

Dear exhibitor,

As always the next Mipel edition (15/18 September 2019) will be really special, full of news and projects! To ensure you the right visibility, we decided to organize a contest in which you can express your creativity and your know-how.

Let's go by step: the creativity of MIPEL next edition will be dedicated to sustainability: **social, environmental and about supply chain**. This is the theme that characterizes the new advertising campaign, will guide the exhibition and the **"#ATTACCATIALTRAM" contest to which we want to invite you to participate.**

Every exhibitor will have the possibility to realize a ***limited edition*** product inspired by **the tram**, the historical Milanese mean of transport that can be seen under a sustainable way because **it doesn't produce any environmental impact and promote social sustainability (cost for one way 1,50€).**

Your creation will **NOT necessarily** have to reproduce the image of the tram, but **it can take inspiration from any part of it**. You can use colours or take inspiration from the shape and materials that make it up (for example: you can use the tram handles in your bags or use wooden details ...) or even interpret the theme of environmental and social sustainability using sustainable materials that maybe come from your territory.

**Participating in the contest is free of charge and is very simple:** you have to send a **signed copy** of the **application form** and of the **privacy statement** to this e-mail address **within and not over June 2<sup>nd</sup>** and send to the same mail **sketches and description** of the project **by June 18<sup>th</sup>**.

The jury will select **twenty finalist projects** who will have to create **two prototypes** and will have the exclusive opportunity to exhibit their creations **in a dedicated area of MIPEL and during "MIPEL IN CITTÁ" event** .

Participating in the contest is a great opportunity, don't miss it! Lot of visibility to the product and to the brand, dedicated communication and the possibility to get in touch with buyers to show your creativity, style and the quality of your products.

**The official awarding of the first three winners will take place on Monday 16<sup>th</sup> September**, during the exclusive MIPEL event and will be another opportunity to show how much our brands still have to say to the world of accessories and fashion.

The three winners, will receive a **plaque**, they will have the possibility **to show their product along one week in the shop window of San Pietro Concept Store**, in Corso Buenos Aires, one of the most alive area of Milan.

For more information don't hesitate to contact us.

Looking forward to seeing you at the exhibition, we say goodbye and ... good luck!