

## MIPEL111

### A POPULAR EDITION WITH BUYERS AND VISITORS

Over **10,000 visitors** to Milan for the 111<sup>th</sup> edition of **MIPEL TheBagShow**, the international fair for leather goods and fashion accessories, which closed having made impressive gains.

Although we need to interpret these figures cautiously, the total number of buyers compared to the 2016 edition grew by **6.6%**. More than half the buyers in attendance were Italian (**+6.2%**), with the others coming from abroad (**+7.0%**): a positive sign for the future.

This represents a significant increase on last year, which confirms the very positive trend that began under the guidance of Riccardo Braccialini, President of AIMPES, and Roberto Briccola, President of MIPEL, who began working to improve the international profile of the fair.

*"We've had a very positive response from the key markets concerned. Top of the list is **Russia, up by 48.8%, Korea +28.2%, USA +21.5% and Japan +15.7%**. In terms of Europe, **Germany** was particularly notable with **+18%** of buyers. The forecasts for September show a consolidating trend thanks to the high degree of synergy between the fashion and accessories fairs. For ten days, from the start of MIPEL (17 September) to the end of Milan fashion week (26 September), buyers will have a complete overview of our fashion know-how,"* explains Riccardo Braccialini.

*"The success of this edition is the result of different factors, two of them being the careful selection of the participating companies and a layout that changes from season to season. While constant research into innovation and new emerging talents is another. We are particularly proud of the development of THE GLAMOROUS area, sponsored by Camera Italiana Buyer (Italian Chamber of Buyers), and SCENARIO, a part of which was created in partnership with Camera Nazionale della Moda (National Chamber for Italian Fashion), which is a meeting point for young designers and foreign department stores. We are very pleased with how MIPEL IN CITTÀ has developed, bringing to Milan INSIDE OUT. THE SOCIAL LIFE OF BAGS: an exhibition illustrating the creativity and history of Italian leather goods,"* says Roberto Briccola. *"In addition, our advertising campaign, featured in leading international publications, thanks to support from the Ministry of Economic Development and the Italian Trade Agency, helped increase awareness of the MIPEL brand in key countries of interest."*

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