

LEGACY OF STYLE: FASHION AND ACCESSORY EXHIBITIONS TOGETHER AGAIN TO RELAUNCH COMMON VALUES

*From 14 September at Fiera Milano (Rho) the dates
dedicated to fashion return with the focus on many first-class supply chains
that are joining forces once again*

Milan, 5 September 2024 - A legacy that grows, season after season: the pact between the **Lineapelle, MICAM Milano, Milano Fashion&Jewels, MIPEL, The One Milano and Simac Tanning Tech** fashion events is renewed, opening the exhibition season at Fiera Milano in September.

The fact that the events are once again being staged on the same dates underlines the shared commitment to creating a system, demonstrating the fundamental importance of uniting supply chains that share history and values.

The fashion sector is a fundamental pillar not only for the Italian economy, but also for the global one, its excellence attracting buyers from all over the world. With **a total of 2,090 brands, 47% of which hail from abroad** and from over 60 countries, trade fairs demonstrate the ability to innovate and influence international trends. This sector not only generates a significant economic impact, but also promotes the industry's culture, craftsmanship and "know-how". The strong presence of foreign brands highlights Italy's appeal as a creative and commercial hub of activity. Fashion is therefore a driver of economic development and a bridge of cultural exchange at a global level.

To evolve, the fashion sector must also be based on stable synergies that consolidate and generate new products and content over time: season after season, this makes the period of concomitance of fashion-related trade fairs an opportunity to reflect on the opportunities that collaboration between sectors generates for the entire system. Forged at a time when coming together was necessary, over time, the alliance between the fashion exhibitions has proved to be a springboard for new shared ideas and a means to relaunch the ancient crafts that inspire and drive the fashion world in a modern and innovative way.

Thus, this year, the motto that unites the events is **Legacy of Style**, a synthesis of the common vision of the many supply chains that contribute to creating the fashion system and the need to relaunch the professions that have boosted the success of the sectors that are the protagonists of the September events. *Legacy* is synonymous with heritage, because all the sectors of fashion and accessories share a unique know-how and tradition. *Legacy* also means sharing because it interprets the desire of the various sectors to open up and reveal themselves to those who are not yet familiar with their potential, but *Legacy* is also a combination of new values such as Sustainability and Technological Innovation, which today represent the reference points of the change that fashion is supporting.

LINEAPELLE

MICAM⁹⁸
MILANO

mf MILANO
FASHION
& JEWELS
International Trade Show

mipel¹²⁶

50^{ts}
simac
tanning
tech

TheOne
Milano | by
mf

The future of the sector also lies in its ability to attract and cultivate new talent. For this reason, trade fairs, especially this year, aim to be a launching pad for young creatives and entrepreneurs, offering them visibility and opportunities for growth.

But the technological evolution of the sector also becomes a driving force for involving the new generations in the production process and this is another aspect to which the fashion and accessory fairs in September are committed.

THE EVENTS DEFINED BY THE "LEGACY"

LINEAPELLE (from 17 to 19 September) is the international exhibition of leather, accessories, components and materials for fashion, design and luxury. Its mission is to offer the best international stage for the innovations and excellences that drive the global manufacturing supply chain.

MICAM Milano (from 15 to 17 September) is the world's leading international exhibition for the footwear sector. The event stands out for its ability to combine tradition and innovation, offering a showcase of excellence for the most exclusive and innovative footwear collections.

MILAN FASHION&JEWELS (from 14 to 17 September) is the reference point for the bijoux and accessories industry, offering the finest creations by established and emerging designers. The mission of the event is to enhance excellence and innovation, promoting the talent and creativity that characterise this sector.

MIPEL (from 15 to 17 September) is the reference point for leather goods and fashion accessories, a unique platform where the top national and international brands present their collections to an exclusive audience of industry buyers and professionals. The mission of the event is to promote quality, craftsmanship and Italian and international design.

THE ONE MILANO by Milano Fashion & Jewels (from 14 to 17 September) is the exhibition that combines women's prêt-à-porter and high-end accessories, offering a mix of elegance, research and contemporaneity. A place where trends meet and where fashion becomes art, an expression of a strong and distinctive identity.

SIMAC TANNING TECH (from 17 to 19 September) is the international exhibition of machinery and technologies for the footwear, leather goods and tanning industries, an unmissable benchmark for the leather processing and finished product design chain.