

**FieraMilano – Rho**  
**16/19 settembre 2018**  
**Padiglioni 10/12**  
**350 brand**  
**PE collection 2019**

**WHAT YOU NEED TO KNOW ABOUT MIPEL 114:  
“MIPEL IN CITTÀ” IS GOING ON  
AND YOHJI YAMAMOTO AS GUEST STAR**

Tradition and craftsmanship, creative flair and innovation are the ingredients of the next edition of “*MIPEL – TheBagShow*”. The event organized by Aimpes Servizi S.r.l., and promoted by **ASSOPELLETTIERI** with the support of Italian Trade Agency – ICE and Ministero dello Sviluppo Economico, will be held from the 16<sup>th</sup> till the 19<sup>th</sup> of September, in the exhibition center of FieraMilano-Rho.

The event gatherS together over **350 international brands**, that will show their creations for the S/S 2019 on this unique stage, and more than 12.000 visitors from all over the world. An edition that gazes at the future, with the doubling of the Scenario area and its brands.

Many other news are coming, such as the opening of Pavilion 12, devoted to overseas leather good manufacturer.

## MIPEL CREATIVE THEME

The 114th edition of MIPEL will break the ordinary rules to become an exclusive and engaging experience. A journey that will be unique for each visitor, thanks to the new mood imagined by Matteo Zara, the artistic director of the fair. The Pavilion 10 will be transformed in a huge **Memories Box**, where the memories, excited by the senses, will lead the public to discover hidden sensations and lost places. The new set-up will guide visitors through four different itineraries related to smell, hearing, sight and taste. They will live unusual sensorial experiences and look at accessories with new eyes.

Smell will be the protagonist of an evocative Gallery that winds along the entrances of the Fair. An itinerary conceived to stimulate olfactory memory through four different fragrances, that will evoke emotions and reminiscences.

The Memories Bar is the hearing's realm. An oasis where visitors can relax, enjoy good music and share their impressions about new trends.

In the Glammy Boulevard special optical effects will stimulate the sight of visitors by changing their perception of the surrounding environment.

A space dedicated to Taste will be present inside the new Scenario area. Venchi chocolate will be the protagonist: a source of new experiences for the palate.

## GUEST STAR

**YOHJI YAMAMOTO** will be the guest of honor. The fashion designer will present in a dedicated area its line **Discord**, a luxury accessory label born in 2015. After 40 years as a protagonist in the fashion world, Yohji Yamamoto explores the bags' universe and chooses MIPEL as its stepping stone. The stylist focuses on quality, and exhibits a collection that expresses an elegance related to Japanese minimalism.

## AREAS

For the 114 edition, the special sections of **SCENARIO**, whose spaces have more than doubled, and **The Glamorous** have been confirmed: two areas aimed to highlight the most innovative proposals in the world of bags and accessories.

Through these areas MIPEL promotes more and more its mission as a creative hub, as a creative showcase able to create synergies between emerging designers and industry players.

In **SCENARIO** this vocation is realized by promoting new partnerships between young designers and Italian manufacturing companies, guaranteeing visibility for young talents and new stylistic energies to companies. Instead, The Glamorous creates connections between emerging brands and top buyers.

**MIPEL Tailor Made** is a new project aimed at responding to the market needs of buyers and exhibitors, by offering real 'tailor-made solutions'. Mipel Tailor Made is a innovative and winning asset conceived by Assopellettieri – the Italian leather goods Association, capable of 'spraying' proposals that foster markets in continuous development. Part of this project consists in the development of co-labs between leather companies and young designers, through the creation of capsule collections presented in a program of B2B events that, starting from the main Asian markets (Japan -Tokyo, 2 July 2018 and Mipel Leather Goods Showroom in Korea - Seoul, 16/18 October 2018), will find its own sublimation in the Scenario area.

**The FAB 4:** four capsule collections, born from the collaboration between four emerging designers and four companies, associated to Assopellettieri. At MIPEL 114, beside from the capsule created by **Arcadia** and **Irma Cipolletta**, whose international preview has been on the 2<sup>nd</sup> of July in Japan, other three mini collections will be presented. The collections have been realized by: **Cromia** and **Michele Chiocciolini**, **Claudia Firenze** and **Annalisa Caricato**, **Tucano** and **Laurafed**.

