



**Milan-Rho Trade Fair
September 18-20, 2022
MIPEL122**

**THE APPOINTMENT WITH THE LATEST TRENDS IN LEATHER
GOODS AND FASHION ACCESSORY IS BACK**

- **Innovative 3D visualization of fashion trends debuts**
 - **The partnership with Mirta is confirmed**
- **"The Italian Startup Project" initiative continues.**

Strengthening exports and focus on sustainability and digital are some of the factors that have allowed the Italian leather goods industry to restart after the difficult period related to the health and economic emergency we have experienced in recent years with a positive first half of the year: increases in industrial production (+12.4%) and turnover (+15%), supported by recoveries in the domestic market (+12.2%) and especially in exports (+17.3% in value in the first 5 months, despite a significant slowdown, in terms of volume, in April and May).

And the sector is now back in the spotlight with the next edition of **Mipel**, an international fair dedicated to the world of leather and fashion accessories scheduled for **Sept. 18-20, 2022** at Fiera Milano-Rho. Organized by Assopellettieri, a trade association representing leather goods companies in Confindustria, the event also counts on the support of the **Ministry of Foreign Affairs and Cooperation (MAECI)** and **Agenzia ICE, with the patronage of the City of Milan.**

"I place great trust in this edition," observes Franco Gabbrielli, president of Mipel, "and I hope that it can represent a first step toward a return to normality, after two years of uncertainty and travel severely limited by a global scenario affected by the pandemic and with the challenges that still await us, linked primarily to the war in Ukraine. Positive notes include the return of Asian buyers. The numbers are also encouraging: exhibitors are currently up 15 percent from the March edition and 30 percent from last September's summer edition, and as a result we are seeing a significant increase in the number of international buyers. We are not yet at pre-Covid levels, but we are slowly getting there. Many thanks go to ICE - Agency and MAECI as usual".

Mipel 122: a major trade show with sustainability issues, digitalization, the potential of virtual reality and a focus on emerging brands at its core

The 122th edition of **Mipel** will offer a detailed view of the **new trends for spring-summer 2023**, with an exhibition itinerary of more than 4,000 square meters and more than 150 brands selected from historical brands and emerging national and international companies. Also characterizing it will be **color, in line with the summer edition of the event**, as well as the focus on **sustainability** in all its facets. From the use of recyclable, reusable and sustainable materials for fittings to the realization of projects involving companies with strong sensitivity to the issue.

Great protagonist of this edition will also be the **digital world**. Thanks to the **partnership** of excellence developed with Impersive, a company highly specialized in the field of augmented reality for the fashion industry, the presentation of the latest fashion trends developed by Mipel's Fashion Committee becomes three-dimensional to add an extra-sensory and more evocative touch with respect to the areas from which

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inspiration is drawn. The presentation will be developed as an immersive journey through four museum realities that fully characterize the new themes of the spring-summer 2023 collections.

Specifically, the museum of fashion and costume; the museum of design; the Canovian gipsoteca and the National museum Salce collection. In particular, through the use of a visor called "Oculus" one will have the opportunity to get in touch with a **"parallel" virtual reality** in which it will be possible to "immerse" oneself within a video in which to learn about the details of each trend.

Furthermore, talk of digitization with Mirta. The digital showroom that connects local contemporary brands with international curators will curate, as in edition 121, an innovative exhibition area dedicated to Italian leather goods artisans. Then, during Mipel, **a preview of Mirta Officina, a back office platform** developed by Mirta's tech team to support brands in the entire logistics process (order management, shipping, payments, customer address book, invoicing and communications) will be presented, with a section specifically developed for the event.

Finally, among the other novelties of the next edition of Mipel stands out the opening of the initiative **"The Italian Startup Project"** (carried out in collaboration with the Ministry of Foreign Affairs and Cooperation and with Agenzia ICE) also to well-known brands, and no longer only to designers and emerging brands, which have distinguished themselves for the creative idea of the project, for innovation, research and the will to create something in line with market demands.

Mipel LAB:

Assopellettieri will again play a leading role with **Mipel LAB**, the innovative exhibition format dedicated to Italian leather goods production sourcing conceived by the association in collaboration with Lineapelle, with which it will share spaces from **Sept. 20 until Sept. 22 inside Hall 9 at Fiera Milano-Rho**. The opening event of Mipel LAB, entitled **"Leather Goods: the excellence and the need to communicate well,"** will be held on Tuesday, **Sept. 20, at 11:30 a.m.** in the presence of Assopellettieri President Franco Gabrielli, Flavio Sciuccati, Senior Partner of Ambrosetti - The European House, Attila Kiss, CEO of Florence Group, and Guido Geminiani, CEO of Impersive.

Next appointment with Mipel123 from February 19 to 22, 2023.

Ufficio stampa Mipel

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