

## LINEAPELLE – A NEW POINT OF VIEW

### A SIGN FOR THE PRESENT, AN APPOINTMENT WITH THE FUTURE

*ON 22 AND 23 SEPTEMBER 2020, AT FIERAMILANO RHO, 320 EXHIBITORS FROM 14 COUNTRIES WILL BE PRESENTING THE MATERIALS FOR NEXT YEAR'S WINTER SEASON*

A choice based on the desire to give a sign of positivity and encouragement for the present. It is possible, as well as necessary, to get back up and running again: in full compliance with the rules. These assumptions have led to the birth of **LINEAPELLE – A NEW POINT OF VIEW**, an exhibition project dedicated to the supply chain for the fashion & luxury industry, which will take place on **Tuesday 22 and Wednesday 23 September 2020** at **Fieramilano Rho**, in conjunction and in partnership with Micam, Mipel, The One and Homi – Fashion & Jewels. A strategic networking event summarised by the slogan #strongertogether, with the enthusiasm, after months of isolation and creative impoverishment, to get back to discussing materials and accessories, reconnecting those fundamental relationships for the production sectors that Lineapelle represents.

#### **A SIGN FOR THE PRESENT**

LINEAPELLE – A NEW POINT OF VIEW has adapted to the current situation, modifying the format that has made the traditional fair the unmissable reference point worldwide for the entire leather supply chain. It hosts 320 exhibitors from 14 countries and will be held in Pavilions 5 (tanneries) and 7 (manufacturers of accessories, components, fabrics and synthetics) of the Fieramilano Rho exhibition centre.

The show offers exhibitors and visitors a **completely safe** trade fair experience, protecting their health and, together with the other exhibitions being held at the same time, wishes to be seen as a key moment in relaunching the strategic “made in Italy” supply and manufacturing sectors which, in recent months, have suffered heavy setbacks due to the pandemic. The latest economic data available (**from the UNIC – Italy's National Tanning Industry Union – economics service** based on ISTAT data) confirm, in fact, the state of hardship cutting through all the production sectors present at the fair, due to the consequences of the global health emergency which has had a significant negative impact on production and commercial exchanges.

“Our thanks – comments Fulvia Bacchi, CEO of Lineapelle – must go in particular to all exhibitors and visitors (there are currently 4,000 registered buyers of which 20% come from outside Italy) who, in such a difficult moment, have confirmed their presence at the exhibition, expressing their pride in representing leading sectors at international level and of vital importance for the national economy.”

### **AN APPOINTMENT FOR THE FUTURE**

LINEAPELLE – A NEW POINT OF VIEW, therefore, wishes to be seen as an encouraging starting point for the entire supply chain, characterised by an innovative exhibition formula, combining the physical presence of stands and collections with technological and digital projects to broaden the stylistic, promotional and commercial horizon of its exhibitors.

In terms of trends, the exhibition presents what is popular for the Autumn/Winter 2021/2022 season, offering an invitation to reinterpret creativity and style in a new, more in-depth way. It is no coincidence that the reference mood, developed by the Lineapelle Fashion Committee, is called The Era Of Simplifying 2 – Slow Is The New Hot. All this includes an even greater focus on what is the basis of the values underlying the supply chain: sustainability.

LINEAPELLE – A NEW POINT OF VIEW juxtaposes some digital projects with the physical dimension. It offers streaming of a series of “Brand Spots” from exhibiting companies and Live Experiences on the subject of process automation and product customisation in collaboration with Dyloan (a company that brings together innovative technology, creativity and manufacturing), which will be present with a technological space in pavilion 7. **Customised links and streaming services** will be arranged with buyers from China, Korea, Japan and their USA, wiping out their forced distance with a click.

### **MAXIMISING THE POTENTIAL OF ITALIAN LEATHER**

LINEAPELLE – A NEW POINT OF VIEW is also organising physical path maximising the potential of all aspects of Italian leather. Five Lounge Areas are therefore transformed into exhibition spaces, alternating leather clothes made by some well-known “Made in Italy” stylists with examples of leather accessories linked to the world of sport. From a vintage motorcycle to two collectible sets of motorcycle leather (one of which, worn by Eddie Lawson during races in 1990), encountering other significant models along the way. A travelling exhibition presenting the qualitative excellence of Italian leather, its versatility and its inexhaustible ability to evolve.

