

THE GLAMOUROUS and SCENARIO
The new format for MIPEL 109

MIPEL presents THE GLAMOUROUS, the event dedicated to well-known buyers and new designers and the new exhibition area called SCENARIO, a genuine fashion hub for collections of leather goods and accessories.

These are the distinctive features of the new edition of **MIPEL**, the sector's most important international event, taking place from **14 to 17 February 2016** inside **Pavilion 10 at Fiera Milano-Rho**.

Four days dedicated to the **finest examples of leather goods**, both international and Made in Italy. **10,000 square metres** of exhibition space, over **300 brands** from all over the world. **12,000 international buyers** coming to see the best examples of leather goods and accessories.

The creators of the new vision for MIPEL, **Riccardo Braccialini** and **Roberto Briccola**, **Chairmen of Aimpes** and **MIPEL**, respectively, are aiming to make the **event the most important exhibition for international leather goods: a hub for fashion and the latest trends.**

"Our goal is ambitious but achievable, and after almost a year of work, we are starting to see the first indications of recovery and some initial signs of success," said Riccardo Braccialini, Chairman of AIMPEs.

The Chairman of MIPEL, Roberto Briccola, shares this view and explained, *"We were closely involved with finding and selecting the exhibitors and we revised the layout of the event. We are aiming to present an exclusive, improved version of MIPEL, consistent with the needs of the market."*

The new format will include participation by famous brands and new, trend-setting businesses. It is aimed at buyers looking for impressive, high quality, innovative products.

All eyes on **THE GLAMOUROUS – The fifth element**: no longer just an exhibition space, but an innovative meeting point for well-known buyers and young designers.

4 prestigious buyers will "adopt" 4 trend-setting designers, making their collections more visible both within the allocated section of the fair and in their own shop windows.

Completely new for 2016 is **SCENARIO**, targeted at new brands and **young designers**. It is a new, completely fitted exhibition area inspired by four elements: **air, water, earth and fire**, a genuine multi-sensory experience of the most interesting new talents possible thanks to holographic creations realized by Archè-Touch the Future company.

The location of the fair has been confirmed and will be inside **Pavilion 10**, on the **ground floor**: a choice of position that strengthens the synergy between **MIPEL** and **TheMicam**, facilitating access between the two exhibitions and emphasising the strong connection between two production sectors (leather and shoes), which are the pride and joy of Italy's fashion industry.

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