

SCENARIO

mipel

T H E B A G S H O W

Aisle G

SCENARIO presents Mipel's alternative side, and has been developed for the producers of specialized research products, providing an exclusive and prestigious setting for new brands and the most intriguing proposals on the



Alberto Zambelli

Alberto Zambelli was founded in 2013, offering its first capsule collection for SS 2014. The very same year, the brand was one of the 15 new Made in Italy Fashion talents selected by the National Chamber of Italian Fashion, and after showing at Milano Fashion Week was invited to Beijing Fashion Week. The brand rightly received gratifying media coverage that has continued and keeps growing, season after season.

Its collections are dedicated to today's discerningly elegant and sophisticated lady who delights in the play of clean, essential, absolute forms and unusual materials



Alfredo Beretta

Natale Beretta founded the family business entitled Lavorazione Artigiana del Cuoio in Milano.

The company's handcraftsmanship allows demanding customers to order truly exclusive items.

The range of customization available runs from leathers of various nature and value, such as crocodile, ostrich, lizard, and elephant, to linings of various type and hue, from the ideal colors of the stitching to be matched to the ribbing and the personalized finish given to the metal particulars.



ANIMAdVERTE

ANIMAdVERTE. This word of Latin origin signifies "direct your soul, observe". Italian craftsmanship, tradition and sustainability are brought to their highest value by today's design in which material, form, and function come together in designing bags and accessories that are extremely practical but far from ordinary, surprising even in their simplicity.

From the search for natural or recycled materials to the study of unconventional packaging, every detail is carefully studied in order to make each product versatile and resistant, extend its life of service, and promote greater awareness for a more responsible consumption.



Anima Libera

ANIMA LIBERA is the fruit of the propulsive technological and stylistic innovation CIAK RONCATO has prepared for a very special occasion: its 60th year of experience in creating leather goods for travel now presented in a strictly Made in Italy Collection: "Epocha is a truly essential item for today's modern discriminating man.

The trolley bag becomes an inseparable travel companion, the repository of sundry adventures and precious experience... the expression and image of the traveler's life and lifestyle.

The wide range of fabrics and colors permits the satisfaction of even the most specific and original needs for personalization. ANIMA LIBERA and its logo "IM" perfectly exemplify this concept of complete customization

Bagolo

In some parts of North Italy, the local word for "boy" is "bagolo".

Bagolo offers a Collection of handy, practical bags in sumptuous but durable leather. These bags in essential, clear-cut lines are designed for daily, personalized use.

Inspiration is drawn from Pop art, 1970s movies, tattoos and comics after careful research in history, cuisine, and even astrology. The wide color palette gives every customer the chance to express his or her personality to the fullest. The Collection is produced in small, family-run workshops near Lake Como. The leather comes from the best Italian tanneries.



Bag's Hunter

Bag's Hunter is a recently founded small company specialized in producing elegant but practical bags.

The company's owners - young, enthusiastic, enterprising - reinterpret the concept of fashion accessory in modern key. Dismountable and reliable, Bag's Hunter bags combine today's taste and style over a solid base of quality and attention to detail.

The leather is high quality, and all the other materials vaunt equal worth. The stitching is strong enough for a woman's heaviest loads.



Bams

Bams is the fruit of the inspiration of four young entrepreneurs from napoli who share the same love for fashion and craftsmanship and the determination to pursue their dream: combine the excellence of traditional neapolitan craftsmanship with cutting-edge use of materials and techniques.

The materials used are chosen after thorough and extensive research that engenders exclusive and original patterns and different, sophisticated materials, season after season, year after year, from velvets back-cut by hand to unique fabrics in terms of color and style, from simple types of nappa to doubled hides worked to exclusive effect, and even premium leathers like crocodile, python, and sea snake. every shoe vaunts the unique style it brings to its wearer.

Be Kissed

Be Kissed is a fashion brand from Switzerland distinguished by a design instilled with love and romanticism.

