



## MIPEL110

### The international trade show dedicated to leather goods and fashion accessories doubles up and opens in the city

**MIPEL-TheBagShow** opens in the heart of Milan for the first time, with numerous events taking place from 3 to 6 September 2016.

'**MIPEL in città**' begins on 3 September with a cocktail hour to be held at La Triennale, an internationally-recognised cultural institution, which will include the award ceremony for **THE ICONS** contest. A jury of international buyers will be called upon to judge the products displayed within the trade show's TREND AREA and to announce the five finalists in the following categories: no gender, beautiful functional, eye catching, timeless, and authentic natural. The five selected products will be displayed at NOOSPHERE XX1 – a mobile, evolving school inside the NABA pavilion at the 21<sup>st</sup> Triennale di Milano in collaboration with Domus Academy and Tsinghua University. The evening will also feature a screening of the teaser for Mipel110. It was produced by three-year degree Graphic Design and Art Direction students at **NABA** (Nuova Accademia delle Belle Arti), an organisation with which MIPEL has close collaborative ties. The students involved in the creation of the teaser are: Alessandra Brivio, Martina Matiz, Elena Kratter, Luca Ganimede and Christian Pappalardo.

On 4 September, the Darsena–Navigli will become the location of **THE GLAMOUROUS NIGHT**, an event created with the sponsorship of the Comune di Milano (Municipality of Milan), in collaboration with the Associazione Navigli Lombardi (The Lombard Canal Association). MIPEL is offering this special event as a gift to the city to celebrate the creativity of Made in Italy excellence. The Darsena will be transformed into a magic location with a multimedia laser and music performance on the water creating a unique, captivating atmosphere.

Meanwhile, technology and nature, perfection and imperfection, fractal geometry and traditional shapes will be the contrasting worlds put on display with in pavilion 10 at the Fiera Rho-Milano fairgrounds. The number of this edition, 110, connects with the very basic elements of digital information, 0 and 1, and to the concept of linearity and the perfection of opposites. **MIPEL** has chosen nature in contrast to technology as its distinguishing theme, renewing its image in relation to an antithesis.

The four days of the trade fair will be dedicated to high-quality leather goods, Made in Italy and around the world.

10,000 square metres of exhibition space. More than 300 companies including noted brands, emerging designers, and trendsetters. 12,000 international buyers seeking out the best in leather goods and accessory labels.

After the success of the last edition, MIPEL110 will once again include THE GLAMOUROUS and SCENARIO.

**THE GLAMOUROUS** proved to be an innovative meeting point between top buyers and up-and-coming designers. Four esteemed Italian buyers will “adopt” four on-trend designers, giving visibility to their collections both within the show’s dedicated area and in the windows of their stores. The shops taking part in the project, sponsored by the **Camera Italiana Buyer Moda -The Best Shops**, are nothing short of prestigious: L’INDE LE PALAIS, MANTOVANI, PENELOPE and SUGAR, respectively coaching Filippo Pugnetti, Giacomo Zanchetti, Tommaso Cecchi De Rossi and Luca Lucaroni.

**SCENARIO**, on the other hand, is the most alternative space within the show. It’s designed for those presenting innovative, cutting-edge products and offers an exclusive, high-quality stage aimed at new brands and the most interesting companies in the accessories landscape. This is the context for our collaboration with the **Camera Nazionale della Moda Italiana** (National Chamber of Italian Fashion), which will select a few new designers from their Fashion Hub Market, thereby giving them unique visibility.

Last but not least, there’s **TREND AREA**: a space dedicated to various style directions in which buyers and the press will find a recap of the 2017 S/S collections featured in the exhibitor stands and the best of the creative and professional content from companies participating in the show. Thanks to the initiative for the international buyers and the international press, these will benefit of an increased attention: two days of **LEATHERGOODS TALK**, Saturday 3rd and Sunday 4th at noon, will be dedicated to the evolution of taste and request of leather product consumer.

So much news to report for the upcoming edition has brought great satisfaction to the president of AIMPEPES, Riccardo Braccialini, and that of MIPEL, Roberto Briccola:

Riccardo Braccialini: *"We have revamped the show since the start of my term, aiming to reinforce its role as an international trade fair. Convinced it's necessary to work as part of a larger system and team, we have confirmed the position of the MIPEL pavilion next to that of TheMicam, highlighting the close ties between the two industries – leather goods and footwear – the feathers in the cap of Made in Italy products."*

Roberto Briccola: *"We've managed to bring increasing visibility to young talent alongside historic Made in Italy brands to better offer Italian and international buyers an even better selection and business opportunities. In September, we'll bring MIPEL110 beyond the exhibition pavilions of Rho-Fiera to involve the entire city of Milan. The success we've enjoyed up to this point indicates that we're on the right path. We'd like to thank the Ministero dello Sviluppo Economico (Ministry of Economic Development) for their support and promotion, through ICE AGENZIA, of the show."*

Press Office: Barbieri & Ridet [mipelpressoffice@barbieriridet.com](mailto:mipelpressoffice@barbieriridet.com) tel. +30 02- 58328232



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