



## MIPEL 113

**The most important international event for leather goods and fashion accessories is back again from 11 to 14 February 2018**

***Dedicated to the senses, this edition focuses even more closely on future trends***

Creativity, innovation, tradition, experimentation: the buzzwords for the new edition of “*MIPEL – The Bag Show*”, the trade fair organised by Aimpes Servizi S.r.l. (company managed and coordinated by AIMPES, the Italian association of leather goods manufacturers).

Held in MILAN, at the FieraMilano-Rho exhibition site, MIPEL runs for the same dates as **MICAM**, the footwear fair. Over 300 sector brands will be showcasing their new collections here for next fall-winter.

More than 12,000 buyers are expected from all over the world. This is also thanks to efforts made by **ICE-Agenzia (National Institute for Foreign Trade) and the Italian Ministry for Economic Development** which, as part of a project for development of big trade fairs, have organised and subsidised an incoming mission involving a high number of foreign buyers from Korea, Japan, Indonesia, Poland, Russia, and the United States. They also followed through intense preliminary communication activity to promote MIPEL, involving various online channels in the following countries: France, Germany, the United Kingdom and United States.

The “**senses**” are the *leitmotiv* for MIPEL 113: state-of-the-art sensory involvement will invite visitors to look, experience and fill the spaces at the fair in a unique, exciting way, offering an original approach to bags and fashion accessories. MIPEL will feature four visiting itineraries, dedicated to sight, hearing, smell and touch, 'because you feel with your eyes, you see with your mouth and you taste with your hands'.

Inside the different sections at MIPEL, **the senses come to the fore in highly emotive experiences.**

**Touch** is centre stage in **TOUCH BOXES**, the project created in collaboration with **UNIC, the National Tanning Industry Union**, inside **THE GLAMOROUS** section. **Visitors will be called on to find out what 8 mysterious boxes contain using their sense of touch.**

While in **SCENARIO**, the emphasis is on **hearing and smell**. Visitors will be plunged into a refined multi-sensory experience: 4 designated stations will associate a selection of musical pieces specifically composed for the olfactory notes of fragrances.

**Sight** is the main player on the **GLAMMY boulevard**. Here, the fascinating kaleidoscopic effects offered by the 4 **MIRROR BOXES** allow visitors a totally new look at 4 icon items: an exclusive bag by the famous **Trussardi** label, the new *ITbag* from **Strenesse**, a bag made specifically for the fair by the renowned Milan school **Accademia del Lusso** and a perfume-story by **Calé Fragranze d'Autore**.

And to finish, on the same boulevard, **smell** comes into its own thanks to special diffusion systems inserted into installations that allow visitors to perceive the wonderful fragrances by **Aroma Design**, making this year's visit to the fair even more refined.

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Innovation and experimentation pave the way for ideas in the special sections **THE GLAMOUROUS**, **SCENARIO Internazionale**, and **GLAMMY Boulevard**: three revolutionary showcases for new proposals from the world of leather and more.

**THE GLAMOUROUS**, an initiative sponsored by the **Italian Chamber of Fashion Buyers**, acts as an innovative link connecting the most eminent Italian buyers and emerging designers. In four 'best shops', the coaches of new-gen designers will be giving visibility to collections by their chosen pupils. Buyers taking part in the project at this edition: **Cose** presenting **Giorgia Baiocco**, **Eleonora Bonucci** championing **Maissa**, **Gigi Tropea** who believes in the potential of **Micoli** and **Stilmoda** whose scouting focuses on **Alila**.

**SCENARIO Internazionale** is the most alternative showcase at the fair, with focus on new brands and the most experimental ideas on the accessory scene. A special section, created thanks to collaboration with the **National Chamber for Italian Fashion**, promotes and backs encounter between Italian creativity, famous worldwide, and foreign markets, with the involvement of four international buyers called on to sponsor new Italian designers. The February edition will feature: **Parigot** from Tokyo presenting **Eden Diodati**, **Concento** from Osaka in support of **Silvia Massacesi**, **Hyundai Department Store** from Seoul showcasing **The Dots** and **Wizwid** which champions **Woobag**.

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All this and much more. MIPEL continues along its path of growth and edition no. 113 sees it once again collaborating with representatives of the world of lifestyle: contemporaneity and excellence are increasingly in the limelight.

**Rolling Stone**, the most important musical and lifestyle magazine brings its revolutionary taste in images to a creative lounge at MIPEL. One of the magazine's top photographers, Monica Silva, will be taking photos of players and spectators from the world of leather goods on a dedicated set. Unique portraits by a big name in modern photography, which will then be displayed on the *Wall of Fame* in the *Lounge* and posted on the Rolling Stone and Mipel social profiles.

With sponsorship once again by the **Milan City Council** and **support from the Ministry for Economic Development and ICE-Agenzia** (the National Institute for Foreign Trade), '**MIPEL in città**' is the fair's fuorisalone, which continues to share its events throughout the city centre: **Rinascete** in Milan in Piazza Duomo, which in 2016 won the "Best Department Store in the World" award, becomes a 'second home' for MIPEL.

The MIPEL-branded **Bar della Rina**, in the basement Design Supermarket, will become the go-to meeting place in the heart of the city for all accessory addicts, with **dj sets by Rolling Stone** for the MIPEL **Happy Hour**, open to the public between 6 and 8 pm, from 11 to 14 February.

There will be art installations on the first and fourth floors of Rinascente, showcasing the winning bags in the **'Feel your Rolling Bag'** contest. The contest will culminate on the evening of 12 February when a jury comprising representatives of ICE-Agenzia, MIPEL, Rinascente, and Rolling Stone will announce the three top products.

**From 8.30 pm on the evening of 12 February**, one of the wonderful locations on the seventh floor of Rinascente will host the **MIPEL Celebration Night**.

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**Riccardo Braccialini, President of Aimpes**, the Italian association of leather goods manufacturers, for over two years and recently appointed **President of MIPEL**, has this to say: *"Investing for growth. Investing in youngsters. Believing in our own history. These are the keywords that over recent years have enabled the driving force that is MIPEL to pick up its path of progress, taking on the challenge posed by the market and an increasingly wider and more fragmented trade fair scenario. In this context, MIPEL acts as a benchmark for Italian and international buyers looking for beautiful, well-made bags and fashion accessories, perhaps (why not?) with that exciting something extra. Once again at this edition our creativity and events held in parallel with the trade fair celebrate Italian excellence as a driver for industrial recovery. MIPEL, Rolling Stone and Rinascente are three excellences put at the service of an Italy that wants to grow worldwide."*

Other new entries at MIPEL will see inauguration in February of the first edition of **SPAZIO**, the new exhibition area for international brands and manufacturers of bags, travel goods, small leather goods and fashion accessories in the market's medium bracket.

SPAZIO aims to generate new business opportunities and it targets buyers looking for a complete showcase in terms of type, price range and new articles.

Held in the foyer of the FieraMilano-Rho Service Centre, SPAZIO is just 70 metres from MIPEL pavilion 10, and easily reachable thanks to road markings and personnel on hand to direct visitors.

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RINASCENTE