All Be Kissed bags are 100% Made in Italy with animal-friendly materials and fabrics and elegant embroidery patterned expressly for the brand.

Be-kissed is made with love: the love between friends, a love for life and living creatures, and love for fashion and quality.



Benedetta Bruziches

Designer Benedetta Bruziches launched her eponymous brand of bags in 2009. Benedetta Bruziches creations are born from an evocation, a whim that develops into a sensation, and evoke emotions, loves lost and regained, high hopes, and positive energy. Her bags are strictly Made in Italy through collaboration with different artisans depending on the model to be made. The work of many hands revitalizes productive processes on the strength of fresh ideas.

One of the mainstays of the Benedetta Bruziches brand is its attention to the world of craftsmanship. The company employs young men and women who have rediscovered manuality and the value of things made by hand. All this can be perceived in the collections on display



Bergè

Bergè owes its origin in 1990 to a winning hunch by its founder, Ugo Mentasca, who had already founded Pelletterie Palazzolesi Leatherwear to meet the demand for leather bags and accessories 20 years earlier. This 100% Italian brand has specialized in producing and selecting leather from animals born and bred in the Bergamo area renowned for quality and experience in working leather and the small metallic parts required for fashion. The rich assortment presented at MIPEL dedicated to today's young, active women features soft calfskin bags with wide shoulder straps and stunning embellishment worked with both fabric and leather. Studs, sequins, and chains give them an especially current look and feel.

Claudio Cutuli

Claudio Cutuli was born in Calabria into a family of dyers and weavers at least five generations old. The name has such a consolidated reputation in the sector as to have won the appreciation and esteem of the finest dealers in Italy, Europe, and Asia.

The collection is based on a personal whimsy that prefers noble fabrics like hemp, linen, bamboo, silk, wool, and cashmere worked entirely by hand on the family's historic looms and dyed using carefully-picked and rare raw materials from the vegetal, animal, and mineral worlds, such as Ash bark and leaves, Karkadè blossoms, dyer's madder, Oak bark, elderberries, Cochineal, Chamomile flower and Sunflower using the natural methods and blends perfected by our forefathers.



Donatella Brunello

DONATELLA BRUNELLO is a multi-faceted woman whose curiosity inspires her to dream up new worlds based on harmony between aesthetics and a vocation for the never-ending play of imagery, words, and invention. Her creative genius comes from the ability to transform thought into things that aspire to the sublimation of a work of art.

Her "works" defy definition in terms of both concept and traditional aesthetics, and arise from unusual but carefully studied juxtapositions of fashion and design in pursuit of poetry.



Duren

Duren is a Japanese brand that invented a new, one-of-a-kind material: crinkle leather, by starting from 0.4 aluminum foil and leather with the texture required for gloves. Crinkle Leather offers something unique: aluminum's memory effect.

Gabsille

CABS bags bespeak a collection built around the concept of transformation, in which originality and authenticity go hand in hand with the words irony and color. Every Gabs Franco Gabrielli bag is conceived, created, and produced with love in Italy. Precious leathers are worked in Italy together with high-tech, innovative materials to bring forth bags that amaze with their quality, uniqueness, and extraordinary designs and shapes every time. The Gabs Franco Gabrielli world is a continuous explosion of color and fancy combined with joy and the creative genius and simplicity of every single model.



Gianni Segatta

Gianni Segatta Collections are the products of long experience in craftsmanship and a perennial passion for leather and hide. This original, alternative brand, "outside the box" aims at the production of unique creations worked with love by hand and made with high-quality and unusual materials. Each accessory is made using time-honored traditional techniques. Limiting the use of machinery to a minimum, vegetable-tanned leather, and precious materials such as ostrich, crocodile, and python, as well as others like silk, linen, cotton, straw, and wool are used primarily. Innovative ideas and eco-friendly products and techniques that reflect the stylist's interest in reducing environmental impact converge throughout its production.



