

"MIPEL LEATHERGOODS SHOWROOM IN SEOUL" IS BACK BETWEEN STORYTELLING AND MADE IN ITALY

After having brilliantly concluded (+ 19% of qualified visitors) the 116th edition held last 15-18 September in Milan, MIPEL, the most important international event dedicated to leather goods, comes back with one of its major success foreign initiatives: "MIPEL LEATHERGOODS SHOWROOM IN SEOUL".

The event, now in its seventh edition, will take place from 15 to 17 October 2019 on the third and fourth floors of the Park Hyatt Hotel in Gangnam - Seoul and will host a selection of companies that will present the SS2020 collections on the Korean market. Three days dedicated to Made in Italy and storytelling on the issues of sustainability, the uniqueness of products and processes. The three-day event will also be enriched with presentations on the upcoming fashion trends SS2020 on leather bags and accessories.

The brands that will exhibit their collections are: AFG 1972, Agata Handbags, Arcadia, Aurora Prestige, Boldrini Selleria, Bonfanti, Casa Della Cintura, Castellari, Christian Villa, Claudia Firenze, Costanza Rota, Cuir Rose, De Couture, Fontanelli, Gemini, Gilda Tonelli, Giorgia Milani, Innuè, Lanzetti, Marco Bianchini, Marco Masi Milano, Maurizio Taiuti, Moliabal, Nello Santi, Piero Via Palagina, Plinio Visona', Pulicati Pelletterie, Ripani, Rossomenta, Suprema, Vittoria Firenze.

Moreover, from 3 to 11 October, ASSOPELLETTIERI, the Italian leather goods association promoter of MIPEL, will have a dedicated corner in the Department Store "Galleria Hanwha" in Seoul where will take place "Viva Italia", an event promoting Italian fashion in Korea; within the corner there will be Italian companies that will exhibit and sell their collections to the end customer.

MIPEL LEATHERGOODS SHOWROOM in Seoul, is an initiative that is part of a wider internationalization project that MIPEL has been carrying out, now for several editions, with the precious and fundamental support of the MISE and ITA-Italian Trade Agency, with which ASSOPELLETTIERI effectively collaborates since many years. In this sense, the role played by ITA foreign offices, which represents an irreplaceable tool for the internationalization of our sector, is fundamental: thanks to them in fact new business relationships are developed, collaboration agreements are consolidated and targeted market strategies are realized. The activity in support of MIPEL is part of the Enhancement Plan of the great Italian trade fairs started by MISE / ITA since several years.

South Korea continues to confirm itself as one of the main international markets for the Italian leather goods sector, in the first half of 2019 the decidedly favorable trend of exports of leather goods to South Korea continued, with a double increase figure, both in terms of value (+ 14.6%) and in kg (+ 11.6%) over the first 6 months of 2018.

By virtue of this result, South Korea rose in the first half of 2019 to 4th place among the countries of destination of the Italian export value and is eleventh in volume.

Similar growth in value characterized both leather products (+ 14.1%), which cover 86% of total exports, and substitute products (+ 17.8%).

Bags are by far the main export item (+ 7.8% in value, despite a slowdown in volume, -1.4%), followed by small leather goods (+ 31.2% in value and + 42% in KG) and luggage (+ 21.8% and + 12.3% respectively).