23 / 25 FEBRUARY 2025
FW COLLECTIONS 2025/26
FIERAMILANO-RHO, MILAN

127

AGENZIA ICE

Italian Trade Agency

ITA
ITALIAN TRADE AGENCY

TRADE AND INVESTMENT

OPEN DOORS TO A WORLD
OF OPPORTUNITIES

L'ICE - Agenzia per la promozione all'estero e l'internazionalizzazione delle imprese italiane è l'organismo attraverso cui il Governo favorisce il consolidamento e lo sviluppo economico-commerciale delle nostre imprese sui mercati esteri. Agisce, inoltre, quale soggetto incaricato di promuovere l'attrazione degli investimenti esteri in Italia.

Con una organizzazione dinamica motivata e moderna e una diffusa rete di uffici all'estero, l'ICE svolge attività di informazione, assistenza, consulenza, promozione e formazione alle piccole e medie imprese italiane. Grazie all'utilizzo dei più moderni strumenti di promozione e di comunicazione multicanale, agisce per affermare le eccellenze del Made in Italy nel mondo.

ITA - Italian Trade Agency is the Governmental agency that supports the business development of our companies abroad and promotes the attraction of foreign investment in Italy.

With a motivated and modern organization and a widespread network of overseas offices, ITA provides information, assistance, consulting, promotion and medium-sized businesses. Using the most modern multi-channel promotion and communication tools, it acts to assert the excellence of Made in Italy in the world.

BENVENUTO! WELCOME!

Siamo lieti di darti il benvenuto alla 127ª edizione di MIPEL, **il più importante evento internazionale dedicato alla pelletteria e agli accessori moda,** che torna a FieraMilano-Rho per tre giorni di pura ispirazione e scoperta!

Protagonisti assoluti di questa edizione sono le nuove tendenze, le **collezioni** di borse e accessori in pelle per la stagione **FW 2025/26, insieme a un mix unico di eccellenza artigianale Made in Italy e proposte di brand internazionali.** Il percorso espositivo di MIPEL, distribuito su **4.000 metri quadrati, ospita oltre 200 brand** selezionati, tra aziende storiche e realtà emergenti.

Da non perdere **l'AREA TREND (HALL 3, corsia Q),** dove le tendenze moda di borse e accessori prendono vita attraverso prodotti che ne rappresentano appieno l'essenza.

MIPEL continua a espandere i suoi confini con espositori provenienti da oltre 15 Paesi e **inaugura la sezione "The Eastern Edge" nel padiglione 3; un'area dedicata alle proposte pratiche e veloci di aziende provenienti da Paesi come India e Pakistan.**

Confermata anche l'area **Showcase Milano (HALL 1, corsie T-U-V),** uno spazio espositivo dedicato ad aziende di moda e design selezionate per le loro caratteristiche di innovazione, ricerca e creatività.

Da segnalare, le **sessioni di live shopping guidate da live streamer internazionali** che, grazie a postazioni dedicate, propongono al pubblico del proprio Paese, attraverso i canali social, i prodotti di una selezione di brand presenti in fiera; una tendenza molto in voga in particolare nei paesi asiatici e che MIPEL ha già iniziato a cavalcare da diverse stagioni.

Novità esclusiva di questa edizione è **il progetto "MIPEL Factory" (HALL 3, stand R12),** un' area in cui si celebrano la maestria artigiana e le innovazioni tecnologiche, in cui tradizione e futuro si incontrano. Qui i visitatori possono vivere l'esperienza della creazione di un articolo di pelletteria e della sua personalizzazione. Il format dell'area unisce esperienza ed intrattenimento: al suo interno, infatti, si svolgono, **due volte al giorno, dei momenti di networking con deejay set, popcorn e drink personalizzati grazie alla collaborazione con Linea Daria** - lo studio creativo che ha fatto della comunicazione irriverente il suo marchio di fabbrica - il tutto per fare da cornice alla realizzazione dei gadget.

MIPEL è molto più di una fiera: è un'occasione per connettersi, ispirarsi e scoprire il meglio del mondo della pelletteria.

La prossima edizione di MIPEL si svolgerà dal 7 al 9 settembre 2025.

Welcome to the 127th edition of MIPEL, ***the most important international event dedicated to leather goods and fashion accessories,*** *that returns to FieraMilano-Rho for three exhibition days of pure inspiration and discovery!*

The absolute stars of this edition are new trends, leather bags and accessories collections for the ***FW 2025/26 season,*** *together with a* ***unique mix of Made in Italy craftsmanship excellence enriched by international brands.*** *The MIPEL exhibition path, spread* ***over 4,000 square metres, hosts more than 200 brands*** *selected from historical brands and emerging national and international companies.*

Not to be missed is the ***TREND AREA (HALL 3, row Q),*** *where fashion trends in bags and accessories come to life through products that fully represent their essence.*

MIPEL continues to expand its boundaries with exhibitors from over 15 countries and ***inaugurates "The Eastern Edge" section in Hall 3; an area dedicated to the practical and fast proposals of companies from countries such as India and Pakistan.***

Confirmed also the ***Showcase Milano (HALL 1, rows T-U-V)*** *an exhibition space dedicated to* ***fashion and design companies selected by distinctive criteria such as creativity, innovation and research.***

On note, the ***live shopping sessions led by international live streamers*** *who, thanks to dedicated stations, sell to the pulic in their country, through their social channels, the products of a selection of brands at the fair; a trend that is very much in vogue especially in Asian countries and that MIPEL has already begun to ride for several season.*

An exclusive new project of this edition is the ***"MIPEL Factory" (HALL 3, booth R12),*** *an exhibition space celebrating craftsmanship and technological innovation, where tradition and the future meet. Here, visitors can enjoy the experience of creating a leather goods item and personalising it. The format of the area combines experience and entertainment.* ***Twice a day, in fact, take place networking moments with deejay sets, popcorn and personalised drinks thanks to the collaboration with Linea Daria*** *- the creative studio that has made irreverent communication its trademark - all of which to frame the creation of leather gadgets.*

MIPEL is much more than a fair: it's an opportunity to connect, be inspired and discover the best of the leather goods world.

Next MIPEL edition will take place from September 7 to 9, 2025.

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General Information

DOVE / *WHERE*

FieraMilano –Rho, S.S. del Sempione, 28
20017 Rho (MI) – Tel. +39 02 4997.1

Hall 1/3 (Reception 1/3) Piano terra / ***Ground floor***
Ingressi: Porta Est, Porta Sud / ***Entrance: East and South Gate***

QUANDO / *WHEN*

Milano, 23/25 febbraio 2025 / ***Milan, February 23/25, 2025***

Espositori / *Exhibitors* Domenica 23 febbraio: 8.00 – 19.00
Lunedì 24 e martedì 25 febbraio: 9.00 – 19.00
Sunday, February 23: 8 am - 7 pm
Monday, Febraury 24 and Tuesday, 25: 9 am - 7 pm

Visitatori / *Visitors* Da domenica 23 febbraio a martedi 25 febbraio:
9.30 - 18.30
From Saturday February 23 to Tuesday 25:
9.30 am - 6.30 pm

MIPEL Factory
Hall 3 - Piano terra, R12 / ***Ground floor, R12***

Italian Startup Project
Hall 3 - Piano terra, area break MIPEL/MICAM / ***Ground floor, break area MIPEL/MICAM***

Showcase Milano
Hall 1 - Piano terra, corsie T-U-V/ ***Ground floor, rows T-U-V***

Trend Area
Hall 3 - Piano terra, corsia Q / ***Ground floor, row Q***

Top Buyers Lounge
Hall 3 - Piano terra, V15 / ***Ground floor, V15***

Ufficio Stampa / *Press Office*
Hall 3 - Piano terra, V15 / ***Ground floor, V15***

Segreteria MIPEL e Assopellettieri / *MIPEL & Assopellettieri Secretariat*
Hall 1 - Balconata / ***Balcony -*** Secondo piano / ***Second floor***

L'ingresso è riservato agli operatori di settore / ***Trade visitors only***
È vietato l'ingresso ai minori di 12 anni se non autorizzati
Children under 12 are no admitted, unless authorization

All'interno di Mipel è rigorosamente vietato fare fotografie e riprese video.
It is strictly prohibited to take photographs or shoot videos inside Mipel fairgrounds.