Harleq

With 25 years of experience in leather furnishings, the HARLEQ brand introduces complex workings in the luxury bags sector and constantly proposes different and original shapes. With intricately detailed, entirely hand-stitched finishing and trim that can also be made to order, HARLEQ offers the quality of a classic product in a bag that is equally unique.

The HARLEQ style and its padded finishing are immediately evident in the new models developed for the coming season:

The "Triangles" bag with its innovative geometrical design features a front panel composed of different shapes in relief and original choices in its accessories.



Interno24 Re-design

Made in Italy creativity, passion, research, and quality are the elements that distinguish Interno 24 creations, all of which are 100% Made in Italy.

A uniquely personal aura distinguishes these bags in eclectic style that mix a timeworn look and "lived in" sheen with contemporary design, today's fashion, and precious leather in original ways.

Old woven fabrics in which the imperfections of handmade production add value and provide the proof of both the manual skills applied and the naturalness of the materials, bring life to a set of bags in limited edition characterized by stripes on the middle.



Lara Bellini

The SS17 Lara Bellini Collection entitled "ART NOUVEAU" is styled for a determined woman with the character required to carry off an important accessory such as Lara Bellini creations invariably are. The singularity of its shapes and hues make it an absolute must for next season. The style is assuredly distinctive, but always elegant and ladylike. Shapes and colors are inspired by the world of nature, the wings of butterflies in particular - wondrous creatures dear to the stylist's heart - and then transformed with the smooth geometrical lines that Lara Bellini has always used in her expression.



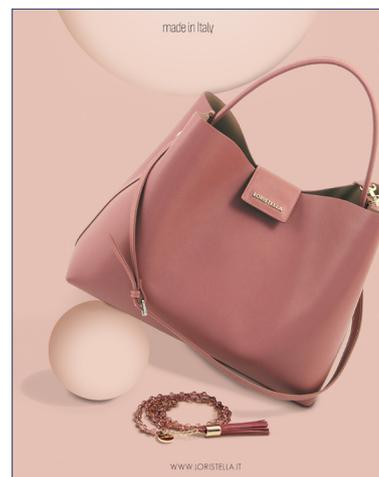
Laurafed

The LAURAFED 2017 Spring – Summer Collection, “IDENTITA’ AUREA”, takes its form from a careful study of the proportions in the organic world, and for such reason, the Golden Measure.

Partial lacquering and engraving enhance the range throughout its various declinations. The dimensions of every model are based on the golden ratio. This Collection’s color scheme was inspired by the colors seen in coral reefs and shades that run from powder pink to orange red, amethyst violet, and green.

Loristella

The colors in the new Loristella Collection range from warm and thick autumnal/ winter tones to the cooler pastel shades of summer. The versatility of Loristella accessories lets wearers alternate solids with ethnic, tropical, and floral patterns to ensure aesthetic and stylistic results in line with today’s fashion trends.



Mark/Giusti

Mark / Giusti is a British brand that produces luxury bags, accessories and necklaces using the techniques of the finest Italian craftsmanship. The aesthetic is minimal and elegant, where timeless appeal encounters a flair for combining different materials in a collection that combines modern innovation with the craftsman’s skill.

On the outside, a MARK / GIUSTI creation is minimal and reveals a commercial dimension Worthy of note. The Collection includes trolleys, briefcases, and messenger bags, laptop and Ipad cases, as well as a fitting assortment of smaller accessories like wallets and satchels, all of which share the common image of clean lines, soft calfskin, and are worked with flounces on the outside.



Mialuis

Mialuis is an entirely Made in Italy brand registered in 2010 by Mariaelena Mallone, an architect from Torino who chose to pursue her dream: transform her love for bags into a new career through dedication and total commitment. Mialuis bags are precisely unique creations in which colors and shapes take new directions without going too far from the artisan tradition to maintain all the quality and style that has invariably distinguished real Made in Italy production.

