

## MIPEL 115

### MIPEL TAILOR MADE: THE CAPSULE PROJECT

Thanks to the great success of the past edition the ‘**Capsule Collection**’ project keeps going. MIPEL is an evolving showcase, able to intercept the needs of a fast market and always looking for innovation and sustainability. It is also an incubator of new partnerships to support Made in Italy in the world: at Mipel 115 some companies with a recognized craftsmanship work together with talented designers to create Capsule Collections that express the leather goods future. This important initiative awards both exhibitors and designers giving them the opportunity to realize something new and to obtain visibility thanks to the support of important producers.

The partnership is sponsored by Assopellettieri within the exhibition. The collections will be the stars of a special set-up in SCENARIO, the area dedicated to the coolest brands and they will be displayed for a week at **Coin**, one of the most important Department Store in Milan. Mipel is able to create again a link between retailers, manufacturers, designers and the final consumer. On 11th February, there will be an exclusive party at Globe restaurant in collaboration with our media partner **Vanity Fair**, weekly magazine strong with the creation of new fashion trends.

Five are the capsules presented in this edition, two of whom at the first time on international debut: **Athison and Bav Tailor** together for the first time with **Valentino Orlandi and Andrea Ciccolo**. **Laurafed** brand comes back at Mipel with a new partner: **Ripani**. Renewed the partnership between **Arcadia and Irma Cipolletta** and **Claudia Firenze with Annalisa Caricato**.

**ARCADIA AND IRMA CIPOLLETTA: “Botanica”** capsule collection is about handcraft and originality with a strong identity characterized by minimal lines and harmonic volumes. There are maxi shopper and backpacks with round handle styled like a flower corolla but also bucket bags and belt bags. The colour palette link together light and dark colours.



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**ATHISON AND BAV TAILOR: "Alchimia"**, it's a perfect combination between western and eastern traditions. Tailored with raw and recycled material such as unprocessed wool and leather. This hand bag brings back a memory and the colours are inspired by the ice of the mountains and the copper of eastern landscapes.

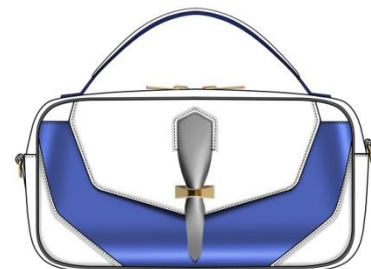
**CLAUDIA FIRENZE AND ANNALISA CARICATO: "Foldable Twist"** is the new Annalisa Caricato's for Claudia Firenze. It's a dual function bag model that could be open as a comfortable and light shopping bag or close like a cross body bag with straps. The new Foldable Twist is composed by two compartments easy to reach, in a peculiar street wear concept that play with chromatic and material difference.



**RIPANI AND LAURAFED: The "Dancing Fringes"** collection is inspired by this quote: "The dance is a poem of which each movement is a word". Five different bags, maxi shopping, cross body bag and buckets with fringes. The fringes are the trademark of LAURAFED brand, that perfectly match with the handcraft of

RIPANI firm. This capsule collection is designed to ladies that wants stand out every moment.

**VALENTINO ORLANDI AND ANDREA CICOLO:** this collection is about small feminine vessels where soft lines meet geometric shapes. A bow tie under a small brass detail becomes the leitmotiv of this collection. In this collection every bag has different size from small bag to backpack.



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