Contacts
MIPEL 127.

Evento internazionale dedicato alla Pelletteria e all'Accessorio Moda
International Leather Goods and Fashion Accessories Exhibition

Organizzato da / ***Organized by***
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MIPEL AIRPORT SHUTTLE: SERVIZIO GRATUITO!
RAGGIUNGERE MIPEL127 NON È MAI STATO COSÌ FACILE!

Arriva a MIPEL127 comodamente grazie **all'esclusivo servizio shuttle: veloce e gratuito,** collega direttamente i principali aeroporti di Milano con la fiera.

ECCO TUTTI I DETTAGLI:

MILANO MXP T1 → FIERAMILANO-RHO PORTA SUD
Meeting point presso aeroporto **Malpensa T1** - appena fuori la porta **N° 7** parcheggio dedicato ai Bus.
23 Febbraio 2025:
Ore 08.30 / 09.30 / 10.30 / 11.30 / 12.30 / 13.30
24 Febbraio 2025:
Ore 08.30 / 09.30 / 10.30 / 11.30 / 12.30 / 13.30
25 Febbraio 2025:
Ore 09.30 / 10.30 / 11.30

FIERAMILANO-RHO PORTA SUD → MILANO MXP T1/T2
Meeting point presso **Fiera Milano-PORTA SUD**
23 Febbraio 2025:
Ore 16.00 / 17.00 / 18.00
24 Febbraio 2025:
Ore 14.00 / 15.00 / 16.00 / 17.00 / 17.30 / 18.00
25 Febbraio 2025:
Ore Ore 15.00 / 16.00 / 16.30 / 17.00 / 17.30 / 18.00

BERGAMO ORIO AL SERIO → FIERAMILANO-RHO PORTA SUD
Meeting point presso aeroporto **Bergamo-uscita arrivi,** dietro alle corsie bus di linea.
23 febbraio 2025: Ore 08.30 / 10.30
24 febbraio 2025: Ore 08.30 / 10.30
25 febbraio 2025: Ore 08.30 / 10.30

FIERAMILANO-RHO SOUTH GATE → BERGAMO ORIO AL SERIO
Meeting point presso **Fiera Milano-PORTA SUD**
23 febbraio 2025: Ore 17.30
24 febbraio 2025: Ore 17.30
25 febbraio 2025: Ore 17.30

MILANO LINATE → FIERAMILANO-RHO PORTA SUD
Meeting point presso **il parcheggio dedicato ai bus**
23 febbraio 2025:
Ore 08.30 / 10.30 / 12.30 / 14.30 / 16.30
24 febbraio 2025:
Ore 08.30 / 10.30 / 12.30 / 14.30 / 16.30
25 febbraio 2025:
Ore 08.30 / 10.30 / 12.30 / 14.30 / 16.30

FIERAMILANO RHO-PORTA SUD → MILANO LINATE
Meeting point presso **Fiera Milano-PORTA SUD**
23 febbraio 2025:
Ore 09.30 / 11.30 / 13.30 / 15.30 /17.30
24 febbraio 2025:
Ore 09.30 / 11.30 / 13.30 / 15.30 /17.30
25 febbraio 2025:
Ore 09.30 / 11.30 / 13.30 / 15.30 /17.30

Per maggiori informazioni puoi rivolgerti alla mail info@nextstepevents.it

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MIPEL AIRPORT SHUTTLE: FREE SERVICE!
REACHING MIPEL127 HAS NEVER BEEN EASIER!

You can arrive comfortingly at MIPEL127 thanks to the **exclusive, fast and free shuttle service** that connects directly the main Milan airports with the fair.

HERE ARE ALL THE DETAILS:

MILANO MXP T1 → FIERAMILANO-RHO SOUTH GATE
Meeting point at **Malpensa T1** - just outside **door N. 7** dedicated parking for Buses.
February 23, 2025:
08.30am / 09.30am / 10.30am / 11.30am / 12.30pm / 1.30pm
February 24, 2025:
08.30am / 09.30am / 10.30am / 11.30am / 12.30pm / 1.30pm
February 25, 2025:
8.30am / 9.30am / 10.30am / 11.30pm

FIERAMILANO-RHO SOUTH GATE → MILANO MXP T1/T2
Meeting point at **Fiera Milano-South Gate**
February 23, 2025:
4.00 pm / 5.00 pm / 6.00 pm
February 24, 2025:
3.00pm / 4.00pm / 5.00pm / 5.30pm / 6.00pm
February 25, 2025:
3.00pm / 4.00pm / 4.30pm / 5.00pm / 5.30pm / 6.00pm

BERGAMO ORIO AL SERIO → FIERAMILANO-RHO SOUTH GATE
Meeting point at **Bergamo airport-arrivals exit,** behind the bus lanes.
February 23, 2025: 08.30am / 10.30am
February 24, 2025: 08.30am / 10.30am
February 25, 2025: 08.30am / 10.30am

FIERAMILANO-RHO SOUTH GATE → BERGAMO ORIO AL SERIO
Meeting point at **FieraMilano-South Gate**
February 23, 2025: 5.30pm
February 24, 2025: 5.30pm
February 25, 2025: 5.30pm

MILANO LINATE → FIERAMILANO-RHO SOUTH GATE
Meeting point at **dedicated bus lane**
February 23, 2025:
08.30am / 10.30am / 12.30pm / 2.30pm / 4.30pm
February 24, 2025:
08.30am / 10.30am / 12.30pm / 2.30pm / 4.30pm
February 25, 2025:
08.30am / 10.30am / 12.30pm / 2.30pm / 4.30pm

FIERAMILANO RHO-SOUTH GATE → MILANO LINATE
Meeting point at **FieraMilano-South Gate**
February 23, 2025:
09.30am / 11.30am / 1.30pm / 3.30pm / 5.30pm
February 24, 2025:
09.30am / 11.30am / 1.30pm / 3.30pm / 5.30pm
February 25, 2025:
09.30am / 11.30am / 1.30pm / 3.30pm / 5.30pm

