



ANIMAdVERTE comes from the Latin *animum advertum*, meaning "open your heart": a name that encapsulates the passion for design which brought Laura Tolfo's project to life. After having graduated with a degree in Fashion Design from the Politecnico di Milano and having gained worked experience that ranged from fashion to communication, she dove into the leather goods and accessories industry.

In early 2015, she launched Poliedrica, a line consisting of unusual geometric forms that allow bags to be transformed and folded into flat packaging - convenient to store and perfect for travel.

The new fall/winter 2016/2017 collection has expanded to include new three-dimensional volumes, hand crafted in vegetable-tanned leather, a material whose natural properties are revealed by the light nuances of colour that change over time.

Pupi Solari, In 1969, Genoan Pupi Solari opened a store for children in Largo V° Alpini in Milan. Nine years later, in 1978, it moved to Piazza Tommaseo and the women's wear joined the children's store for a total of 6 window displays. In 1991 the men's boutique, Host (from the last name of her children, Host-Ivessich), was opened and the windows totalled 11.

This extraordinary visibility, mediating image, quality and price, has made it a point of reference for those who seek out contemporary classics, eschewing fashion's trends.

Architect Giorgio Host-Ivessich, the father of Solari's children, played an important role in the store's success. The shop windows are practically made for rigorous, unpredictable creativity.

Though a multi-brand selection, the personality that shines through and the coherence of looks makes it almost seem like a single brand. One of the first to adopt the now-popular idea of in-store hospitality, there is a small tea room inside the shop, while the wedding department completes the sphere of femi-

PROMOTED BY:





HIBOY is a small company specialising in the production and sales of bags and accessories, with offices located just a few kilometres from Milan. The brand was founded in 2010 by Christian Rigamonti, a quirky and eclectic designer-artisan. His products span from bags with unusual, often asymmetrical forms which almost seem to move in space or adapt to the human body, to the use of technical materials and innovative construction, to products entirely hand-sewn in saddle stitch. At Mipel 109, he will present a collection featuring retro lines in Genuine Shell Cordovan, which is prized out for its unique grain, enriched by lizard skin details.

TESSABIT Founded in Como, Italy in 1953 by the Molteni family, Tessabit is a group of luxury boutiques known around the world for its original, attentive selection of products from the best high-end clothing and accessory brands. For three generations, Tessabit has been synonymous with cutting-edge and continuous stylistic development, in perfect harmony with the wonderful backdrop of Lake Como and the needs of a jet-set, international clientele. A voyage into innovative, refined elegance, always looking towards the future.



Simona Tagliaferri is a gem expert with immense passion for architecture.

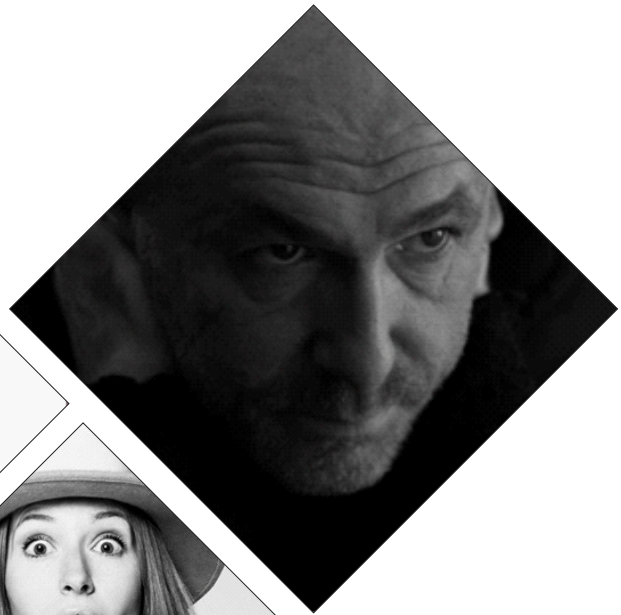
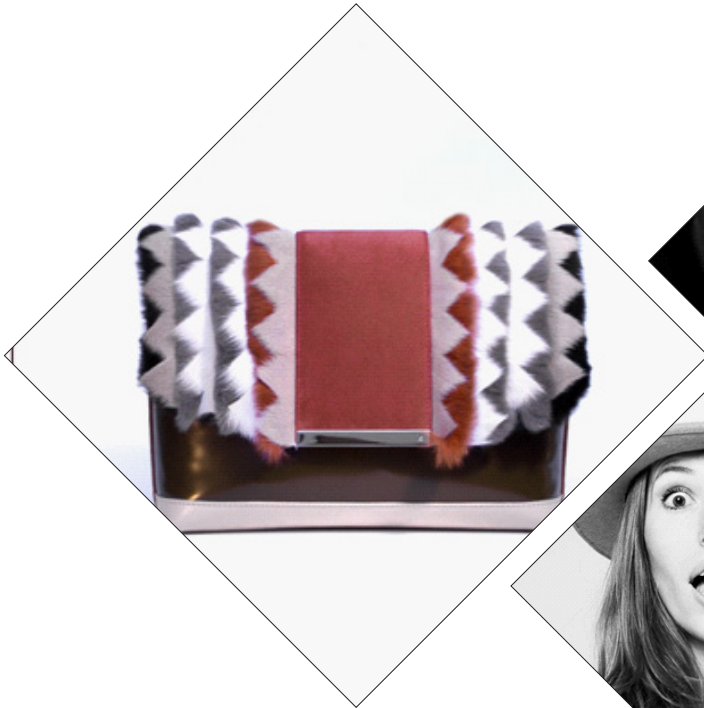
She has dedicated her life to the world of accessories, from jewellery to purses, bringing an obsessive, almost severe attention to the selection of materials. Her work attests to the wide-ranging nature of design, the meeting point of creativity, knowledgeable use of production techniques and the secret power of fabrics, metals, leathers and minerals.

