



## MIRTA AND MIPEL RENEW PHYGITAL PARTNERSHIP FOR MIPEL 122

*Milan, July 26, 2022*

**Mirta**, the digital showroom that connects local contemporary brands with international curators, and **MIPEL**, the international trade show dedicated to leather goods and fashion accessories, **renew their phygital partnership for the Mipel122 edition** that will be held on 18-20 September in Halls 1 and 3 at Fiera Milano-Rho exhibition center.

The **omnichannel collaboration** launched at MIPEL121 attracted more than **5,000 buyers** to the Mirta | MIPEL landing page and recorded more than **1,000 orders** through the platform. In fact, **70% of exhibitors on Mirta received orders from America (40%), Europe (41%) and Asia (19%)**.

Thus, the phygital partnership proved to be the winning solution that enabled direct contact between independent brands and buyers and boutiques located all over the world who, due to force majeure, could not be physically present at the fair.

As it has already happened, also for the 122nd edition MIPEL will have a strong online presence through **Mirta, which will once again be the event's digital partner of reference**: thanks to a dedicated section on the platform, the Mirta | MIPEL project will anticipate the start of the fair and will be on air for the entire month of September. The initiative will also represent **a real virtual showcase with pages dedicated to each exhibitor, to give each of them greater visibility towards the market and international buyers** who will be able to place orders online and get in touch even remotely, thus breaking down all space-time barriers.

Mirta will also have a physical presence at the event with a 300-square-meter physical space to present visitors with a selection of the brands on the portal and create a 360-degree experience that combines the physical and digital.

Commenting on the agreement, **Danny D'Alessandro, Assopellettieri and Mipel General Manager**, said, "Mirta's forward-looking approach in successfully combining tradition, savoir-faire and digitalization has certainly brought new and interesting development opportunities for all members. Given the excellent results we have achieved together, we are very pleased to renew our partnership with Mirta again for the next edition of Mipel in order to continue to promote change and digitization through new tools, projects and alliances that can expand the future horizons of companies."

**Ciro Di Lanno, co-founder of Mirta**, commented, "We are very happy to renew our collaboration with MIPEL as the official digital partner of this important exhibition event dedicated to excellence in the world of leather goods. The partnership with MIPEL has been and still is the perfect opportunity to create a direct thread between independent brands, curators and international boutiques and foster innovation and digitization of a constantly growing sector like wholesale."

## **MIRTA**

Founded in 2019 by Ciro Di Lanno and Martina Capriotti, Mirta is the digital showroom that connects contemporary brands and independent curators, namely physical boutiques, online stores, and influencers. Mirta's mission is to revolutionize the way local high-end brands and independent curators do wholesale business.

To date, Mirta has over 400 brands from Italy, Spain, France, and Portugal; over 10,000 SKUs in different categories, from clothing to footwear, from accessories to jewelry; over 5,000 international curators (50% from North America, 35% from Asia, and 15% from Europe); and over 60 employees under 30.

[www.mirta.com](http://www.mirta.com)

## **MIRTA PRESS INFO**

### **PAMBIANCO COMMUNICATION**

Lucia La Porta - l.laporta@pambianco.com

Giusy De Stefano- g.destefano@pambianco.com

tel +39 027638860

## **MIPEL**

MIPEL is the world's most important international event dedicated to leather goods and fashion accessories, now in its 121st edition and 61st year. A prestigious showcase for industry companies, MIPEL offers participating brands a strategic opportunity to meet with buyers from around the world, international insiders and press. More than 300 companies including well-known brands, emerging labels and trendsetters normally exhibit in the exhibition area of the Fieramilano-Rho fairgrounds. With more than 24,000 visitors a year, MIPEL confirms itself as a must-attend event to promote and share new style proposals.

[www.mipel.com](http://www.mipel.com)

## **MIPEL PRESS INFO**

### **Ad Mirabilia**

mipel@admirabilia.it

### **Contacts:**

Fulvia Concetti - concetti@admirabilia.it

Mob. 348 5457226

Laura Sanfelici - sanfelici@admirabilia.it

Mob. 39 346 6302391