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From left:
Francesco Gili
(DaTe), Simona
Greco (Fiera
Milano), Roberto
Vago (Assomac),
Claudia Sequi
(Mipel), Fulvia
Bacchi,
(Lineapelle),
Giovanna Ceolini
(Micam),
Norberto
Albertalli (The
One Milano)

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THE SHOWS

How Italian excellence will shine for its September appointments

by **Maria Cristina Pavarini** – September 07, 2023

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In Milan, they recently presented Make It Shine, a collaborative project connecting eight trade shows that will take place between Florence and Milan in September between Sept. 9 and 21 related to the fashion, leather goods and accessory industry and involving a total of 3,500 Italian and international exhibitors ready to meet a total of about 45,000 buyers from all over the world.

The companies that will participate have increased by 10 percent compared to 2022 and come from almost every part of the globe, as there will be not only those from Europe, but also from France, Spain, Germany, Turkey, as well as India, Japan, and China.

The eight fairs involved will be Date, Homi Fashion & Jewels Exhibition, Micam, Mipel, Mipel Lab, The One Milano, Lineapelle and Simac Tanning Tech.

From Sept. 9-10, 2023, Date - Shaping Avantgarde, an event dedicated to avant-garde eyewear, will open in Florence. Immediately afterward will follow at Fieramilano, Rho, Milan, from Sept. 15 to 18, Homi Fashion&Jewels Exhibition, the event dedicated to bijoux, jewelry and high-end fashion accessory.

Partially overlapping, from September 17 to 20, the other shows of the Italian fashion system will be held: Micam, the International Footwear Exhibition, Mipel, the International Exhibition dedicated to leather goods and fashion accessories, and The One Milano, the Outerwear and Haute à-Porter Exhibition.

Industry insiders will present the latest news and trends and present their expertise in raw materials, machinery and collections that define products that express and anticipate the newest lifestyles.

The project born a few years ago, returns strengthened with the presence of all industry players after the break imposed by COVID with the aim of grouping fairs based on synergies of experience and talent, with the goal of generating knowledge, creativity, and value.

Common themes of the events will be, among others, the commitment to sustainability, also in view of the set of European laws that will soon come into force, the focus on technology and new tools such as Artificial Intelligence that will soon become the protagonist of many aspects of fashion product management, and support for small and medium-sized companies.

"The next edition of Lineapelle will host 1,337 exhibitors from 48 countries. It is a trade show that gathers the best of the international market and not only deals with tannery, leather and textiles, but also with metal accessories for shoes and bags, which have now become very high-tech components in fields where research is making great strides," explained Fulvia Bacchi, CEO, of Lineapelle.

"For the next edition, we have also organized a series of conferences and initiatives designed to inform about how you can reduce the impact of the industry that is adjusting to new regulations, without forgetting the importance of creativity," Bacchi added.

The newly appointed president of Mipel, Claudia Sequi, explained: "Companies are forced to cope with a number of difficulties such as, the costs of raw materials, labor, energy, the increase in interest rates imposed by the ECB, to name a few in addition to the Russian-Ukrainian conflict. However, exhibitors have grown and are working hard to cope with this period."

"We are busy on various fronts including, the launch of a new section dedicated to travel for the February 2024 edition and future projects of

which we will speak at the States General of the Leather Industry on October 17 to promote training initiatives to encourage young people to enter the world of work in this sector that is in great need and struggling to find specialized personnel," Sequi added.

"The One Milano, a trade show specializing in high-end outerwear, will feature a number of new companies from around the world, mainly from China, whose designers have trained both in Europe and The US. These are mostly newcomers capable of working flexibly by adapting to the new demands that new legislation in the environmental field will require of the sector," explained Norberto Albertalli, president of The One Milano, a fair that for this edition focused on s/s 2025 trends will host 50 exhibitors, while in the next one focused on f/ 2025/2026, there will be about 200.

Homi Fashion & Jewels Exhibition will feature 560 exhibitors, of which 46% from abroad, half of whose from Europe, es explained by Filomena Sannino, exhibition manager, Homi. "Among the various initiatives promoted by Homi for this edition there will be a conference dedicated to the new European standards on sustainability and one dedicated to the potential of Artificial Intelligence, a increasingly indispensable support today apt to be applied to the creation of jewelry, its presentation and sale," commented the manager.

Along with other new exhibitors and pavillions, this season's edition will devote an important space to Greek manufacturers, highly specialized in the design and production of high-end jewelry, as well as an area dedicated to fashion jewel, an important complement in the fashion sphere and an always striking source of creativity for our industry," added Sannino.

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