

MIPEL114

Tradition and craftsmanship, creativity and innovation: this is MIPEL. Over 13.000 qualified visitors walked through the fair .

It ends today, 19th of September 2018, the 114th edition of MIPEL, the third edition under the guide of **Danny D'Alessandro**, General Director of Assopellettieri and CEO of Mipel, an event that enjoys consolidated collaborations with **ICE-Agenzia, Ministero dello Sviluppo economico, Regione Lombardia, Comune di Milano, Camera Nazionale della Moda Italiana** and **Camera Italiana Buyer Moda**.

Both the number of exhibitors and the number of visitors grew. **For the third time in a row the “sold out” goal has been reached:** more than 65 new exhibitors in “SCENARIO”, the reference “hub” for the new generation of leather goods manufacturers. Inside “MIPEL Hall SPAZIO”, the area dedicated to *Overseas Manufacturers*, placed at Hall 12 and directly connected to MIPEL, the exhibitors have been over 90.

In relation to visitors, a positive trend is confirmed. Presences have increased compared to those of February 2018 and September 2017 - the best edition ever, before the one just ended - with "peaks" in the first two days of the event.

It has been registered a positive presence of "domestic" buyers, in line with those of the last editions. Regarding foreign markets, there has been a remarkable numbers of visitors coming from South Korea and Japan – thanks also to the recent and consolidated international promotion initiatives whose latest editions were held in Seoul (October 2017 and March 2018) and Tokyo (July 2018)-, China, Russia and Ukraine (in this case a significant increase, equal to about 10%). The attendance of qualified visitors from the United States and Australia is also excellent.

"The two main novelties of this edition - the presentation of the four capsule collections created by four MIPEL's historic companies together with four emerging designers and thanks to the collaboration of Assopellettieri, and the launch of the collection 'discord by Yohij Yamamoto' - confirm MIPEL's mission: to be a creative hub of excellence, a meeting point for the various players in the production chain" - **comments Riccardo Braccialini, President of Assopellettieri and MIPEL.**

Danny D'Alessandro adds: *"We are growing and strengthening our role at international level. MIPEL is a platform available to the leather goods production system and is an example of the Italy that works and wants to win the international competition. We are open to the future and to innovation. We ask our companies to believe in our proposals"*.

The next edition will take place from the 10th to the 13th of February 2019 in FieraMilano-Rho, as always in conjunction with MICAM.

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