Monya Grana

Monya Grana is a brand of handcrafted luxury bags in Baroque style with the mascarons that were once cut into the balconies and facades of aristocratic residences as its symbol. Conceived by its founder of the same name, more than just another collection of top end bags, Monya Grana embodies a concept in which fashion encounters art and culture, all 100% Made in Italy.

Her "Fashion innovation" Collection brings the one into embrace with the other, and was inspired by two of Woman's most defining features: her sensitivity, her loving, emotional, tender side, and her toughness, strength, and determination. Monya Grana models come in different color combinations, and are made entirely in leather with mascarons, the brand's symbols, in relief.

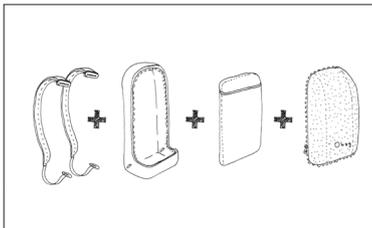


Mueslii

Mueslii was founded in 2007 near the 23rd parallel and the 113th meridian, the result of a genuine obsession with the world of "bags & accessories".

The Mueslii approach to the job is simple: curiosity, fanaticism, and painstaking attention to detail as the brand's key values.

As the name suggests, Mueslii is an unusual combination and juxtaposition of different materials, design, styles, and concepts.



O bag

The new O bag backpack is designed for men and women, and features an ergonomic shape with an EVA and rubber base and an outside in technical fabric.

The O bag brand was born spontaneously after the success of the iconic personalized bags produced in EVA and rubber, an innovative, superlight material with an immediately distinctive plasticity that makes it unique. The brand is a market leader in customization, thanks also to the use of avant-garde materials and an assortment that ranges from bags to watches, eyewear, bracelets, and the latest novelty, platform shoes. All O bag items are designed for use with matching accessories and interchangeable to permit the offer of continuously new combinations.

Officina del Poggio

Exclusively Made in Italy, ODP bags and accessories are strong and practical, distinguished by both their unlined interiors and iconic double clasp, and conceived as timeless creations unconfined by passing fashion trends suited to any occasion and lifestyle. Each bag is carefully considered in every aspect: use, shape, weight, and look. The result is harmony between the accessory and the wearer.

This collection was developed and produced in workshops in Modena and Firenze with the highest standards of Made in Italy craftsmanship for sale in exclusive international boutiques only.



Orobianco

Resolution, vitality, strength, and courage are the keywords to Desertika, Orobianco's line for real men. Desertika faithfully reflects Orobianco know-how to the fullest with new details and renewed determination, captivating, with markedly masculine taste. Lines inspired by sports and unstructured shapes that complement multi-pocket solutions and multi-use details make Desertika practical and long-lasting at the same time.

Desertika models can be adapted to any type of weather and adversity, and designed for rough and ready wear by men required to dominate the world around them.



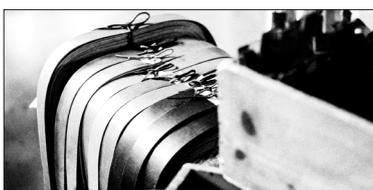
Pantone

Compagnia del Viaggio was established in Firenze in 1978. After more than 30 years, the company is still owned by Roberto and Lucia. Their son Lorenzo entered the family business as Chief Executive Officer and Sales Manager in the meantime.

As of MIPEL110, Compagnia del Viaggio will be operating with a new licensing agreement for the production and sale of its exclusive collection of luggage featuring several lines of trolley, from the classic Pantone model in different colors to "glam" striped, polka dot, and optical illusion models that meets the satisfaction of a wide range of consumers.

Poshead

This collection is centered around various models: the Poshtavel, duffel bag, the PoshBow, 36-hour travel bag, both with zippers, shoulder strap, and large pockets, the PoshBack leather backpack with clean, essential lines, the Leòn leather motorcycle bag with shoulder strap, and the Posteam leather post lady's bag. All are rendered iconic by aviator goggles, the distinctive element of the entire line applied in clear sight on the front of the bag. More than mere ornaments for the bags, from this season on, aviator goggles will become a new accessory in their own right that completes this sophisticated and unusual style.