For more information you can contact info@nextstepevents.it

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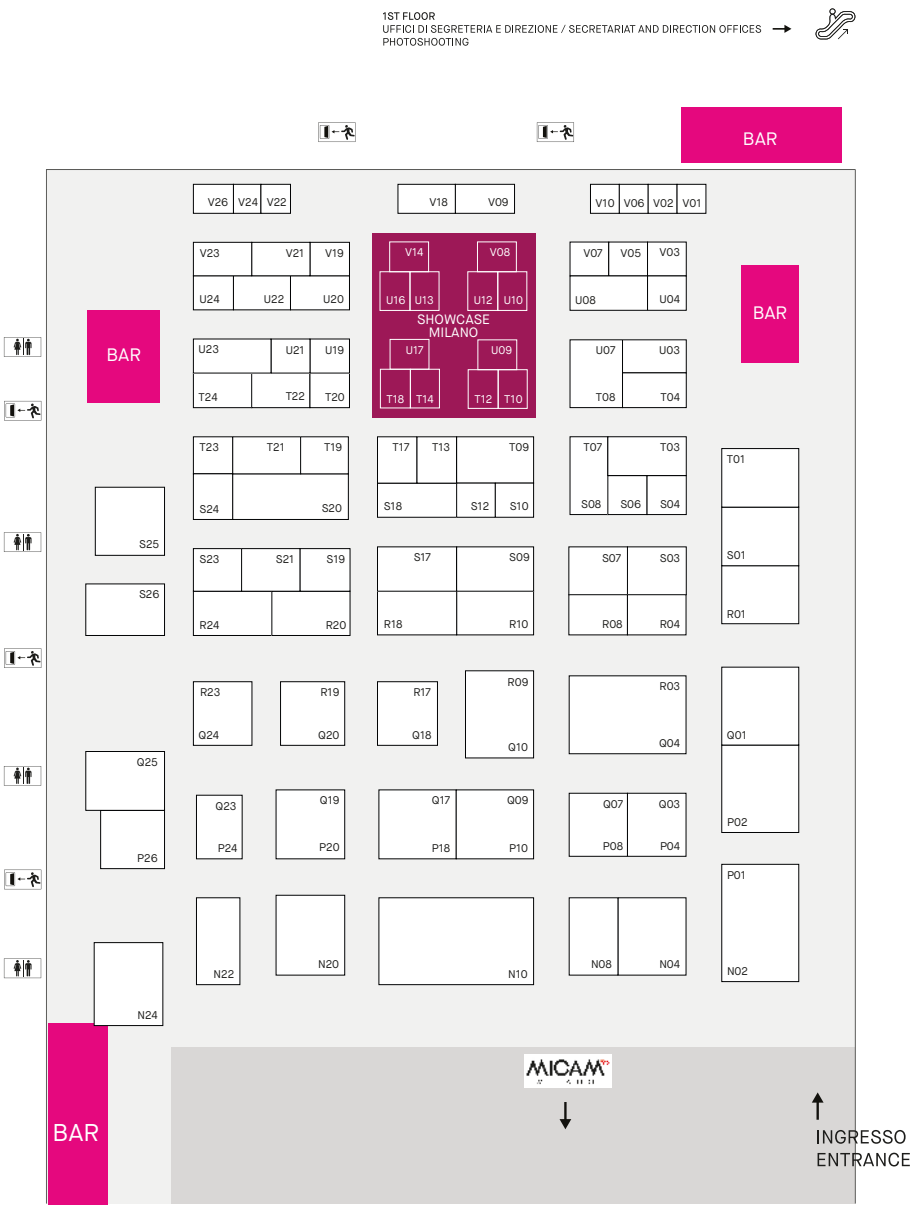
MAP



MAPPA / MAP



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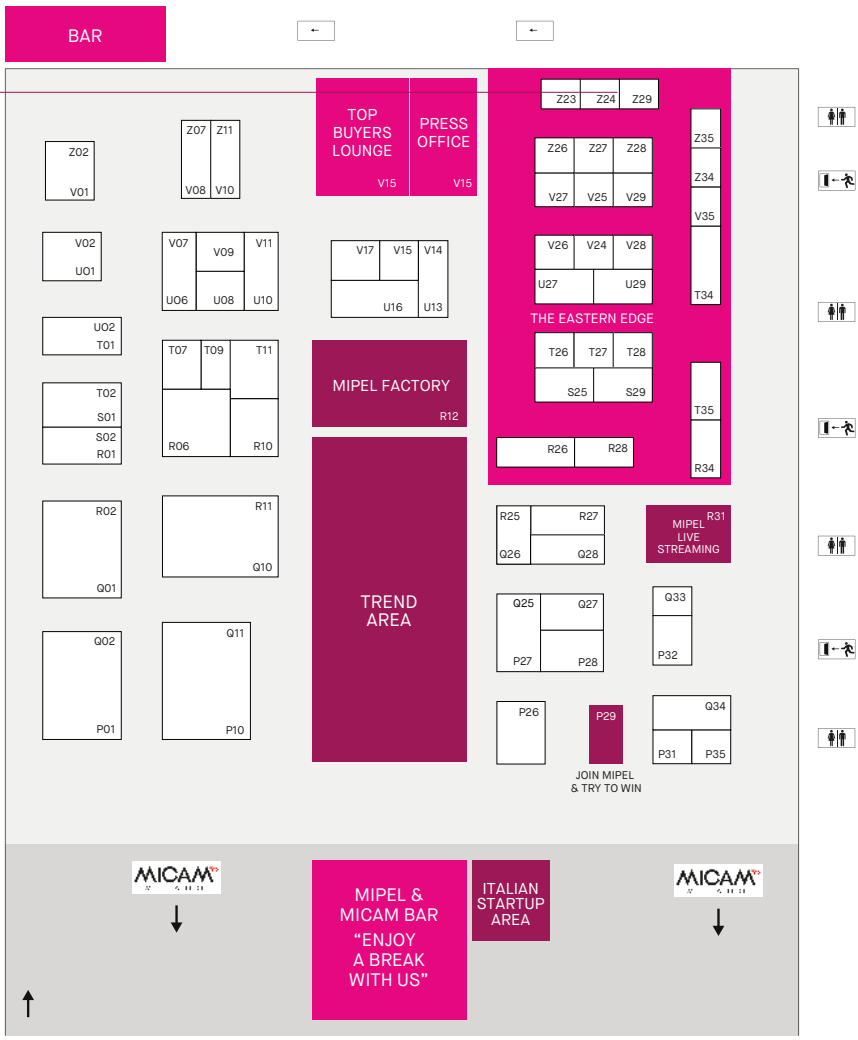
MAPPA / MAP



HALL 3 · HALL 3 · HALL 3

EXHIBITORS

A&A RESORTWEAR LLP BY AVANI & AMYRA	U01 V02
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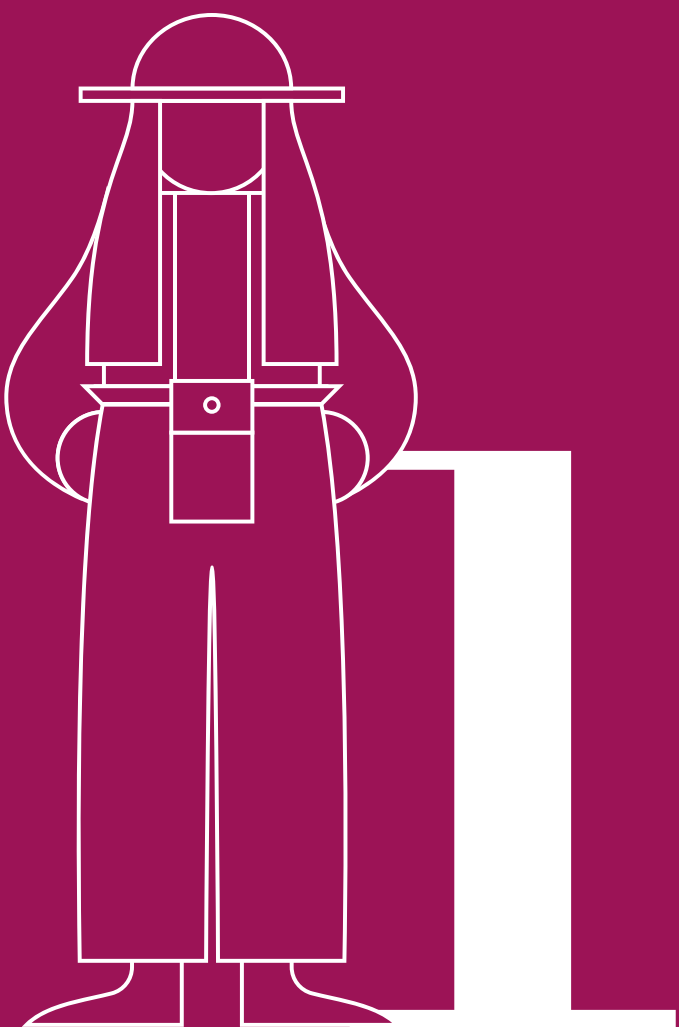
EXHIBITORS *LIST*



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BEESNESS	ITALY	**V01**	HALL. 1
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BEYOND THE RULES & MAGAZINE	ITALY	**V02**	HALL. 1
EMAIL: press@gruppobeyond.com			WEBSITE: www.beyondthemagazine.it
BERRETTIFICIO LUCKYHAT SRL	ITALY	**S12**	HALL. 1
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BIAGINI	ITALY	**N04**	HALL. 1
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BORSACCO FIORE SRL	ITALY	**P28 Q27**	HALL. 3
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TREND *AREA*

