, carried out by Maria Teresa Zanola, based primarily on Italian bibliography sources and also French, Spanish and German ones.

The output concentrated on Tuscany, where a census was carried out of the art of tanning by Leopoldo de' Medici in 1650, inserted for publication in the 3rd volume of the dictionary of the *Accademia della Crusca*. Other works taken as inspiration were *L'arte della concia* or "Art of Tanning" by Francesco Grisellini from 1700 and *Il parlare degli artigiani nella Firenze dell'800* or "The Idiom of Craftsmen in Nineteenth-Century Florence".

The bibliography study was accompanied by interviews of older-generation tanners in the area about their experiences in the post-war years.

This produced a written work in dialogue form, read by the actor **Giancarlo Giannini** in the conference hall of Anteprima for a select audience of scholars and those in the trade.

The second phase of the research is to narrate the terminology which has evolved in the three remaining areas (Lombardy, Veneto and Campania), eventually to be reproduced in a special publication.

The entire project involves transcribing material, once set within a structure and improved, into a special play, again starring Giancarlo Giannini.

Tuscany and the city of Florence have been fundamental for Italian tanning. Leather workers formed the eleventh art in terms of importance among the Florentine arts. They were based at the Loggia dell'Orcagna and their charter, dating back to 1355 and kept in the state records office, is partly illegible as it was under water when the Arno flooded. Cosimo I de' Medici founded the *Università dei Maestri del Cuoioame*, with one head and four agents who set the prices for skins and leather and the duration of the various operations. Tanning, in the case of heavy skins, had to last at least 18 months. There were also the arts of the harness makers, leather and fur workers, shoemakers and others, and each had their own sign, at times coordinated with the symbols and details of the profession.

There were no great patrons between the Florentine families and the leather craftsmen, unlike in the case of those belonging to the arts of wool, silk and similar, who called on the greatest artists of the thirteenth to fifteenth centuries to decorate their palazzos and their noble chapels. It is reported however that the families of the famous merchants Bardi, Peruzzi and others (whose altars in Santa Croce had, among others, famous paintings by Giotto) traded not only in fabrics but also in skins and leather. Similarly the Medici family who, initially and before gaining political importance, numbered merchants of brocade, rugs, skins and spices.

The whole project includes transposition of reorganized and perfected contents into a play, where Giancarlo Giannini will be the protagonist again, next spring in Florence.

The initiative is part of the cultural trend, gradually started in late '90s and supported by Lineapelle.

We began restoring historic buildings in Florence and Venice and continued with the publication of famous **fairy tales** recited by leather goods in 2008, presented in Parliament and distributed in various schools.

In 2012 the mentioned fairy tales inspired the **first ballet with Teatro La Scala corps de ballet**, which performed in Bologna, Vicenza, Florence, Milan, New York in July and London in January.

In 2009 we restored a part of Pompeii's buried tannery district, integrated by subsequent conferences and editions. In September, took place the premiere of "**I come from**", taken from an imaginary path of the skin, tanned in the ancient Pompeian location characterized by a scene representing a banquet and the daily life of the time, buried by lava and reappeared in a luxurious party in today's Milan. The movie, a celebration of our "Beauty", is now touring the world: Canton, Los Angeles, Tokyo etc.

IL MANTELLO DI PELLE DI DRAGO ***THE CLOAK OF THE DRAGON***

Nel 2008 fu pubblicato un libro di favole celebri recitate da oggetti in pelle, presentato in Parlamento e distribuito in varie scuole, da cui è nato un balletto con la compagnia della prima ballerina della Scala (Sabrina Brazzo), portato nei principali teatri italiani, Londra recentemente e New York nel luglio scorso.

In 2008 it was published a book of famous fairy tales recited by leather objects, presented in Parliament and distributed in various schools, from which was born a ballet of the dancer Sabrina Brazzo of the corps de ballet of Teatro La Scala, performed in all major Italian theaters, recently in London and in New York July.



