

MIPEL 109

The 109th edition of MIPEL, the most important international event of its kind, will be held **from 14 to 17 February 2016** in **pavilion 10 of the Fiera Milano-Rho**. That's 4 days dedicated to **quality leather goods**, Made in Italy and abroad, **10,000 square metres** of exhibition space, more than **300 brands** from around the world, and **12,000 international buyers** interested in the best accessories companies.

The minds behind MIPEL's new direction, **Riccardo Braccialini** and **Roberto Briccola**, **president of Aimpes** and **MIPEL**, respectively, are sure to make the **event the most important exhibition in international leather goods**: a hub for fashion and trends that includes the participation of noted brands, emerging companies and trendsetters, aimed at a target audience of buyers seeking high-value content.

This edition will also include an incoming delegation of foreign buyers thanks to support from the **Ministry of Economic Development** and **ICE - the Italian Trade Agency**.

The location of the show is confirmed within **pavilion 10**, on the **ground floor**. This choice reinforces the synergy between **MIPEL** and **TheMicam**, facilitating access between the two events and highlighting the close connection between the two production sectors - leather goods and footwear - feathers in the cap of Italian fashion.

Many established brands have confirmed their attendance, including: Andrea Mabiani, Araldi 1930, Armata di Mare, Bolcas, Baldinini, Braccialini, Bric's, Campomaggi, Carl Laich, Caterina Lucchi, Cerruti 1881, Enrico Coveri, Cromia, Falorni, Ferrè Milano, Francesco Biasia, Gabs Franco Gabbrielli, Gianni Chiarini, Jaguar, Jean Paul Gaultier, Leonhard Heyden and JOST, LEU Locati, Moschino, Nannini, Renato Balestra, Reptile's House, Roncato, Stamerra, Tosca Blu, We Positive and YY Coveri.

Among the important new features of this edition is **SCENARIO**, a project targeted at **new brands** and at the **most interesting emerging companies**. A new exhibition space, completely furnished and inspired by the four elements - **earth, water, wind and fire** - provides a truly impressive, multi-sensory path.

That same path then leads to **THE GLAMOUROUS**, which is the **fifth element**: love. No longer just an exhibition space, **THE GLAMOUROUS** is an innovative link between established buyers and young designers. 5 prestigious buyers will "adopt" 5 on-trend designers, providing visibility to their collections within the show's dedicated area and in the windows of their stores.

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The stars of **THE GLAMOUROUS** are:

Animadvert e and PUPI SOLARI
Corsoundici and BIFFI
Hiboy and TESSABIT
IS di Ioanna Solea and LA TENDA
Simona Tagliaferri and DAAD DANTONE

The brands selected for **SCENARIO** are:

ANIMA LIBERA MADE IN ITALY, AZZURRA GRONCHI, BAGOLO, BYRSBAG, CORSIA ITALIA, FILIPPO FANINI, GIANCARLO PETRIGLIA, GIANNI SEGATTA, HARLEQ, INTERNO 24-RE DESIGN, ITALIAN GOOD PEOPLE!, LA TILDE, MARTINICA, MR GHERARDINI, NUMEROVENTIDUE, POSHEAD, POSITIVE CAUSES, POST & CO, REBECCA, REGENESI, SALAR MILANO, SERGIO, SORAYA MILANO, TER, THREE FOOT FLOWERS, TICERCREA LA BORSA CHE TI VESTE, TRAKATAN and VISIONE.

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