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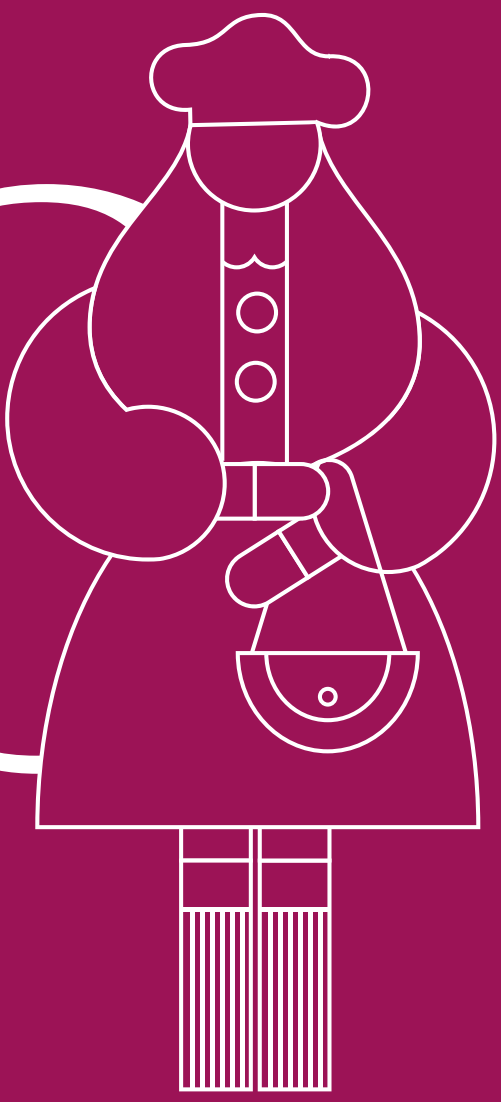

TREND AREA

HALL 3,
CORSIA/*ROW* Q

La **TREND AREA** è il luogo di sintesi in cui scoprire ed esplorare le **tendenze moda di borse e accessori per la stagione FW 2025/26!**

Un'area realizzata in **collaborazione con lo Studio Mattori, consulenti ed esperti del settore moda,** che, in questa edizione, per lo studio e lo sviluppo delle tendenze del mondo della pelletteria, **ha deciso di abbinare i materiali, le forme e i colori a un percorso che rappresenta lo stile estetico degli italiani.**

Il **prodotto** rimane il vero **protagonista dell'area tendenze** come mezzo rappresentativo dei quattro temi della stagione. Una selezione tra borse, zaini, trolley, cappelli e accessori di piccola pelletteria mostrano le caratteristiche distintive ed essenziali dei mood **FW 2025/26.**

Cosa aspetti?
Visita l'area e scopri di più!

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*The **TREND AREA** is the place to discover and explore the **FW 2025/26 leather bags and accessories fashion trends!***

*An area realized in **collaboration with the Studio Mattori,** consultants and experts in the fashion industry, which, in this edition, for the study and development of leather goods trends **decided to combine materials, shapes and colours with a path representing the aesthetic style of Italians.***

*The **product** remains the **real star of the trend area** as a representative tool describing the four themes of the season. A selection of bags, backpacks, trolleys, gloves, hats and small leather accessories showcase the distinctive and essential features of the **FW 2025/26** moods.*

What are you waiting for?
Visit it and find out more!

designMasters

FALL WINTER 2025-2026



Milano è sinonimo di "stile", un'icona riconosciuta a livello internazionale dagli amanti della moda e del design. Uno stile che nasce dalle influenze storiche ed estetiche di tutta la penisola che si materializzano in prodotti progettati con un tocco di originalità, bellezza e multiculturalità.
Milano e **MIPEL** rappresentano il trampolino di lancio per **DESIGN MASTERS,** una narrazione di borse e accessori moda che ci conduce in un viaggio nella pelletteria contemporanea italiana ed europea.

Di seguito una selezione dei trend che rappresentano lo stile estetico degli italiani che caratterizzeranno le collezioni **Autunno-Inverno 2025-2026:**

RIGORE e Sorpresa: Retrofuturismo del design. I prodotti sono ispirati al design retro futuristico di pezzi iconici, come le auto vintage Anni '70 disegnate con angolature smussate e volumi a sorpresa. Un approccio rigoroso di funzionalità estetica.

Viaggio ECLETTICO: Ecletticismo industriale. Il mondo delle borse piccole e smart progettate prendendo ispirazione dal design industriale di oggetti quotidiani, creati con materiali responsabili, tecnologici e di sperimentazione scientifica.

CHALET Alpino: Crafting the iconic. L'immaginario dello chalet alpino, romantico e caldo, intagliato nel legno, impreziosito da ricche decorazioni e texture che racchiudono la ricchezza ed il valore di lavorazioni elaborate e manuali.

CULTURAL Remade: Immaginare borse in una chiave esclusiva. I prodotti si ispirano alle ricche abitudini di stile di vita, al patrimonio di design e alle abilità artigianali. Il modernariato milanese, le borse rigide preziose, il toscano "Maremma Cow Boy", i gioielli intarsiati di Venezia, le auto storiche torinesi, la gioielleria preziosa di Vicenza.

***Milan** is synonymous with "style," an icon recognized internationally by fashion and design lovers. A style that stems from historical and aesthetic influences from across the peninsula that materialize in products designed with a touch of originality, beauty and multiculturalism.*
***Milan** and **MIPEL** represent the springboard for **DESIGN MASTERS**, a narrative of bags and fashion accessories that takes us on a journey through contemporary Italian and European leather goods.*

*Below is a selection of the trends that represent the aesthetic style of Italians that will characterize the **Fall-Winter 2025-2026 collections:***

***RIGOUR and Surprise:** Retrofuturism of design. Inspired by the futuristic retro design, of iconic pieces, such as the 70s vintage cars designed with rounded corners and surprising volumes. A rigorous approach to aesthetic functionality.*

***ECLECTIC Journey:** Industrial Eclecticism. The world of small and smart bags designed by exploring the industrial design of everyday objects, created with responsible, technological and scientifically tested materials.*

***ALPINE Chalet:** Crafting the iconic. The imagery of the alpine chalet, romantic and warm, carved in wood, embellished with rich decorations and textures that enclose the richness and value of elaborate and manual workmanship.*

***CULTURAL Remade:** Reimaging bags in an exclusive key. Products are inspired by the rich habits of lifestyle, by the design heritage and craftsmanship. The Milanese modernism, the preciuos rigid bags, the Tuscan "Maremma Cow Boy", the inlaid jewels of Venice, the historic cars of Turin, the precious jewelry of Vicenza.*





TONALITÀ CALDE E RIGOROSE INVERNALI.
WARM RIGOROUS WINTER TONES.

RIGORE E SORPRESA
RIGOUR & SURPRISE

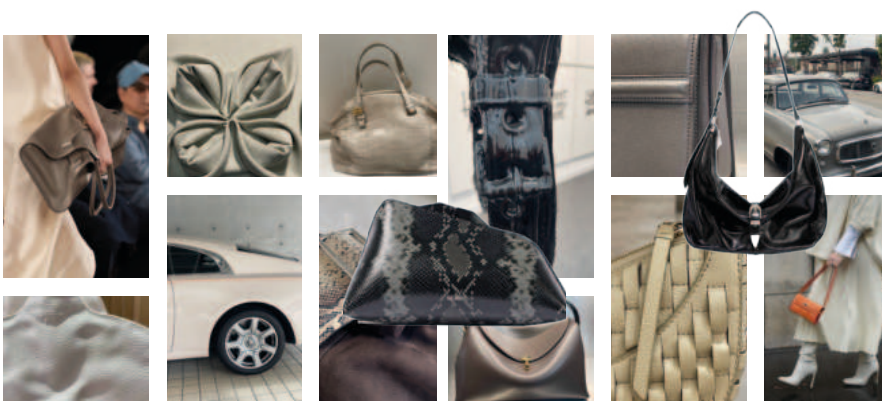
Borse durevoli nel tempo, ispirate da un design moderno e retrofuturistico, con un approccio rigoroso.