**Lineapelle Press Office**  
press@lineapelle-fair.it



## LINEAPELLE – A NEW POINT OF VIEW

### Physical fair in a digital world

*The Milan-based trade fair is also offering its international community a packed schedule of streaming events*

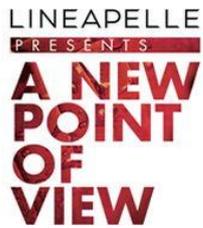
A physical fair that opens its doors to the digital world. This is the phygital dimension of **LINEAPELLE - A NEW POINT OF VIEW** which, on 22 and 23 September, while being held at the Fieramilano Rho exhibition centre, is offering its international community of reference a schedule of streaming events, some taking place in real time during the fair.

The project is called **Physical fair in a digital world** and is made up of a series of themed promotional and networking activities involving exhibitors, high-profile creatives, buyers and innovators. The objective is simple: to ensure that even those unable to do so physically can “enter” LINEAPELLE - A New Point of View, reaching it online from anywhere in the world.

**Physical fair in a digital world** can be accessed via the [newpoint.lineapelle-fair.it](http://newpoint.lineapelle-fair.it) portal, where a video hub will be open in which all streaming content will be available, even after the fair is over.

The schedule for **Physical fair in a digital world** includes:

- the live stream of **Creative Trends**, in other words the presentations of fashion trends for winter 2020/2021 curated by the Lineapelle Fashion Committee;
- **Brand Spot Videos** involving some exhibitors at LINEAPELLE - A New Point of View who will be sharing their latest collections, leading products and corporate vision;
- the live streams of **Industry Trends**, produced in real time within the D-house technological space in collaboration with LINEAPELLE (pavilion 7). Space is the link between the world of technology, creativity and craftsmanship.



Original performances whose main theme is Tech and Customisation Bespoke, the ability to combine different technologies, reaching a perfect balance between the knowledge of the raw material and the desire to preserve the value of the craftsmanship of the finished product.

Exhibitors, creatives and artists such as Matteo Cibic, the Tuscan Leather Consortium and many other important players in the supply chain will be involved. In detail, the live streams will address the following topics:

- Customise your bag
- Customisation design tools
- Apparel customisation
- Home design object customisation
- Sneaker customisation
- Boot customisation

**Lineapelle Press Office**

[press@lineapelle-fair.it](mailto:press@lineapelle-fair.it)

## LINEAPELLE – A NEW POINT OF VIEW

### Simplification 2.0 and a sustainable dimension for winter 2021/2022

*Going by the name **The Era Of Simplifying 2 - Slow Is The New Hot** is the creative denominator developed by the Lineapelle Fashion Committee for next winter*

For LINEAPELLE – A NEW POINT OF VIEW, the 2021/2022 winter season will be characterised by a creative approach that is constantly being upgraded. Its main theme is called **The Era Of Simplifying 2 – Slow Is The New Hot**. And it brings with it the clarification of certain forms of renewed awareness, which the Lineapelle Fashion Committee explains as follows: “The times that mark our lives are changing. It is no longer hurry that influences our choices, but value. A new era is dawning, bringing with it a desire for high definition.”

#### **The Era Of Simplifying 2**

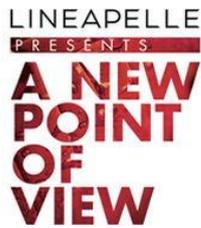
“In general, when it comes to **materials**, shine will still be important, as will softness which will play with the thicknesses”, continues the Lineapelle Fashion Committee. “The technical materials will have natural aspects, close to the concept of humanised, hidden technology. The **colours** will be the medium used to harmonise complexities and unify differences.” On the horizon is the desire to develop **stylistic scenarios** capable of balancing a reassuring reworking of “classic” with surprising flashes of contemporaneity within them. Renewing and strengthening the common denominator structural dimension of the sustainable mission of the leather supply chain. There are four “**sections** exploring four areas of research: **Metamodern Basics, Loungewear Mood, Nostalgic Imperfection, Creative**”.

