

MIPEL 116: AWARDS DAY AND NIGHT

September 16th was a day of awards and special mentions at MIPEL 116, the most important international event dedicated to the B2B market of leather bags and fashion accessories.

Beppe Angiolini, the most famous Italian fashion buyer in the world and Councilor of Camera Buyer Italia with delegation to marketing and communication, selected and awarded the "Best Scenario Newcomer"; SCENARIO is the special stage in MIPEL dedicated to the coolest research companies and brands. *"The creations of this year have surprised me particularly for innovation and creative freshness - declared Angiolini - from high design models to those in recyclable and eco-sustainable materials, which is an increasingly important topic in the sector".*

The winner has been **Alkeme Atelier**, awarded for its vegan bags that look to the future without giving up a high level of quality. Honorable mentions to **BGBL** for the Bag Ball line made with recycled basketballs and to **MELIP**'s creations for their extreme attention to craftsmanship. Among other special mentions: **Lara Bellini** for product care and contemporaneity while **Anita Bilardi** stood out for her creativity. Last but not least, innovation: the most avant-garde bags are by **Leonie Risch**, designer from Lichtenstein.

The special awards day continued in the evening at the San Pietro Concept Store in Milan on the occasion of "MIPEL IN CITTÀ", the Fuorisalone of the fair, which continues the path of synergy between MIPEL and the city of Milan. The cocktail party, created in collaboration with RDS 100% Grandi Successi (leading Italian radio), was animated by one of its anchor of the morning show Tutti Pazzi for RDS, Rossella Brescia and a deejay set that proposed the hits of the moment. During the event, Alberto Olivero, Ciak Roncato and Jadise Sicilia, winners of the #ATTACCATIALTRAM contest were honored. The competition, supported by the Lombardy Region under the patronage of the Municipality of Milan, was dedicated to all the MIPEL exhibitors called upon to create a limited edition product inspired by the tram as a means of transport with a sustainable soul and a low environmental impact.

The three winners will be displayed in the San Pietro Concept Store shopping window until September 24th.



PROMOTED BY

ASSOPELLETTIERI

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