

## MIPEL110: a hub for new talents

Held at FieraMilano-Rho from 3 to 6 September, the 110<sup>th</sup> edition of MIPEL had substantially the same number of visitors: about 10,000 buyers, with slightly more Italians than foreigners.

Compared to the September 2015 edition, the number of Italians increased overall, a significant growth that confirmed the signs - albeit still modest - of a slight recovery on the domestic market due to an increase in sales in some segments of the sector.

*“Galvanized by the market’s well-known problems, MIPEL exhibitors created even more innovative and appealing collections. Visitors appreciated the changes in progress and were impressed by the companies in TheGlamorous and Scenario areas. An edition of MIPEL with eyes on the future, even though it is still penalized by the choice of dates in coincidence with the fairs in France. We are sure that the road we have taken is the right one”,* explained MIPEL Chairman, Roberto Briccola.

*“For the next edition we are already oriented towards giving even more value to the collections by our companies and attracting ever-increasing numbers of international buyers. We continue to work confidently on the route outlined by the editions supported by the new mandate of the AIMPES MIPEL chairmanship. We know that MIPEL represents the sector’s excellences and is one of the main appointments on the world map of the fashion business. It will create new opportunities and continued synergies”,* concluded AIMPES Chairman, Riccardo Braccialini.

Enthusiasm was renewed among exhibitors who were pleased about the numerous initiatives organized by an event with a refined image and a higher level of quality, thanks also to the exhibiting companies selected. Spotlights also shone on the new generation of talents and trendsetters in TheGlamorous and Scenario areas, for which MIPEL continues to invest in growth and innovation.

**First edition of “MIPEL in città”.** By replicating the model of the ‘fuorisalone’ event, it brings the fair closer to the city, especially for visitors from abroad.

The first appointment was the award ceremony for the Thelcons NOOSPHERE XX1 – A Mobile and Evolving School, NABA Pavilion, Domus Academy and Tsinghua University contest at the XX1 **Triennale di Milano**. A jury of international buyers chose 5 finalists from all the TREND AREA exhibitors at the fair. The following are the winners’ names and categories: ANIMAdVERTE for the AUTHENTIC NATURAL category, Post &Co for NO GENDER, Gianni Segatta for BEAUTIFUL FUNCTIONAL, Donatella Brunello for ATTIRE EYE CATCHING, and Castamusa for BEST TIMELESS. The MIPEL 110 teaser was shown during the event. It was produced by third-year students in Graphic Design and Art Direction at the Nuova Accademia delle Belle Arti (NABA) with which MIPEL collaborates.

“MIPEL in città” ended on Sunday, 4 September with **“TheGlamorous Night”** at Darsena-Navigli, an event organized with the support of Milan City Council and the collaboration of Associazione Navigli Lombardi. A special appointment that the fair brought to the city of Milan and which included a multimedia show of lights, sounds and water that enchanted the public. Another important contribution to MIPEL’s success came from ITA-ICE (Italian Trade Agency-*Istituto per il Commercio Estero*), whose support enabled the arrival of a significant group of buyers from 4 of the target countries for the leather goods sector: South Korea, Japan, Russian Federation and United States.

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