



MIPEL111

The international trade fair dedicated to leather goods and fashion accessories “shows” off

MIPEL returns for the 111th edition of **TheBagShow**, from 12 to 15 February at the Milano-Rho fairgrounds, and **MIPEL in città**, 13 to 14 February, with “**Inside Out. The social life of bags**”, an exhibition at Palazzo Morando.

Featuring a special opening event Monday, 13 February, “**Inside Out. The social life of bags**” will highlight the craftsmanship and refined design of Italian bags and their place in the evolution of women’s roles in society from the 1960s to today. The exhibition will be free and open to the public the following day, Tuesday, 14 February.

TheBagShow, the trade fair dedicated to leather goods both Made in Italy and beyond, upholds its place as a reference point in the industry.

10,000 square metres of exhibition space in Rho; more than 300 companies including noted brands, emerging designers and trendsetters; over 12,000 international buyers interested in the best labels in the world of leather goods and accessories.

The new logo for this year’s campaign, created by the young visual artist and performer Federico Bassi, is a floating globe with intermingling bags and accessories. This metaphorical weave comprises the lasting, dynamic relationship between the elements - **sky, man and earth** - with the city of Milan at its heart. The globe is also connected to the symbolic meaning of this edition of Mipel: 111, the sum of which, three, was also the inspiration for the layout of the pavilions.

On the wave of their past success, THE GLAMOUROUS and SCENARIO will be updated for this edition.

THE GLAMOUROUS, sponsored by the **Camera Italiana Buyer Moda-The Best Shops**, an innovative meeting point for top Italian buyers and emerging designers, will evolve and become a special showcase for L'Inde Le Palais (Bologna) with Juhree Erba, Bernardelli (Mantua) with Irma Cipolletta, O' (Parma) with C4PSUL4 and Tessabit (Como) with Officina del Poggio.

SCENARIO, the most alternative of the event’s stages, is dedicated to new brands and the most innovative companies in the accessories field. It strengthens the partnership with the **Camera Nazionale della Moda Italiana** (National Chamber of Italian Fashion) and promotes exchanges between Italian creativity and markets abroad. Four international buyers, Korea’s Ilmo, Galleria and Louis Club and the USA’s Jarbo will “sponsor” four Italian designers: Paola Fornasari, Monteneri, Delicatezze and Silvia Giovanardi, respectively.

The spotlight is on trends, styles and the most recent developments in the **TREND AREA**, a space dedicated to style directions in which buyers and the press can find a selection of the best products offered by participating labels. Back for this edition, **THE ICONS** contest will award four finalists in the categories of Small Leather Goods, Travel Luggage, Nomadic Dreamer and Digital Urbanity, chosen by a jury of international buyers called upon to evaluate the products displayed in this special area.

Within the same concept of creative continuum is the partnership with **NABA (Nuova Accademia di Belle Arti)**. Students enrolled in the master's programme for Fashion and Textile Design at NABA have created five projects based upon their reinterpretation of five iconic bags, to be displayed within Glammy Boulevard.

AIMPES has also renewed its support for **ITALIAN ARTISAN**, the 100% Made in Italy, online B2B platform which puts the best footwear, accessory and clothing craftsmen and women in touch with up-and-coming designers and international retailers. Italian Artisan will be present at this edition of MIPEL and will hold training sessions and workshops focused on how to grow sales with the help of digital tools and simplified internationalisation processes.

Lastly, the deal has been sealed with the **Federazione Moda Italia** (Italian Fashion Federation), which will have a presence at the trade fair to support the sector's businesses and entrepreneurs with consultancy and promotional activities.

The event is sponsored by the Comune di Milano (Municipality of Milan) with additional support from the Ministero dello Sviluppo Economico (Ministry of Economic Development) and the Agenzia ICE to endorse Italian trade shows and the Made in Italy label.

Press office: Barbieri & Ridet - barbieriridet@mipel.it - tel. +39 02.58328232

