

#restart together



#RESTARTTOGETHER: A SUCCESS EXCEEDING EXPECTATIONS

Milan, 21 September 2021

#restarttogether worked. Today, MICAM, the International Footwear Exhibition, MIPEL, the event dedicated to leather goods and accessories, and THE ONE MILANO SPECIAL FEATURED BY MICAM, the Haut-à-Porter Exhibition, came to a close after three days, with all three events attracting a large number of trade visitors and dealers.

The synergy triggered last year under the project *Stronger Together* that brought all the fashion-accessory fairs together for the very first time, paid dividends by helping companies to keep focussed. This year, too, trade visitors demonstrated their enthusiastic support for the format by flocking to all three events.

Over the three-day period, a total of **22,274 trade visitors** were able to peruse the products offered by the **735 companies exhibiting at the three events**.

Among the stands there was an evident desire to experiment, with many companies focussing on new designs, new materials, and new shapes and colours, proving just how important the occasion is in presenting the market with innovative content and products.

Apart from making it easier to do business, the return to a 'live' format was met with enthusiasm on the part of manufacturers and buyers who were happy to be able to meet in person again, and to conclude deals after feeling for themselves the quality of the products on display.

Siro Badon Chair of Assocalzaturifici and MICAM Milano, was satisfied with the result: *"This edition marks our 'renaissance'. The real protagonists were the exhibitors who once again believed in the event. Seeing in their eyes the light and the enthusiasm of those who are finally beginning to put a difficult situation behind them is priceless. MICAM reaffirms its strategic role for the entire sector as a hub for relaunching businesses, strengthening their presence and competitiveness in international markets. A positive trend also confirmed by the numbers which, after the crisis in 2020, see both industrial production (+ 13%) and turnover (+ 22%) increasing in the first half of the year, as well as spending by Italian families (+ 17.4%) and exports (+ 31.5% in value)".*

*"The synergy we created a year ago has proved to be a first-rate instrument, capable, once again this year, of meeting the needs of those operating in the industry – comments **Franco Gabrielli**, President of MIPEL. – "We are satisfied and proud. The results of this Mipel120 edition are even higher than expectations. A special thanks goes to our brave manufacturers who have met the challenge by returning 'in person' and contributing to the general climate of "renaissance" pervading Italy at the moment. It is no coincidence that we chose the "Mipel Play" concept, celebrated with the presence of Italy's Olympic athletes who so inspired us this summer. The same spirit that will animate the first edition of Mipel LAB, starting tomorrow together with Lineapelle, and that will be an inspiration for the many activities that await us in the coming months".*

#restart together



*"A success for everyone – says **Norberto Albertalli**, president of The One Milano – one that is indicative of the strength of the accessory sector and is presented in the form of a solid format capable of attracting buyers from Italy and abroad. We are happy to be part of this initiative that we want to develop in the future as well, to confirm a project created to offer companies a business platform to believe in and use with confidence".*

*"The #restarttogether network is not limited to the three events that end today - says **Luca Palermo**, CEO of Fiera Milano – In fact, HOMI, the Fashion&Jewels Exhibition, which closed with 12,275 visitors, will be followed by LINEAPELLE, the most important international event in its sector, starting tomorrow. These events demonstrate both the importance of creating a synergetic system and the centrality of trade fairs in helping such a vital industry for the country to get started again - concludes Palermo.*