Borse per tutti i giorni e tutto il giorno, per tutte le stagioni, lineari e dallo stile unico.

Funzionalità e qualità, durata e materiali senza tempo: sono gli elementi chiave di prodotti che possono sopravvivere per diverse stagioni.

Nappa, Nabuk, Saffiano, Micro texture, superfici lisce ed eleganti con la capacità di esaltarne la forma come elemento principale.

Ogni pezzo viene progettato con caratteristiche tra il semi-rigido e il semi-morbido.



Inspired by modern design and retrofuturism, with a rigourous approach to create bags that last the time.

Bags for all day, all season, that stand for the linearity and unique style.

Functionality and quality, durability and timeless materials, are the key elements of bags that can survive for several seasons.

Nappa, Nabuk, Saffiano, Micro texture, sleek and smooth surfaces with the aim of highlighting the shape as the main key pillar.

Each piece is designed with characteristics between semi-rigid and semi-soft.





SFUMATURE DAI TONI ALPINI, CORTECCIA, ROSSO NEBBIOLO, FANGO, OLIVA.
SHADES OF ALPINE TONES, BARK, NEBBIOLO RED, MUD, OLIVE.

CHALET ALPINO
ALPINE CHALET

L'immaginario dello chalet Alpino, romantico e caldo, intagliato nel legno, impreziosito da ricche decorazioni e texture che racchiudono la ricchezza ed il valore di lavorazioni elaborate e manuali.
Curve e linee arrotondate che definiscono forme geometriche pulite, con bordi morbidi, volumi squadrati e profili sottili.

La storia è ispirata alla bellezza di materiali prestigiosi, come pelle di vitello, nabuk e nappa.
Pelle cerata e oleosa, con una patina dall'aspetto invecchiato e una sensazione sfumata.
Superfici pieghevoli che avvolgono il corpo rendendo la borsa più dinamica tra le dimensioni maxi e midi.

Texture ricche, pellicce a pelo lungo, velluti di lana, stampe coccodrillo e quadri alpini multicolori realizzati con tessuti tinti in filo.



The imagery of the Alpine chalet, romantic and warm, carved out of wood, embellished with rich decorations and textures that encapsulate the richness and value of elaborate, manual workmanship.
Curves and rounded lines that define clean geometric shapes with soft edges, square volumes, and thin profiles.

The story is inspired by the beauty of prestigious materials, like calf leather, nabuk and nappa. Waxed and oily leather, with a patina of aged look and shaded feeling.
Folding surfaces that wrap around the body, giving the bag more dynamicity between maxi and midi size.

Rich textures, long-haired furs, wool velvets, crocodile prints and multicoloured alpine checks made by yarn-dyed fabrics.





COLORI LUMINOSI FREDDI.
COLD BRIGHT COLOURS.

VIAGGIO ECLETTICO
ECLECTIC JOURNEY

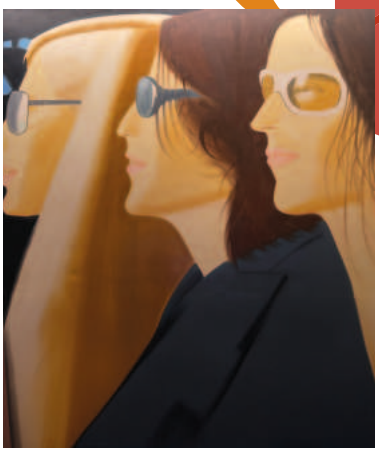
Il mondo delle borse piccole e smart per un viaggio eclettico ispirato al design industriale italiano contemporaneo di un paesaggio urbano.
Strumenti di utilità, auto urbane funzionali, giocattoli e oggetti da palestra che circondano la vita quotidiana di provincia.
Pietra, cemento, plastica, materiali tecnologici acrilici e sintetici, scuba compound, tessuti operati di nylon, stratificazioni di lamine plastiche.

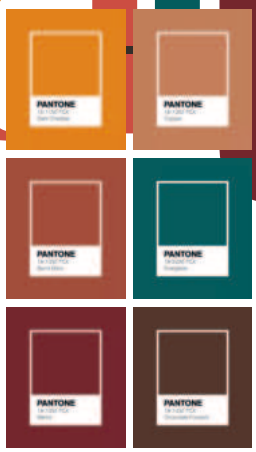
Si esplorano nuove generazioni di fibre tessili ad alte prestazioni, raso di nylon o fibre impermeabili.
Forme morbide e modulari adatte a messenger, zaini e una moltitudine di micro e piccole borse a tracolla, trasformabili in maxi shopper/tote.
Gonfio e croccante, la sensazione sonora e il tocco elegante sono l'aspetto principale di questo concept. La pelle è specchiata e lucida, in combinazione con effetti verniciati e laccati su pelle di vitello.



The world of small and smart bags for an eclectic journey inspired by contemporary Italian industrial design of an urban landscape.
Utility tools, functional urban cars, toys and gymnasium objects surrounding everyday provincial life.
Stone, concrete, plastics, acrylic and synthetic technological materials, scuba compounds, nylon-operated fabrics, layering of plastic foils.

New generations of high-performance textile fibers, nylon satinor waterproof fibers are explored.
Soft, modular shapes suitable for messengers, backpacks and a multitude of micro and small shoulder bags that can be transformed into maxi shoppers/totes.
Puffy and crisp, sonorous feel and elegant touch are the main aspect of this concept. The leather is mirrored and glossy, combined with painted and lacquered effects on calfskin.





ROSSI, MATTONI E BORGOGNA AFFUMICATI.
BURGUNDY RED TAUPE SMOKED SHADES.

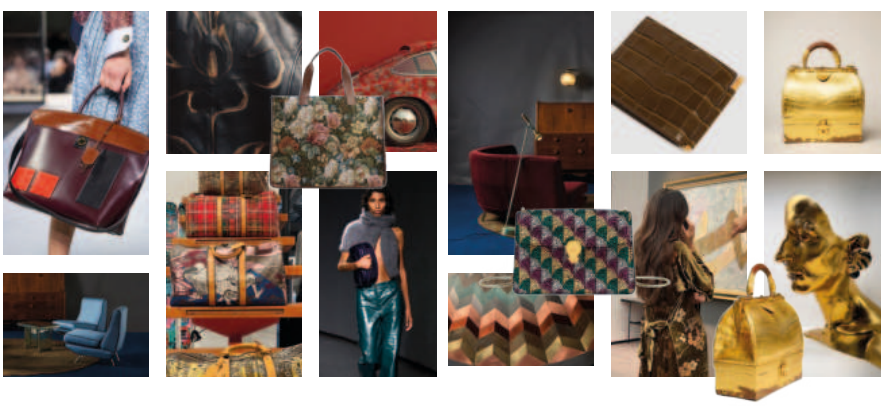
CULTURAL REMADE
CULTURAL REMADE

Immaginare in una nuova chiave oggetti iconici collegati alle ricche abitudini di stile di vita, patrimonio di design, tradizioni stilistiche e abilità artigianali.

Il modernariato milanese, il toscano "Maremma Cow Boy", i gioielli intarsiati di Venezia, le auto storiche torinesi e il settore vicentino con la tradizione della gioielleria preziosa.

Forme e volumi dagli stili classici e iconici vengono reinterpretati in chiave artistica personalizzata. La capacità ricca ed eclettica dei ricami, le stampe, le lamine di foglie d'oro e le stampe digitali aggiungono un "tocco di unicità" ad ogni pezzo.

Il risultato è un'interpretazione moderna delle culture per scoprire tecniche innovative e di ultima generazione.



