

## SCENARIO\_MIPEL113

Scenario is the special stage for companies that stand out for its creativity, innovation and research. This sector is dedicated to the new designers and coolest brands and it shows up with a new theme and decoration each edition. It has a dedicated communication and promotes the matching between creativity and foreign markets also thanks to the collaboration with **Camera Nazionale della Moda Italiana (the National Chamber for Italian Fashion)** and the **internationalization project** for participating companies.

All the brands that will participate in this area:

Allison style, Anima Libera, Anita Bilardi, Bagolo, Bakarà, Bbenbags, Dada Design, Dalaleo, Dampai, Daniela Zelli Roma, Donatella Brunello, Harc Paris, Harleq, Ina Kent, Kassiopea, Kilesa, La Fille Des Fleurs, Lemniscate, Loristella, M\*BRC, Maria Cardelli, Mialuis, Mueslii, MuSté Studios, Oc&Co Barcelona, Officine Federali, Qman, Re-New Bags, Salzen, Sapaf Atelier 1954, Shana 8th Avenue, Soraya Milano, SPAZIOiF, Sporta 1952, Stefano Turco - Opera Bags, Too Cool Style.

## SCENARIO CAMERA DELLA MODA\_MIPEL113

**CAMERA NAZIONALE DELLA MODA ITALIANA**, the Association representing fashion and “Made in Italy” in the world works together with MIPEL into the SCENARIO section for supporting the upcoming designers.

**Concento\_** presents **Silvia Massacesi**

**Hyundai Department Store\_** presents **The Dots...**

**Parigot\_** presents **Eden Diodati**

**Wizwid online Multibrand Store \_** presents **Woobag**

**STORE:  
CONCENTO**

**CONCENTO**

PARIS  
H.P. FRANCE



CONCENTO is fashion retail store founded in 1984 in Tokyo. Concento aims to reach the harmony between people, things, information and communication. It is a place where shoppers can come across the uniqueness of over 60 creators, and offers a wide range of goods from high-fashion collections to up-and-coming designer.

**DESIGNER:  
SILVIA MASSACESI**

*Silvia Massacesi*

ETHICS AND AESTHETICS are the key words of Silvia Massacesi brand, that aims to realize fashion products respecting the environment. The two founders, Silvia Massacesi and Davide Mariani created a product line called "EST-ETICA" to reflect their philosophy: high-quality made in Italy creations in natural cork and regenerated cellulose fiber, in which modernity and tradition blend with the designer's creativity and skill of the craftsman.



**STORE:  
HYUNDAI DEPARTMENT STORE**

**THE  
HYUNDAI**



Hyundai Department Store is one of the three major department store chains in South Korea with 13 locations, the greatest number in Gangnam Area and other 4 projects by 2016 (Total of 17 Branches). Hyundai vision is to think and act from the points of view of customers. It continuously improves itself to meet its customers needs to create a complete satisfaction and prosperous life style.

**DESIGNER:  
THE DOTS...**

*The Dots...*

The Dots... are high quality "made in Italy" leather bags aiming to fill empty spaces with meaning. The name "The Dots" comes from the three dots at the end of a sentence used when something is intended but unwritten and signify the designer's idea of accessories as a completion of the many different individual personalities wearing them. The exceptional quality of materials together with the classic shapes ensure that the bags stand the test of time while the detachable artwork makes it possible to change the way the bags look every day.



**STORE:  
PARIGOT**

# PARIGOT



Parigot is 90 years old, but it is not slowing down, it intends to continue evolving cultivating sensibility and hospitality. It believes in the power of space to refresh and inspire its guests understanding their wishes and fulfilling their needs. Consumers have various and changing lifestyles, Parigot aims to get closer to them, balancing high quality and prices to produce best value.

**DESIGNER:  
EDEN DIODATI**

· E D E N · : · D I O D A T I ·

Eden Diodati, is a brand that has launched an iconic new chapter in the story of ethical fashion. Founder Jennifer Ewah's breathtaking designs and ethical commitment are producing unique high-end accessories, handmade by artisans in partnership with social cooperative of women in Ruanda who survived at genocide. Blending aesthetic innovation with intricate craftsmanship, Eden Diodati embodies the future of luxury: stunning fashion jewellery with a compelling, compassionate heart.



**STORE:  
WIZWID ONLINE STORE**

# WIZWID



WIZWID opened its website on February 2001 providing Oversea and Local Shopping Service and Global WIZWID. It introduces Mono Brands & Stores from various countries to Korean customers through PC web, mobile web and Applications. It introduces local and oversea brands faster than anyone and it's making lot of fashion trends. WIZWID speciality is to implement "the Speciality Stores Platform" which allows customers to have offline select shops experiences through online website.

**DESIGNER:  
WOOBAG**

Woobag like wood. Woobag was born from the meeting between the creative minds of Sara Da Dalt and Sheita Pierobon, and a simple but versatile material: wood. Woobag by Officina nr.3 is a collection of bags with a minimal design. Every season the designers study new essences, materials and colour combinations. Each bag is realized by Italian artisans: the wooden sheet is worked and sewed with leather to create a noble and unrepeatable accessory. The tactile sensation, the reflections of light and the veins of wood are different in each bag, making it unique.

by WOO



Ufficio Stampa Barbieri & Ridet - [barbieriridet@mipel.it](mailto:barbieriridet@mipel.it) - tel.02.58328232

PROMOTED BY:

**AIMPES**

Associazione Pellettieri Italiani

