

GOOD PERFORMANCE FOR "MIPEL LEATHERGOODS SHOWROOM IN SEOUL"

The seventh edition of the MIPEL Korean appointment ended on October 17th. Approximately 550 buyers attended the event held at the Park Hyatt Hotel in Gangnam, Seoul; visitors met a selection of Italian leather goods companies (more than 30 brands) appreciating the SS2020 collections. Worth noting is the presence of very important department stores such as: Lotte, Shinsegae and Hyundai.

In addition to the exhibition formula already appreciated in previous editions, a new way of presenting the brands was adopted which aroused great interest from the buyers: the "storytelling". In fact, a series of live presentations on the brands were made: stories that revealed the unique stories and characteristics of each product. This new way of communicating the collections has been definitely appreciated by the Korean sector operators, demonstrating that now the reasons for the purchase go beyond the concept of the Made in Italy still considered an added value but no longer sufficient on its own: we must also know how to tell about ourselves and have interesting product stories (from processing methods, to the procurement of materials, to production techniques, to the use of sustainable materials or processes ...).