New York, luglio/July 2015



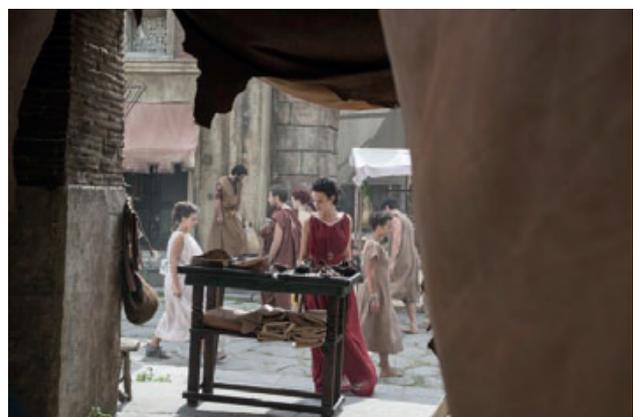
London, gennaio/January 2016



I COME FROM

Nello scorso settembre è avvenuta la prima proiezione del film "I come from". Si parte da Pompei, dove Unic ha contribuito al restauro del complesso conciario sepolto dall'eruzione del Vesuvio del 79 D.C. L'inizio è fatto di scene di vita sociale e commerciale del tempo e arriva ai giorni nostri, con scene basate sul prestigio e la raffinatezza degli attuali accessori in pelle. Il movie, celebrazione della nostra "bellezza", sta girando il mondo: Canton, Los Angeles, Tokyo etc.

Last September took place the first screening of the movie "I come from". It starts from Pompeii, where Unic has contributed to the restoration of the tanning complex buried by the eruption of Vesuvius in 79 A.D. The first scene represent the social and commercial life scenes of the time and moves to the present day, with scenes based on the prestige and the refinement of the current leather accessories. The movie, a celebration of our "Beauty", is touring the world: Canton, Los Angeles, Tokyo etc.



LINEAPELLE

PRESS RELEASE

Milan, February 9, 2016

The National Chamber of Fashion made a partnership agreement with Lineapelle, international exhibition of leathers, fabrics and components, to support together young designers and to enhance environmental, social and ethical responsibility of the companies.

In particular, they will carry out studies and information activities on the leather product and share communication campaigns in favour of the related industry in our country.

The collaboration with the National Chamber of Fashion will be realized through a series of initiatives during the whole year and especially on the occasion of Milano Moda Donna's two editions and of the new Milano Moda Graduate exhibition, during which we will have a specific focus on the theme of leather and a Lineapelle award will be established, to back the young designers.

At MMD's upcoming February edition, Lineapelle will have a stand at the Unicredit Pavilion, where the most outstanding proposals of their exhibitors for A/W 16-17 will be displayed.

Lineapelle involves 110 visiting countries, 43 exhibiting countries, a turnover of about 150 billions dollars between demand and offer on the whole, a community of 50,000 companies and one million operators. The Lineapelle exhibition system (Milan, Anteprima, New York, London, Guangzhou) is based on the excellence of leathers and of "made in Italy" complementary articles and it is backed up by the best technological innovation, thanks to the Simac-Tanning Tech exhibition.

Lineapelle was motivated by its role to propose a partnership to the institution representing, with prestige and new strength, a capital of fashion in the world: the National Chamber of Fashion.

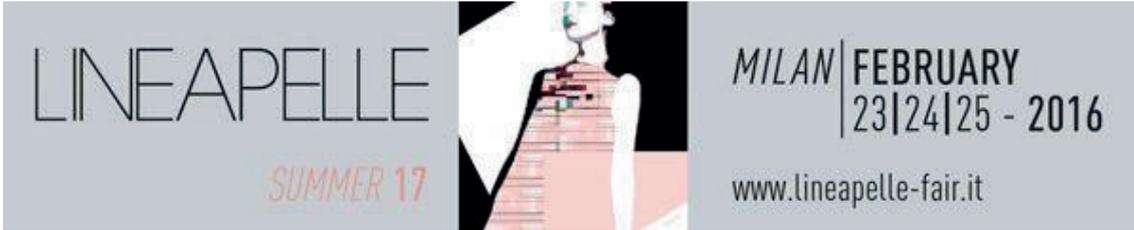


Seguici su     



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LP FASHION STUDIO

Milan, Via Brisa 3

A showroom dedicated to the many creative paths of leather fashion in the last 35 years. It is an international overview of trends from the past and for the future: a test laboratory, where you can see, touch and study materials to elaborate new trends.

It is a real capital of experience dedicated to well-known and young designers and to researchers from our sector, always looking for new ideas, processings and colour effects. Leathers, fabrics, small parts, components for the industry of footwear, leather goods, clothing and interiors.

The samples from participants in LINEAPELLE are gathered and kept here, updated every six months and completed with new proposals.

From March 1st, the articles displayed in the LEMs will be included in the LP Fashion Studio digital showroom and it will be possible to see them online. These materials, including accessories, will be exhibited later in the trend area of the showroom.

For visits and online registration: www.lpfashionstudio.com; info@lpfashionstudio.it



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