

THE GENIUS OF YOHJI YAMAMOTO AS MIPEL GUEST STAR

Yohji Yamamoto, the conceptual avant-garde guru, elects Mipel 114 to present **discord**, his new collection of luxury bag.

Yamamoto is a protagonist of the fashion world since over 40 years, representing a fine conceptual style, and this year he will propose a sophisticated collection inside an exclusive space Mipel reserved for him.

A special setup designed to enhance the bags, that are expression of the elegant beauty that recalls the Japanese culture. The sophisticated grace and the essential Japanese minimalism become the main protagonists.

Regarding the new project, the company's representative says: "The brand **discord Yohji Yamamoto**" provides a new sense of value through luxury accessories. The brand's name "discord" means "dissonance", reflecting the aesthetics of "incompleteness" and "asymmetry" that embody the philosophy of Yohji Yamamoto. All of the codes that define Yohji's style are translated in this collection. The curves and the straight lines, the asymmetric balance, the functionality, the distinction between the inside and the outside, and the fact that the fabric suggests the shape, rather than the other way around".

With reference to the participation to MIPEL, the brand's representative says: "When we decided to launch "discord" we deepened the exhibition world and we had no doubt on the fact that MIPEL was the world's most important exhibition dedicated to the Leather Goods; such consideration has been made not only on the basis of the number of every edition's attendees or on the exhibitor's quality but **above all on the attention to the sense of beauty, to the innovation, to the creation and on the fact that MIPEL made a connection between fashion and art, between fashion and the world, which also represent our brand's philosophy**".

Danny D'Alessandro, CEO and General manager of MIPEL, says as follows on the participation of Yohji Yamamoto to the exhibition that will be hold in September 2018: "It is our honour to have the brand "discord Yohji Yamamoto" at MIPEL. Such event draws the attention on two aspects: first of all, after some difficult moments **MIPEL has come to be a landmark' in the exhibition system once again also for the top-brand which are 'thinking to our exhibition as a valid platform to present their new project**; on the other hand, our hard work on the building of the brand awareness – also at the international level by arranging teaser and exhibition – does work for us".

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