**Trend Area and presentations**

The Era Of Simplifying 2 – Slow Is The New Hot creative suggestions will not only be expressed in the collections presented by Lineapelle – A New Point Of View exhibitors. **A careful selection of samples** of their materials, in fact, will, as usual, take centre stage in the **Trend Area** set up inside **Pavilion 7**. A research and discovery space designed and developed to guarantee maximum usability for visitors in absolute safety. Furthermore, on 22 and 23 September at 11 am, the **Trends and Colours Presentation** by the Lineapelle Fashion Committee.

In both cases, the seminar is free, requires no reservation and will be streamed on the LINEAPELLE - A NEW POINT OF VIEW web portal (<https://newpoint.lineapelle-fair.it>).

**Lineapelle Press Office**  
[press@lineapelle-fair.it](mailto:press@lineapelle-fair.it)



**LINEAPELLE – A NEW POINT OF VIEW**  
**Discovering the excellence of Italian leather**

*Five areas within the exhibition space, five stages of a journey that explores the stylistic and high-performance emotion of a unique material*

**LINEAPELLE** continues in its journey promoting the culture of leather and the excellence of the Italian tanning industry. After coming up with the “Questione di Pelle” exhibition last February at the Spazio Lineapelle in Palazzo Gorani (Milan), **A NEW POINT OF VIEW** (Fieramilano Rho, 22/23 September 2020) **offers a stimulating journey**, renewing the senses and emotions.

Inside pavilions 5 and 7 of the Rho exhibition centre, in fact, **five Lounge Areas** will be transformed into **original exhibition spaces**: themed stages on a journey that winds through fashion, luxury and sports performance.

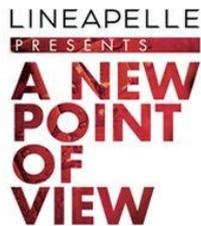
They bear evocative names: **Women Power, Passion for Nature, Experience the Dream, Question of Style, Bold Men**. Together, they tell **a story of excellence**, made up of versatility, modernity and style. The history of Italian leather.

The four areas dedicated to fashion (Women Power, Passion for Nature, Experience the Dream, Question of Style) are home to **a selection of leather clothing** made by internationally renowned brands such as: Cristiano Burani, Drome, Stewart, The Al, Galeotti Piume, Robert Le Blank, Darim Achem, Giovanni Bedin.

**Bold Men**, an exhibition space dedicated to **leather in sport**, on the other hand, presents some accessories with a high technical profile, such as two collectible sets of Dainese leathers, one of which was used by the motorcycle champion Eddie Lawson in 1992, alongside sports accessories whose material of choice is leather, such as a riding saddle and some golf bags.

A journey that reaffirms how the all-round level of quality of Italian leather represents an unbeatable added value.

**Lineapelle Press Office**  
press@lineapelle-fair.it



## LINEAPELLE – A NEW POINT OF VIEW

### 365 Showroom, the digital exhibitor showcase, gets underway

*The virtual Lineapelle interface, open to its exhibitors, guaranteeing their collections a digital presence that lasts 365 days a year*

LINEAPELLE expands its **range of services** for the benefit of exhibitors and buyers by devising a **digital project** which ensures the former a **digital presence 365 days a year**. The latter are able to explore the collections at any time, discovering those most suited to their creative project and contacting the exhibitors directly.

LINEAPELLE – A NEW POINT OF VIEW therefore becomes the best opportunity to launch 365 Showroom, a digital showcase designed to support the promotional activity of exhibiting companies. Each of them can have a virtual space in which to upload and present their latest collections, improving their chances of acquiring new customers from all over the world.

The 365 Showroom portal is **Lineapelle's virtual interface**: a digital tool in progress that stands alongside the physical fair and enhances its value, creating a network in constant, continuous evolution.

