

16/18 October 2018: ASSOPELLETTIERI and MIPEL go back to Korea for the fifth edition of “MIPEL LEATHERGOODS SHOWROOM IN KOREA”

ASSOPELLETTIERI and MIPEL focus their attention on foreign markets, especially on one of the countries with the most innovative economy in the world, Korea.

After the success of the previous editions (October 2016, March and October 2017, March 2018), the exhibition “**MIPEL Leather goods Showroom in Korea**” returns to Seoul presenting the SS 2019 collections at the Park Hyatt Hotel in Gangnam.

The showroom gets bigger: a group of furrier’s companies of **AIP-Associazione Italiana Pellicceria** will flank the 29 leather goods companies expanding the overview of the leather products and showing the care for details typical of Italian know-how.

Here the brands who will join the project:

A.BELLUCCI, AFG 1972, ANNA VIRGILI, ARCADIA, BARONE FIRENZE, BOLDRINI SELLERIA, BONFANTI, CASTELLARI, CHRISTIAN VILLA, CLAUDIA FIRENZE, CMP, COLB RED LABEL, COSTANZA ROTA, CROMIA, CUIR ROSE, DINO DRAGHI, FABIO GAVAZZI, FALORNI ITALIA LE BORSE, FONTANELLI, GEMINI, GILDA TONELLI, GIORGIA MILANI, INNUE', IO PELLE, JNC, KILESA, LANZETTI, LUNATIKA, M*BRC, MARCO MASI, METALSERVICE, MY CHOICE, OFFICINA ARTIGIANA, OLIVIERI, PLINIO VISONÁ, ROBERTA GANDOLFI, SUPREMA, TOSCANA, TUCANO.

For the first time in Korea will be also presented the **special co-lab project** between leather goods companies and emerging designers. The initiative was realized with the purpose of creating capsule collections that represent the meeting between creative inspiration and craftsmanship tradition and modernity, innovation and functionality.

The four capsules – presented at MIPEL and in Excelsior Milano during MFW in September 2018 – are born from the collaboration between **Arcadia and Irma Cipolletta, Cromia and Michele Chiocciolini, Claudia Firenze and Annalisa Caricato, Tucano and Laurafed.**

No less important is the leather goods trends presentation in the special “**TREND AREA**”, in which are shown some leading products that showcase the “beautiful and well-made” of Made in Italy leather goods.

Here the brands that will join trend area: ALBERTO OLIVEIRO CALICANTO, CRISTIAN MARCUCCI, CAPAF, DE COUTURE, FORTU MILANO, GEN-Y, LARA BELLINI.

Of great interest, for buyers and journalists, will be the **round table**, which will have the theme "Technology and leather goods application".

Confirmed also the **"POP UP STORE"** project: **October 18th and 19th**, in **Hyundai Coex Department store** some selected companies presents their products directly to the public, to continue then until **October 25th in Hyundai Pangyo**.

"Our Korean event responds to a precise need of companies belonging to Assopellettieri: the Association, therefore, is the bridge between the company and the need for internationalization. Thanks to the support of ICE-Agenzia, we are Italy that works "- ended Riccardo Braccialini, Assopellettieri and MIPEL President.

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