Reimaging the italian culture connected to each town and its wealthy habits in life, to its design and crafting heritage and traditions.

The Milanese "modernariato", the Tuscany "Maremma Cow Boy", The inlaid jewels of Venice, the Turin vintage art automotive and Vicenza with the tradition of precious jewelry.

Shapes and volumes of classic iconic styles are reintepreted with remade and customised artistic interpretations. Rich and eclectic embroidery skills, prints, gold leaf foils and digital prints add a "unique touch" to each piece.

The result is a modern interpretation of cultures to discover innovative, state-of-the-art techniques.

SPECIAL *PROJECTS*





LINEA DARIA

is the brainchild of Anna Benvenuto, founder and creative director of the project.

A project to which she dedicates body and soul and which, launched as an Instagram page, today is a brand and a creative studio.

Linea Daria Creative Studio is a female-led team capable of thinking and offering ad hoc strategies and projects characterized by research, accuracy and creativity that cover in the round our creative consulting offerings.

Re-branding activities, consulting and creative assistance in the launch of new products, social media strategy, guerrilla and support in the creation of a strategic communication plan to express the values of each client in a way that is always original and captivating, while still maintaining that irreverent and light tone of voice that makes Linea Daria so loved.

All projects, from research and development to communication to live custom events, are designed to ensure the perfect blend of worlds that meet and together want to create something wonderful. Custom-made worlds that represent and tell a story and values.



@linea_daria - www.inlineadaria.com
marketinglineadaria@gmail.com - saleslineadaria@gmail.com

mipel Factory

L'ARTIGIANALITÀ INCONTRA L'INNOVAZIONE

HALL 3 – STAND R12

Scopri **MIPEL Factory,** un viaggio immersivo nel cuore della pelletteria, dove la tradizione artigianale incontra le tecnologie più avanzate. Un progetto unico, realizzato **in collaborazione con Arsutoria**, che mostra un vero laboratorio di produzione di pelletteria, tra esperienza, intrattenimento e innovazione.
Guarda da vicino come nascono raffinati oggetti di pelletteria e personalizza con le tue iniziali il tuo portachiavi logato MIPEL!
Grazie alla perfetta sinergia tra **automazione e maestria artigianale,** ogni pezzo diventa un'icona di eccellenza e innovazione.

BUSINESS, COCKTAIL & GOOD VIBES

Fai una pausa dal business e immergiti nell'atmosfera informale dei nostri **"DRINKS & DEALS"**: un'occasione unica per fare networking, conoscere nuovi professionisti e lasciarti ispirare...il tutto sorseggiando un cocktail in lattina personalizzato **Linea Daria** – lo studio creativo che ha fatto della comunicazione irriverente il suo marchio di fabbrica - osservando da vicino i maestri artigiani all'opera e scoprendo il perfetto equilibrio tra tradizione e innovazione nella creazione di oggetti in pelle.

Lasciati trasportare dal ritmo dei nostri deejay set, incontra altri professionisti del settore, scopri come un semplice incontro possa trasformarsi in un'opportunità di business e di crescita.

APPUNTAMENTI "DRINKS & DEALS" @MIPEL Factory

Domenica 23 e lunedì 24: 11:00 – 13:00 | 15:30 – 17:30
Martedì 25: 11:00 – 13:00



CRAFTSMANSHIP MEETS INNOVATION

HALL 3 - BOOTH R12

Discover MIPEL Factory, *an immersive journey into the heart of leather goods, where traditional craftsmanship meets innovative technology. A unique project, realized in* ***collaboration with Arsutoria,*** *that shows you a real leather goods production workshop, between experience, entertainment and innovation.*

See up close *how refined leather goods items are created and personalise your MIPEL branded key ring with your initials! Thanks to the perfect synergy between* ***automation and craftsmanship,*** *each piece becomes an icon of excellence and innovation.*

BUSINESS, COCKTAIL & GOOD VIBES

Take a break from business and immerse yourself in the informal atmosphere of our ***"DRINKS & DEALS"****: a unique opportunity to network, meet new peopole and get inspired...all while sipping a cocktail in a can signed by* ***Linea Daria*** *- the creative studio that has made irreverent communication its trademark - watching master craftsmen at work and discovering the perfect balance between tradition and innovation in the creation of leather goods products.*

Get carried away by the rhythm of our deejay sets, meet other fashion operators, discover how a simple meeting can turn into a business and growth opportunity.

"DRINKS & DEALS" APPOINTMENTS @MIPEL Factory

Sunday 23 and Monday 24: 11:00 am - 1:00 pm | 3:30 pm - 5:30 pm
Tuesday 25: 11:00 am - 1:00 pm

In collaboration with:

LINEA DARIA

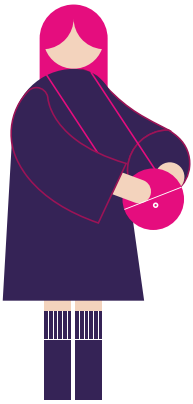
ARSUTORIA
The Workshop School

Special thanks to:

COMELZ
THE CUTTING EDGE COMPANY

galli
OVERMEC

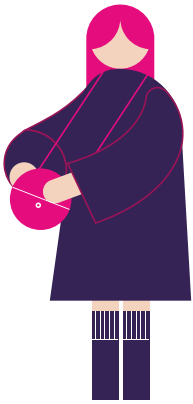
mp INDUSTRIA CONCIARIA
PELLE NATURALMENTE



THE ITALIAN STARTUP PROJECT

HALL 3

AREA BREAK MIPEL/MICAM



THE ITALIAN STARTUP PROJECT è un'iniziativa **realizzata in collaborazione con ICE-Agenzia e con il Ministero degli Affari Esteri e della Cooperazione Internazionale (MAECI)** dedicata ad **una selezione di giovani brand italiani** che si sono distinti per **l'idea creativa del progetto, per l'innovazione, la ricerca e la volontà di creare qualcosa in linea con le richieste del mercato.**

Con l'iniziativa **MIPEL, ICE-Agenzia e MAECI confermano il supporto delle Istituzioni italiane a favore delle realtà del mondo della pelletteria** impegnate nella ricerca di modi sempre nuovi per valorizzare e promuovere la creatività e il genio italiano.

I brand selezionati sono: **La Maison di Adriana,**
PACK BACK Lo Zaino Intelligente e Sofisticata Bags.

THE ITALIAN STARTUP PROJECT *is an initiative realized in* ***collaboration with ITA-Italian Trade Agency and the Ministry of Foreign Affairs and International Cooperation (MAECI)*** *dedicated to a selection of young Italian brands who distinguished themselves* ***for the creative and innovative idea of the project, for the research and the desire to create something new, in line with market needs.***

With the initiative ***MIPEL, ITA and MAECI confirm the support of Italian Institutions to the realities of the leather goods world*** *focused on the research of new ways to enhance and promote Italian creativity and genius.*

The selected brands are: ***La Maison di Adriana,***
PACK BACK Lo Zaino Intelligente and Sofisticata Bags.

