

2 July 2018: launch of "MIPEL TAILOR MADE" in Tokyo

ASSOPELLETTIERI - Associazione Italiana Pellettieri – pays his attention on Japan organizing a B2B exhibition-event that took place on July 2, 2018 in Tokyo, at the Istituto Italiano di Cultura.

With this initiative, ASSOPELLETTIERI follows the strategic evolution of MIPEL, an event that focuses on foreign markets with confidence and that is able to simplify the contact between its companies and top level buyers looking for the traditional Made in Italy and innovative product.

According to the latest economic data in the sector, **Japan is ranked fifth in terms of value exports (€ 478 billion) and eighth in terms of quantity**, confirming its specific importance in the Italian leather goods export ranking in 2017.

ASSOPELLETTIERI came up with the project "MIPEL TAILOR MADE" to create "tailor-made" solutions: intercepting and responding to market demands on one hand, offering customized products on the other.

MIPEL TAILOR MADE, which took place the day before the opening of Modaitalia in Tokyo, is also the first of the events organized by ASSOPELLETTIERI: after will be the turn of MIPEL (Milan, 16/19 September 2018) and MIPEL LEATHER GOODS SHOWROOM IN KOREA (Seoul, 16/18 October 2018).

During the day of July 2nd, selected Japanese buyers met a group of Made in Italy companies which will show innovative and cool products, in perfect harmony with the taste of Japanese buyers.

14 were the companies participating at B2B event with the exhibition of SS 2019 collection: ALBERTO OLIVERO, ARCHETIPI, BONFANTI, BOLDRINI SELLERIA DAL 1955, BUTI, CAPAF, DANIELE AMATO, INNUE', LA FABBRI, MY CHOICE, PLINIO VISONA', ROSA LOU, TERRIDA, TUCANO.

Moreover, during MIPEL TAILOR MADE was presented a preview of the capsule collection "DIAMOND Arcadia by Irma Cipolletta" which will be shown at MIPEL in September in a dedicated area.

Really important is the special "trend area", where were showed the leading products of some upcoming designers, to enrich the overview of a contemporary and versatile Italian leather goods.

Here the participants: ALILA MADE IN ITALY, ANIMADVERTE, ANNALISA CARICATO, BENEDETTA BRUZZICHES, CAPSULA, CROMIA, GEN-Y, IRMA CIPOLLETTA, JUAREZ CAMACHO, KILESA, LAURAFED, LUCREZIA KAUFFMANN, MARIA LAMANNA, NUMBER 15, OFFICINE DEL POGGIO, SILVIA GIOVANARDI, SORAYA MILANO.

An highlight is the **"pop up project"** characterized by the **display of seven Italian brands products** personally selected by the buyer of **"CONCENTO PARIS HP FRANCE"** (Tokyu Plaza, Ginza), one of the most prestigious Japanese stores always focused on scouting new brands and products. **The event lasted from 2 to 9 July 2018, with a special opening in which press and buyer were invited.**

Here the selected brands that joined the project: ANNALISA CARICATO, ARNOLDO BATTOIS, BENEDETTA BRUZZICHES, BOLDRINI SELLERIA, FALOR, MARIA LAMANNA, MICHELE CHIOCCIOLINI.

The event was supported by **Regione Lombardia** as part of the promotion of Lombardy exhibitions abroad.

Ufficio Comunicazione ASSOPELLETTIERI-MIPEL Elena Merli e.merli@mipel.it

Ufficio Stampa Barbieri & Ridet - barbieriridet@mipel.it - tel. +39 0258328232