For the FW 16 collection, Simona Tagliaferri presents bags and accessories of surprising dimensions in specially processed leathers.

Her method, which pushes the workmanship and use of precious materials to the very cutting-edge of technology and expands the definition of "imagination" with innovative forms and uses through surprising mutations, is nothing short of extraordinary.

Daad Dantone. The history of Daad Dantone boutiques goes way back, following the precise, patient cut of a pair of golden scissors, a symbol for and ode to the family's work as tailors whose know-how and professionalism was at the service of the Milanese for years.

It was in this fertile soil, sown with a passionate dedication to fashion, that Giorgio Dantone transformed the family business into the boutiques we know today - a leading name among multi-brands and a point of reference for the international fashion scene. Daad Dantone doesn't follow trends, it creates them. A trend incubator constantly seeking out new brands, Daad Dantone transforms these up-and-comers with a touch of "the golden cut", taking them under its wing as they burst from unexplored territory to established names.



IS DI IOANNA SOLEA IS was founded in Milan in February 2013, arising as an idea had by the Cypriot/Austrian designer Ioanna Solea.

The brand is dedicated to uniting the spirit of luxury with poetic artisan techniques.

Solea often plays upon the contrast between rustic and refined, resulting in contemporary style with feminine taste.

Her modern, sophisticated pieces aren't without a light touch of characteristic irony which makes them even more special and personal.

A skilful combination of refinement and sensuality is mixed with prized materials and finishes to create unique, valuable pieces that are 100% made in Italy. The purses take on a life of their own and at the same time are seen as objects that can contain and embrace other objects.

LA TENDA is a historic boutique that carries prêt-à-porter womenswear, located in Via Solferino 10, in the heart of Milan's Brera district. It is part of the La Tenda group, which also includes the MARCO LONGONI store in Via Plinio 13, and FOUR | LA TENDA in Via Mario Pagano 69/A, both in Milan also.

Since 1985, LA TENDA has offered a spectacular interpretation of the best fashion collections from Italian and international designers. Today, thanks to the immense passion and experience of Vittorio Longoni, the boutique is an essential rendezvous for those who seek Made in Italy quality. Establishing its role by embracing historic, talented and niche brands, LA TENDA offers collections with impeccable aesthetic content and only the highest level of Italian craftsmanship.



CORSOUNDICI Style and craftsmanship, aesthetics and a hands-on ethic: Paola Gualini, the creative heart and soul of Corsoundici, learned to design bags by following every step of their production. In doing so, she also learned the rules of Italian leather manufacturing to perfection. With her husband, Fabio Galasso, she founded Corsoundici to produce accessories with contemporary appeal and flawless quality in high-end materials. As if that wasn't enough, they had to be accessible at the same time. Paola Gualini's creativity is expressed in decisive stylistic choices: the liberal use of colour, the expert calibre of cuts and the harmonious pairings of different components. Her knowledge of materials is crucial: extremely soft calfskin, deerskin, water snake and dyed furs. The combinations are virtually endless. Her working method is an indispensable element. Each step in production takes place in the family-owned company and is then hand-finished by expert craftsmen. For the new FW 16 collection, Corsoundici was inspired by the art of Sonia Delaunay. A fragment of a painting becomes inlay, a structural detail or a chromatic reference, unfolding through colours, forms and surfaces. Refined combinations and laser-cut geometries. The precision of cuts and inlays as a point of reference. Perfection as obsession.

BIFFI Research, innovation and dedication are the three pillars on which the style and success of this historic brand are founded. Rosy Biffi's instinct and the kindness, care and great passion of all the members of her family are the formula for the success of a company that is recognized and appreciated internationally. Research is the motor that drives the entire business, which is dedicated to identifying young creators around the world and capturing ever-new stylistic ideas. The result is a precise concept of elegance: nonchalance with the right mix of emotion and rationality.