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press@lineapelle-fair.it

## Market Insight

### LEATHER AND TANNING SECTOR

**ITALY.** In the first half of the year, the Italian tanning industry is estimated to have lost a total of 31% of seasonal **turnover** and 23% of **production in volume** compared to the correspondent period of last year.

In detail, if the first two months of 2020 had marked seasonal drops due to the beginning of the pandemic in China but still of minimal intensity, the spread of Covid-19 in Italy and Europe and the adoption of the consequent precautionary measures **caused drastic falls in monthly sector indices starting in March**, with the peak of the lockdown of activities during the following month. The restart of production from May onward then occurred at levels strongly reduced with respect to capacity, due to an extremely lower level of demand and final consumption of the products of the industry.

The above-mentioned estimates of the decrease in production and sales in the first half of the year are confirmed by the corresponding changes in **external trade** of raw materials and finished leather. Import volumes in Italy fell by 18% for raw hides and skins and by 24% for semi-finished leathers, while domestic exports of finished leather fell by 34% in value.

The analysis of the single flows of Italian finished leather **exports** by country of destination does not show great differences among the main markets reached, all with decreases between 20% and 40%.

The negative economic panorama has obviously affected indiscriminately all the **production segments** (by geographical district, animal typology, destination of use, price range).

**OTHER COUNTRIES.** As a consequence of the global spread of the Covid-19 pandemic, the picture for the first six months of 2020 is understandably very negative also for all the remaining top producers of **bovine and sheep and goat** leather. The losses compared to the same period in 2019 are generalized and of similar intensity (between -25% and -50%, depending on the individual country).

### ACCESSORIES, COMPONENTS AND SYNTHETIC MATERIALS

**TEXTILES, SYNTHETICS AND LEATHER ALTERNATIVES.** The half-year data for the sector reflect the effects of the containment measures of the current pandemic. In fact, in the first 6 months of 2020, the average EU turnover decreased by 25%. The trend of **synthetics and fabrics** appears particularly critical. Severe drop in the **regenerated leather fibers** whose total turnover is more than halved compared to 2019.

**ACCESSORIES AND COMPONENTS.** Heavy declines in turnover for the sector in the period January-June 2020, where the EU average is down 26%. The losses uniformly affected **small metal parts, shoe components and other accessories**.

## MANUFACTURING SECTORS

**FOOTWEAR.** For **Italian footwear**, the first half of 2020 closed with turnover and production at -35% on an annual basis; the losses related to the period March-April were only partially mitigated by a very slow restart. In the rest of Europe, in a six-months average quite in line with Italian results, Germany seems to be the least penalized producer (-19%), followed by France (-24%) and Iberian countries (-26%). Persistent difficulties of the Asian area, that reported a double-digit decline.

**LEATHER GOODS.** After years of increases, **Italian leather goods** sector closed the first half of 2020 with sales down by -43%. Among the main EU producers, only Portugal recorded worse results, while Germany, France and Spain, even though in double-digit decline, reported smaller losses.

**GARMENTS.** Leather garment manufacturers appear to be very affected by the current crisis: Europe has recorded an average six-monthly contraction of 37%, due to the collapse of the Italians (-57%) coupled by France and Spain falling by 40%. In Asia, generalized decrease, between 10 and 30%.

**UPHOLSTERY.** The European **upholstered furniture** closed the first part of the year on average contraction between 15 and 20%. Once again, Italian producers were particularly affected (-28%) against a more moderate decline for producers in Northern Europe. Chinese exports and US orders fell (-11/-16%). As regards **automotive**, in the first half of the year, registrations in Italy and the Iberian countries fell by more than 40%, while France and Germany lost about 30%. Widespread declines in the North American market, with estimated losses of 20%.

**BRANDS.** The spread of the current epidemiological emergency on a global scale has abruptly impacted on the results of the main European luxury fashion groups, which in the first half of the year reported **losses of between 25% and 50%**. For the end of the year, uncertainty remains high despite the signs of recovery shown by consumptions in the segment, especially in China.

**Lineapelle Economic Dept.**  
economic@lineapelle-fair.it

**Press Office Lineapelle**  
press@lineapelle-fair.it