



**Fiera Milano-Rho
September 17-20, 2023
MIPEL124**

**September 19-21, 2023
MIPEL Lab (5th edition)**

**MIPEL 124TH EDITION KICKS OFF
THE MOST IMPORTANT INTERNATIONAL EVENT DEDICATED TO LEATHER GOODS AND
FASHION ACCESSORIES IS ABOUT TO START.**

- **Special preview for the TRAVEL&BUSINESS area to be officially launched in the February 2024 edition.**
 - **Launch of the special Showcase Milano area curated by Mirta.**
- **Reconfirmed the innovative MIPEL Lab format in synergy with Lineapelle.**

Milan, Sept. 12, 2023 - **MIPEL heats up its engines for the 124th edition.** The international highlight event for the leather goods world and fashion accessories will be held **from 17th to 20th September 2023** at Fiera Milano-Rho exhibition area (Milan, Italy).

Promoted and organized by **Assopellettieri**, the prestigious event also boasts **the support** of the **Italian Ministry of Foreign Affairs and International Cooperation (MAECI)** and **ITA – Italian Trade Agency**, as well as **the patronage of Milano City**.

A flagship event for industry professionals, edition number 124 will offer a complete view of the **new spring/summer 2024 collections** of more than 200 brands selected from national and international historic and emerging brands.

Bags and accessories along with the latest trends in the leather goods world will be the centre of the event between **Hall 1 and 3**, with an additional area dedicated **to overseas companies in Hall 7. The kaleidoscope** will be the creative concept and the fil rouge of the entire fair: with its infinite variations of shapes, combinations and colours it will characterize all the exhibition spaces.

As new-elected Assopellettieri President **Claudia Sequi** commented: *"an important signal comes from the attendees number expected for this MIPEL edition, which is confirmed as a strategic moment for the sector and for all the players involved. As a result, for buyers and companies, especially small ones, the show represents a fundamental business opportunity as well as an occasion to compare and update on new and emerging market trends."*

Among the main news of the edition is the **Showcase Milano area** curated by **Mirta**, the digital showroom connecting local contemporary brands with international curators, **inside Hall 3**. With the aim of further expanding the offerings at the fair, the space will be reserved exclusively for Italian fashion and design brands selected based on distinctive criteria such as creativity, innovation and research.

Also, not to be missed is the **"TRAVEL&BUSINESS"** preview project, the event's exclusive new sector that will be fully featured in the 125th MIPEL edition (February 2024); serving as ambassador in this preview is the historic Italian luggage brand BRIC'S.



Segreteria organizzativa: Aimpes Servizi S.r.l.

Società Unipersonale soggetta all'attività di direzione e coordinamento ASSOPELLETTIERI

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Great attention will be paid again this year to the **Trend Area inside Hall 3**, a space where you can immerse yourself in the latest SS2024 leather goods trends, carefully selected by MIPEL Fashion Committee.

Moreover, in this area, from September 17 to 19, in the mid-morning and in the mid-afternoon, several convivial and networking moments accompanied by music and aperitifs will be held. Not to **be missed is the "MIPEL Cocktail Party,"** expressly dedicated to buyers, press and exhibitors on **Sunday 17 from 6:30 p.m.**, with light dinner and exclusive deejay set.

MIPEL Lab:

Assopellettieri will again be a protagonist with **MIPEL Lab**, the innovative trade fair format dedicated to the main producers of excellence in Italian leather goods, conceived by the Association in collaboration with Lineapelle, with which it will share spaces **from Sept. 19 until Sept. 21 inside Pavilion 9** also at Fiera Milano-Rho. Also continuing for this edition is the partnership with **Impersive**, which will allow visitors to experience, thanks to the use of "oculus," an extraordinary immersive journey into the production of Italian leather goods.

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