**SCENARIO International:** sponsored by **Camera Nazionale Moda Italiana** is the ideal framework for new brands to meet foreign markets. Four buyers from Tokyo and Seoul, two trending cities in the fashion world, promote four young Italian designers. **Goldie HP France** presents **Nico Giani**, **B My Bag** presents **Belloni De Silva**, **BN240** presents **Warp**, **Hankyu** presents **Afhra**.

**The Glamourous:** a venture sponsored by MIPEL and **Camera Nazionale Buyer Moda**. Four of the most influential Italian buyers adopt four emerging designers. The stores and the designers that decide to participate in this project are: **Marcos** and **Emanuela Caruso**, **Luciana Bari** and **Roberto Di Stefano**, **Lungolivigno Fashion** and **Isla Fontaine**, **Dolci Trame** and **Frenzlaue**.

**MIPEL STREETSTYLE AREA:** it is a space devoted to tactile experiences, where new trends are the protagonists. The products exhibited in this special area interprets three trends of the SS 2019: **PAL\_TEC** (Paleolitech), **ATL\_GLM\_X** (AthleticGlamExotics) and **SPR\_NRL** (SuperNormal). Thanks to the collaboration with UNIC – Concerie Italiane, Mipel Streetstyle Area allows visitors to touch all the different leathers and take a close look at their features and the manufacture. The set-up of this space is entirely conceived to create a meeting point between the public and the raw materials from which generate the bags.

## ICE- AGENZIA and MISE

As anticipated, also this edition benefits from the special contribution of **ICE-AGENZIA** and **Ministero dello Sviluppo Economico**. It is a synergy that, supporting the incoming of 40 top buyers from Korea, Japan, Russia and Europe, strengthens the internalisation of Mipel and its authority, underlining the commitment of Italian institutions in promoting Made in Italy.

## SPECIAL PROJECTS

In addition to traditional partnerships, in the September's edition, new alliances are formed with the most prestigious companies and institutions.

The first one has been created between Mipel and **YKK, UNIC** – Concerie Italiane and the **Alta Scuola di Pelletteria Italiana**. The project aims to represent the chain of leather goods involving leading industry partners under the guide of Assopellettieri. The symbol of this initiative is the blue leather clutch bag, created specifically for the occasion, that will be released in a limited edition of only 200 pieces. A true "Must Have Mipel Bag" (see the specific press release).

Mipel doesn't forget to involve also the designers of the future. The students of **Jewelry and Accessories Design Course** from the **Istituto Europeo di Design Torino** were involved in a particular and challenging contest: designing and creating in collaboration with MIPEL an iconic bag on the Urban theme. The bags will be exhibited at the IED booth, where a jury made up of experts in the sector will decide which of them are the best ones.

For the first time an area will be dedicated to companies producing eco-sustainable bags with the support of the **HUMANA** association. There will be present 5 brands that use recycled materials, vegan, cruelty free and animal friendly, but also innovative fabrics such as wood combined with other natural materials.

**U.S.A. Influencers** is an ambitious project that sees MIPEL and MICAM joined together in a single initiative that wants to promote the Lombard fair system. This project, realized thanks to the support of **Regione Lombardia**, sees some important American influencers tell to their followers, through their social profiles, the best of both fairs – beyond other local geographical and artistic excellences. The influencers will promote first hand the Made in Italy, during a day devoted to visit local manufactures and tanneries. They will also be protagonist of a themed-workshop: "The Art of Becoming an Influencer". This activity aspire to convey to a qualified US target of footwear and leather goods' buyers the city of Milan as a reference place for fashion trends with a special focus on the new features presented at MIPEL and MICAM. The three top influencers that will visit MIPEL are: Linsdi Lane Watts, Marni Harvey and Christie Ferrari.

## MIPEL IN CITTÀ

Once again **Mipel in città** – the fair's fuorisalone- involves the city in a big event in one of the trendiest places in Milan. On the 17<sup>th</sup> of September, from the 6pm to the 10.30pm, the **Excelsior Milano Department Store** will host a special party where the fab 4's capsules will be the protagonists. The bags will be expoed in the store until the 23<sup>rd</sup> of September. Mipel puts in touch its exhibitors with the main retailers, and lets them connect directly to the public.

## MIPEL HALL SPAZIO

After its debut in the autumn edition, the section dedicated to overseas leather goods is confirmed: **Mipel Hall Spazio**. Located in Pavilion 12, in direct connection with the Pavilion 10 below, it represents the meeting hub designed to encourage and incentivize business opportunities and partnerships between Chinese and Indian manufacturing companies and international brands which are interested in entering new emerging markets.

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