

**LINEAPELLE – A NEW POINT OF VIEW BEATS ALL THE ODDS**

**22 AND 23 SEPTEMBER, AT FIERAMILANO RHO,  
TWO DAYS OF PHYGITAL SHARING AND ENERGY  
LAUNCHED A SIGNAL OF RESPONSIBILITY AND OPTIMISM**

**A New Point Of View**, the special exhibition format devised by Lineapelle, beat all the odds with the perfect solution.

Held at Fieramilano Rho on **Tuesday 22 and Wednesday 23 September 2020**, A New Point of View let the 326 exhibitors taking part (tanneries, producers of accessories, components, fabric and synthetics, chemicals and technology services) meet a lively audience of buyers, showing all its determination and desire for recovery and communicating a huge signal of responsibility and optimism to the fashion and luxury supply chain.

**The style horizon**

Constructed around a smart exhibition formula set against an understated yet welcoming backdrop, A New Point Of View engaged its reference community in phygital mode, presenting trends for the 2021/2022 winter season based on a mood called The Era Of Simplifying 2 Slow Is The New Hot. Divided into 4 sectors of creative experimentation (Metamodern Basics, Loungewear Mood, Nostalgic Imperfection, Creative), The Era Of Simplifying 2 focused on “the desire to develop style scenarios within which equilibrium is achieved of a reassuring reworking of classic with surprising flashes of contemporary. Innovating and strengthening the dimension of a structural common denominator of the leather production chain’s sustainable mission.”

**Physical Fair in a Digital World**

The phygital mode of A New Point Of View successfully took the show into the new dimension of a “Physical Fair in a Digital World”. Thanks to a well-organised busy programme of streamed events, over two days the fair attracted **more than 120,000 interactions from 30 Countries** on the social platforms of Youtube, Instagram, Facebook and LinkedIn.

The Physical Fair in a Digital World looked like this (visible at <https://video-newpoint.lineapelle-fair.it/>):

- **live streaming of the Creative Trends** (presentations of fashion trends for winter 2020/2021 curated by the Lineapelle Fashion Committee);
- **Brand Spot Videos** featuring some of the exhibitors at A New Point of View who shared their latest collections, top products and company vision;

- **live streaming of Industry Trends**, in real time inside the D-house technological space in collaboration with LINEAPELLE (pavilion 7): previously unseen performances with the common denominator of Tech & Customisation Bespoke and the merging of technology, creativity and artisan manufacture.

The **Caddie digital service** was a brand new entry that was spot on and particularly popular with live **one-to-one** streaming on request, putting exhibitors at A New Point Of View in remote contact with several important top customers in China (such as, among others, Belle International and Kangnai), Japan, Brazil, the USA, and South Korea.

Once the stands at A New Point Of View closed, this virtual dimension of Lineapelle enters another new phase: 365 Showrooms, a digital project that gives all its exhibitors a digital showcase open 365 days a year.

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