LA MAISON DI ADRIANA

LA MAISON DI ADRIANA
www.lamaisondiadriana.it
info@lamaisondiadriana.it
IG: @lamaisondiadriana



PACK BACK

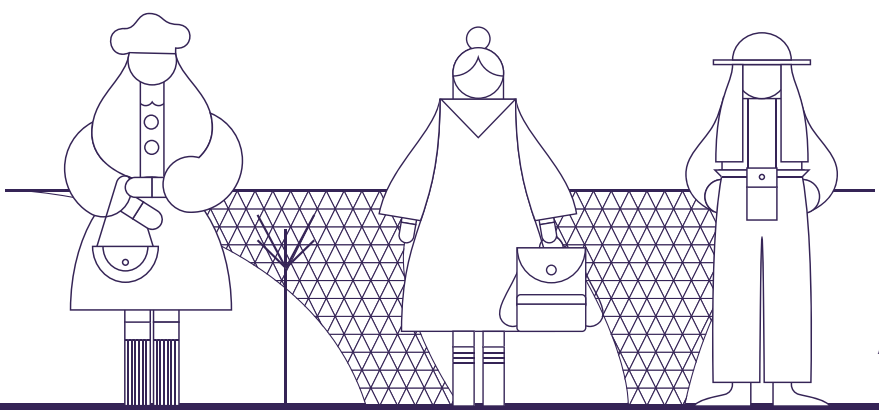
PACK BACK Lo Zaino Intelligente
www.packback.it
info@packback.it
IG: @packbacklozainointelligente



SOFISTICATA
BAGS

Sofisticata Bags
www.sofisticatabags.it
info@sofisticatabags.it
IG: @sofisticatabags





Showcase
MILANO

HALL 1
CORSIE T-U-V

Confermata la presenza, **all'interno del padiglione 1,** dell'area espositiva **Showcase Milano** dedicata ad una selezione **di brand di moda e design.**

INNOVAZIONE
CREATIVITÀ
ATTENZIONE ALLE RICHIESTE DEL MERCATO
RICERCA

nell'utilizzo dei materiali e delle forme, nelle tecniche di produzione e lavorazione.

Sono alcune delle caratteristiche principali che contraddistinguono i brand in questa speciale sezione.

HALL 1
ROWS T-U-V

*Confirmed the presence, **inside Hall 1,** of the **Showcase Milano** exhibition area dedicated to a selection of **fashion and design brands.***

INNOVATION
CREATIVITY
ATTENTION TO MARKET NEEDS
RESEARCH

in the use of materials and shapes, in the production and processing techniques.

These are some of the main features that characterize all the brands in this special section.



Ecco l’elenco dei brand che fanno parte di quest’area

Here the list of the brands in this area

ALO’S BAG

TUSCANBAGS

LALUI ALO’S

V08

www.alosbag.com

DUDUBAGS

DŪ DŪ

T10

www.dudubags.com

FH GULF STORE MILANO

U10

www.fhstore.it

GALA GLOVES

GALA GLOVES

NAPOLI 1930

U12

www.galagloves.it

L’AURA

L’AURA

T14

www.l-aura.it

MARCO MASI MILANO

MARCOMASIMILANO

T18

www.marcomasi.it

MEMOSINE STUDIO

Memosine

U17

www.memosinestudio.com

MOOD INDIGO

U09

www.moodindigo.it

MULTITUDES

MULTITUDES

T12

www.multitudes.it

POCCA

POCCA

U13

www.pocca.eu

ROBERTO MANTELLASSI

ROBERTO MANTELLASSI

V14

www.robertomantellassi.com

VIVE LA DIFFERENCE

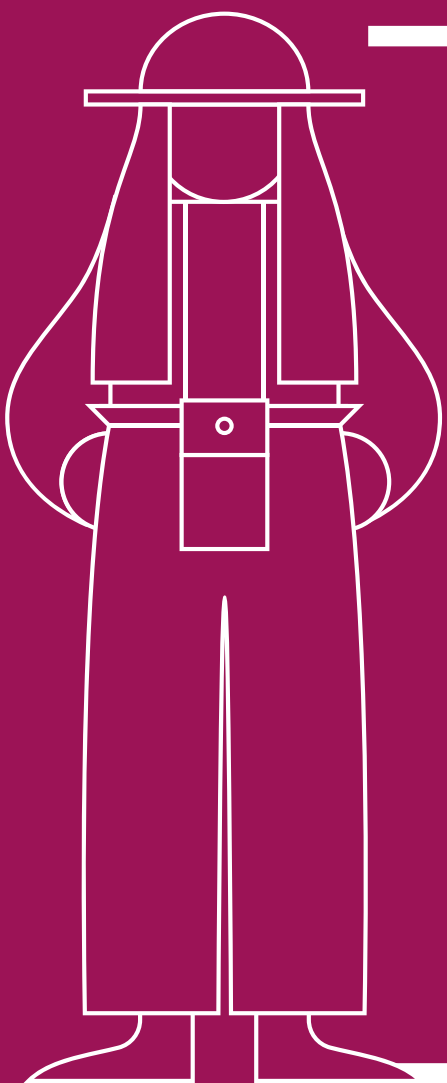
VIVE LA DIFFERENCE

MADE IN ITALY

U16

www.viveladifferencemadeinitaly.it

EVENTS & *TALKS*



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WHAT'S GOING ON?

EVENTS & TALKS

DOMENICA 23 FEBBRAIO 2025

SUNDAY, FEBRUARY 23, 2025

IT

11.00 –13.00

DRINKS & DEALS

Prenditi una pausa dal business: vai a **MIPEL Factory**, scopri come viene creato un oggetto di pelletteria, personalizza il portachiavi MIPEL con le tue iniziali, gusta qualche popcorn e goditi un **drink firmato Linea Daria.**

DJ SET by Luca Bertoni DJ

MIPEL Factory
HALL3 – STAND R12

14.30 - 15.00

PRESENTAZIONE TENDENZE FW 2025/26 (IT, EN)

Speaker: **Studio Mattori**

Presentazione delle tendenze del mondo della pelletteria **FW 2025/26** a cura di Orietta Pellizzari e Matteo Bardi dello Studio Mattori.

TREND AREA
HALL3 – CORSIA Q

15.30-17.30

DRINKS & DEALS

Prenditi una pausa dal business: vai a **MIPEL Factory**, scopri come viene creato un oggetto di pelletteria, personalizza il portachiavi MIPEL con le tue iniziali, gusta qualche popcorn e goditi un **drink firmato Linea Daria.**

DJ SET by Luca Bertoni DJ

MIPEL Factory
HALL3 – STAND R12

EN

11.00am–1.00pm

DRINKS & DEALS

*Take a break from business: go to **MIPEL Factory,** discover how a leather goods item is created, personalise a MIPEL key ring with your initials, enjoy some popcorn and a **drink signed by Linea Daria.***

***DJ SET** by Luca Bertoni DJ*

MIPEL Factory
HALL3 – BOOTH R12

2.30pm-3.00pm

FW 2025/26 LEATHER GOODS FASHION TRENDS PRESENTATION (IT, EN)

*Speaker: **Studio Mattori***

*Leather goods fashion trends **FW 2025/26** presentation by Orietta Pellizzari and Matteo Bardi from Studio Mattori.*

TREND AREA
HALL3 – ROW Q

3.30pm-5.30pm

DRINKS & DEALS

*Take a break from business: go to **MIPEL Factory,** discover how a leather goods itemis created, personalise a MIPEL key ring with your initials, enjoy some popcorn and a **drink signed by Linea Daria.***

***DJ SET** by Luca Bertoni DJ*

MIPEL Factory
HALL3 – BOOTH R12

LUNEDI' 24 FEBBRAIO 2025

MONDAY, FEBRUARY 24, 2025

IT

11.00 –13.00

DRINKS & DEALS

Prenditi una pausa dal business: vai a **MIPEL Factory**, scopri come viene creato un oggetto di pelletteria, personalizza il portachiavi MIPEL con le tue iniziali, gusta qualche popcorn e goditi un **drink firmato Linea Daria.**

DJ SET by Roby Scossa DJ

MIPEL Factory
HALL3 – STAND R12

15.30 – 17.30

DRINKS & DEALS

Prenditi una pausa dal business: vai a **MIPEL Factory**, scopri come viene creato un oggetto di pelletteria, personalizza il portachiavi MIPEL con le tue iniziali, gusta qualche popcorn e goditi un **drink firmato Linea Daria.**

DJ SET by Roby Scossa DJ

MIPEL Factory
HALL3 – STAND R12

EN

11.00am–1.00pm

DRINKS & DEALS

*Take a break from business: go to **MIPEL Factory,** discover how a leather goods item is created, personalise a MIPEL key ring with your initials, enjoy some popcorn and a **drink signed by Linea Daria.***