Post & Co

For its 2017 Spring/Summer Collection, POST & CO reconfirms the importance of the craftsmanship and attention to detail by which it has always been distinguished.

These accessories have a vintage feel reinterpreted in today's style with hand-drawn geometric, floral, and abstract particulars. The Collection also includes modern belts enhanced by an original selection of studs, stitching, and inserts in red, cobalt blue, green, and orange leather inserts, not to mention "classic" models in crocodile and python for the even the more demanding customers. The styles are infused with a color palette inspired by nature. The entire 2017 S/S Collection is made with high-quality, 100% Italian materials worked with the artisan's traditional skill and mastery.



Soraya

The daughter of a Persian father, Soraya Shahir Barzegar is an Italian designer who was prompted by her love for Oriental carpets to create this brand of bags and fashion accessories that gives new life to the antique rugs she has known and cherished since childhood.

No two bags are alike, each one is unique, born from the encounter of two of the world's great cultures that continuously inspires the stylist in creating bags and accessories she designs herself.

Ter

Bertrand Gignoux, Marco Tadini, and Simona Ventura are the rebellious stylists of TER. The communion of these three minds, a synthesis of French and Italian esprit, fashion and design, has led to the birth of TER, in other words "Tre", like the three phases of life, the three moments of the day, the three steps on the winners' stand, the trinity of mind, Body, and soul. The leather is worked in Tuscany's most famous tanneries, and the product is 100% Made in Italy. With its creations in minimalist, architectural, and androgynous forms, ER propone timeless luxury that retains a bond with its own times nonetheless, feminine and masculine, traditional and declaredly actual. TER \// creations are endowed with eTERnal beauty and distinguished by the three vertical bars punched into the leather.



Ticercrea la borsa che ti veste

Ticercrea makes bags by combining art and technique. The new collection both reflects the concept that has always distinguished TICERCREA creations and vaunts styling details that enhance female soul and sensuality more than ever. TICERCREA has developed two lines: the first is more romantic and tender in its lines and particulars; the second is decidedly more daring and audacious in design and detail. The denominator common to all creations is making each woman feel special and unique in her own way, never pass unnoticed, providing her with the means to rise in her own esteem and affection, above all.



Twins Florence

The natural fibers of linen, cotton, and silk are synonymous with a pleasurable caress to body and provides a structure for the leather, which always plays the starring role in the artisan's experimentation. Here, we find leather matched with linen and cotton that changes in the attempt to re-assemble the camouflage fabric into even, regular lines, which are sometimes printed, and others punched into the surface of the leather by paper adhesives devised for the purpose. The colors used to enliven the products range from white silk to various shades of pink, from denim blue to leather tan and burnished red, the safari shades of the hemp used in the outerwear and the tones of black lit up by the white leather.

Visone

Founded in 2011 with the name of its founder, Francesco Visone, the company's production was soon greeted with success even at international level. Its collections express the highest degree of equilibrium between creativity and innovation, elegance and femininity, the essentiality of rigid shapes and the softness of the material, attention to detail and Made in Italy excellence. The materials are selected with the greatest of care to ensure the finest quality. The brand's objective is fully focused on creating luxury fashion accessories beneath the banner of traditional Italian craftsmanship and offering products in an optimum ratio with the needs of today's market.



Vocier

The VOCIER company mission is to contrast the formation of wrinkles in clothes and create problem-free travel. VOCIER is the innovative premium brand address to the world's travel elite. VOCIER has decided to distinguish itself from the other and even the most important brands that produce travel goods. The company's founder Michael left his job to concentrate on this personal challenge of his: to transport a suit without wrinkles in hand baggage. With this end in mind, he invented the first type of suitcase that solves the age-old inconvenience of keeping clothing in good condition during travel. Shortly thereafter, also Vincent came onboard and together they set out to change the business travel world.