



MILANO PRÊT À PORTER

NEW MARKETS IN WOMEN'S READY-TO-WEAR AT MIPAP

The Milan event confirms its international scope

with buyers from S. Africa, Lebanon, Japan, United Arab Emirates and Brazil

- *MIPAP closes with numbers in line with last year's 4,090 visitors*
- *The show confirms its international scope, reporting 22% of foreign buyers*
- *Buyers and exhibitors satisfied by results, attracted by an original and exclusive offer*

Milan, 28 September 2015 – **MIPAP September 2015** closes to the delight of visitors and exhibitors.

The three-day exhibition of women's ready-to-wear fashion reported **4,090** professional visitors and buyers (**22%** of whom came from **outside Italy**), converging to discover the **160 collections** on display. The result was in line with MIPAP's last successful edition, which is increasingly oriented toward the quality and the originality of the offer and which has always provided real business opportunities to its buyers.

"Milan has always been aware of the needs of foreign markets – remarked **Corrado Peraboni**, Managing Director of Fiera Milano – MIPAP has continued to confirm its international scope by shoring up relationship with countries we are familiar with while also introducing ourselves to new markets, reaffirming the potential the event holds for ready-to-wear fashion professionals from one edition to the next. Thanks to partnership with ICE-ITA (Italian Trade Agency), participating buyers appreciated the creative efforts made by exhibiting companies and their ability to combine the vast stylistic offer with a growing understanding of the supply chain."



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Official Partner

Offsetting the slightly declining participation of Italian professionals, there was a slight increase in



visitors from **Lebanon, South Africa, and Brazil**, due in part to the concurrence with Expo 2015; the contingent of visitors from Russia and Greece were somewhat disappointing by comparison.

There were steady numbers concerning **Japanese** visitors, who reported finding products qualitatively consistent with their market, while they showed special appreciation for the efforts made to maintain a good quality/price ratio. In addition to sealing business agreements with well-known brands,

Japanese visitors came to MIPAP to seek out new ideas and interesting trends.

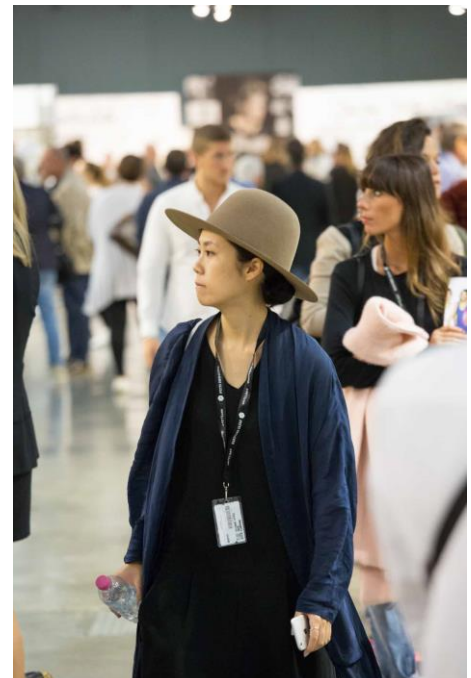
We have solicited the opinion of our Japanese delegates:

This was my first visit to MIPAP. I am interested in both clothing and accessories. I found a few interesting fabrics: I was especially pleased with the “stretch” items and the environmentally friendly aspects, which is very popular in fashion in my country.

In general, I was very satisfied by the visit and I am seriously considering purchasing some items.

Positive feedback came from **South Korean** buyers who purchased “classic” products, while mixing them with fresh new pieces from talented young designers. Here is what they say about their visit to MIPAP:

We came to MIPAP for the first time and we were very happy. The event was well organised; we liked the installation design and we found interesting items that we will certainly purchase. Furthermore, we feel it’s more useful to have a smaller but more comprehensive offer that meet our needs.



Finally, buyers from **Dubai** conducted business with the traditional Italian fashion names as well as international exhibitors who were widely represented in this edition.

... what about the event?

Timeless class

A Spanish flight of fancy with the brand **Isabel de Pedro**, who has been exporting the style and colours of the Barcelona-based designer across the globe. Standouts include jackets, which are a perennial favourite of the brand and feature decorative button holes sewn strictly by hand. For this new collection, Isabel de Pedro has drawn inspiration from the art and colours of the great Spanish painters, in an essence of style and nuance.



Ecofriendly

The collections at MIPAP have made room for environmental sustainability, ranging from how the materials are made to the final workmanship of the fabrics to come up with superior-quality pieces and accessories, in respect for the environment and natural resources. This is true of **Ebarrito**, which creates innovative bags and shoes with scrap material from the mills in Tuscany and the Marche, key regions for leather and hide processing. It is also true for **La Cotonniere**, with a 100% organic cotton

line that includes women's and children's clothing and accessories, with original jewellery crafted from citrus peels and coffee beans.

Cutting-edge Design

A new exhibitor is **Saz Shoes**, which chose MIPAP to make its debut in the world of ready-to-wear fashion shows. The brand introduces synergy between the quality of Italian materials and international design, conceived in Latvia but with decorations that evoke the breezy Caribbean style, as its two designers comment: "Our inspiration is wholeheartedly from traditional Cuba, brimming with colour and sunshine."



Original and unique



Pesci Borse is introducing a collection distinguished by artisanship, with craft products in subtle colours plus a "limited edition" line made with **fabric from Zanzibar**: 5 metres of fabric in 10 finely finished bags with a solid-colour knit accent. These original and unique products are what reap rewards at MIPAP.

Italian quality



MIPAP confirms its place as an event with an increasingly international offer, but it still trumpets the uniqueness of Italian-made products. These are the values reflected in the collection by **Sonia Fortuna**, a creative Florentine brand that blends fine needlework with an original and varied style, which ranges from high-waisted dresses to joyful bursts of colour.

Quality is also the watchword at **Sfizio**, which has introduced a collection inspired by styles and cultures from around the world. Its collection echoes the style of Buenos Aires and Paris, New York and Marrakech, Rio de Janeiro, Capri and Santorini. A wide variety of inspirations are revealed through the flavours and feel of many continents while always circling back to a single line of unique and creative design: Italian.