***DJ SET** by Roby Scossa DJ*

MIPEL Factory
HALL3 – BOOTH R12

3.30pm – 5.30pm

DRINKS & DEALS

*Take a break from business: go to **MIPEL Factory,** discover how a leather goods item is created, personalise a MIPEL key ring with your initials, enjoy some popcorn and a **drink signed by Linea Daria.***

***DJ SET** by Roby Scossa DJ*

MIPEL Factory
HALL3 – BOOTH R12

MARTEDI' 25 FEBBRAIO 2025

TUESDAY, FEBRUARY 25, 2025

IT

11.00 –13.00

DRINKS & DEALS

Prenditi una pausa dal business: vai a **MIPEL Factory**, scopri come viene creato un oggetto di pelletteria, personalizza il portachiavi MIPEL con le tue iniziali, gusta qualche popcorn e goditi un **drink firmato Linea Daria.**

DJ SET by Luca Bertoni DJ

MIPEL Factory
HALL3 – STAND R12

EN

11.00am–1.00pm

DRINKS & DEALS

*Take a break from business: go to **MIPEL Factory,** discover how a leather goods item is created, personalise a MIPEL key ring with your initials, enjoy some popcorn and a **drink signed by Linea Daria.***

***DJ SET** by Luca Bertoni DJ*

MIPEL Factory
HALL3 – BOOTH R12

CARESTA STORE

CARESTA

www.carestaofficial.com/en



Hall 3/V17



Hall 3/V15

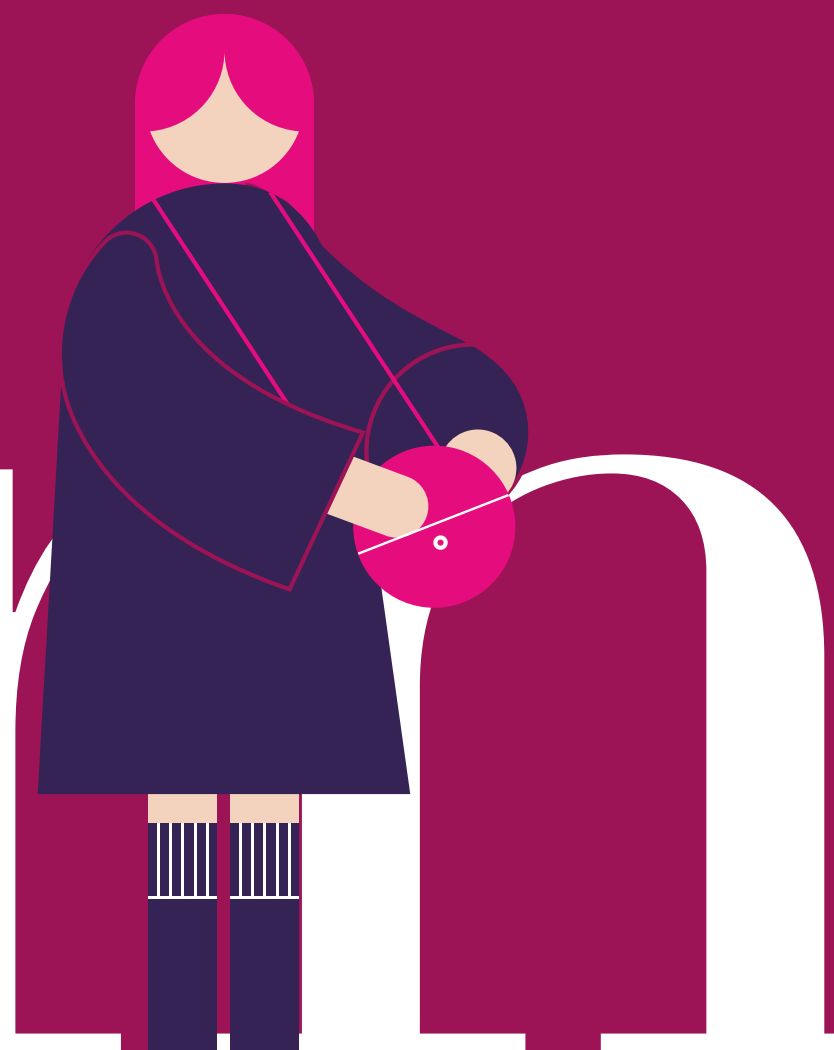
ATELIER NICHITA

www.nichita.ro/en

Romanian Agency for Investments and Foreign Trade

sferafactor

INFO & *SERVICES*



INFO & SERVICES

MIPEL 127.

NUMERI UTILI / *WHERE*

CENTRALE OPERATIVA EMERGENZE E PRIMO SOCCORSO
EMERGENCY OPERATIONS CENTRE AND FIRST AID
Tel. + 39 0249977210
Numero nazionale di emergenza sanitaria Tel. 118
National number for health emergency Tel. 118

POLIZIA / *POLICE*

Tel. 113

RADIO TAXI

Tel. +39 024040 / +39 028585 / + 39 026969

MEZZI PUBBLICI (ATM) / *PUBLIC TRANSPORT (ATM)*

Tel. + 39 0248607607 (www.atm.it)

FERROVIE DELLO STATO / *NATIONAL RAILWAYS*

Tel. +39 02892021 / + 39 0668475475 dall'estero / from abroad
(www.trenitalia.com)

TRENORD-FERROVIE NORD MILANO / *TRENORD RAILWAYS*

Tel. +39 0272494949 (www.trenord.it)

MALPENSA EXPRESS

Tel. +39 0272494949 (www.malpensaexpress.it)

AEROPORTI / *AIRPORTS*

Milano Malpensa - Milano Linate
Tel. +39 02 232323
www.milanairports.com

INFO & SERVICES

SERVIZI presso il CENTRO SERVIZI di FieraMilano-Rho
SERVICES by FieraMilano-Rho
SERVICE CENTER/BUSINESS CENTER

PRIMO SOCCORSO / *FIRST AID*
Tel. + 39 0249977210

PARAFARMACIA
Piano terra / *GROUND FLOOR*

PERSO E RITROVATO / *LOST AND FOUND*
Reception ufficio fiera piano terra
Reception ground floor
Tel. + 39 0236628603

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ALTRI SERVIZI / *OTHER SERVICES*

FREE WIFI: MIPEL127

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Pad. 1/3 / Hall 1/3

GUARDAROBA / *CLOAKROOM*
DEPOSITO BAGAGLI / *LUGGAGE DEPOSIT*
Pad. 1/3 / Hall 1/3

SPEDIZIONIERE / *OFFICIAL FORWARDER*

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E-mail: ops.fieramilano@expotrans.net /
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CARABINIERI

Cargo 5

INFORMAZIONI TECNICHE
TECHNICAL INFORMATION

SERVIZIO ASSISTENZA TECNICA ESPOSITORI / *CUSTOMER SERVICE*

Corso Italia Est adiacente al Pad. 7
Corso Italia East next to Hall 7
Tel: 024997.7348 / 7266
e-mail: mipel@customerservice.fieramilano.it

Orari: 8.00/20.00 nei giorni di montaggio e smontaggio.
Nei giorni di manifestazione effettua l'orario della mostra.

Hours: 8.00am/8.00pm during MOB/SMOB days.
During the exhibition, same hours than MIPEL.

UFFICIO LOGISTICA - SERVIZIO VIABILITA'
LOGISTICS - VEHICLE ACCESS OFFICE

Tel. +39 024997 7254/7862
Email: logisticafiera@fieramilano.it

EDIZIONE AGGIORNATA AL 05-02-2025 / LAST UPDATE ON 05-02-2025

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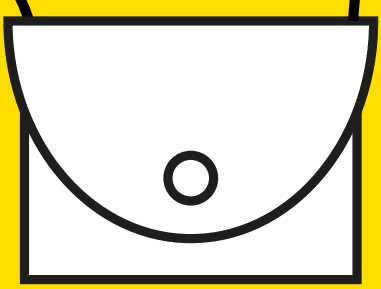

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7/9 SEPTEMBER 2025

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