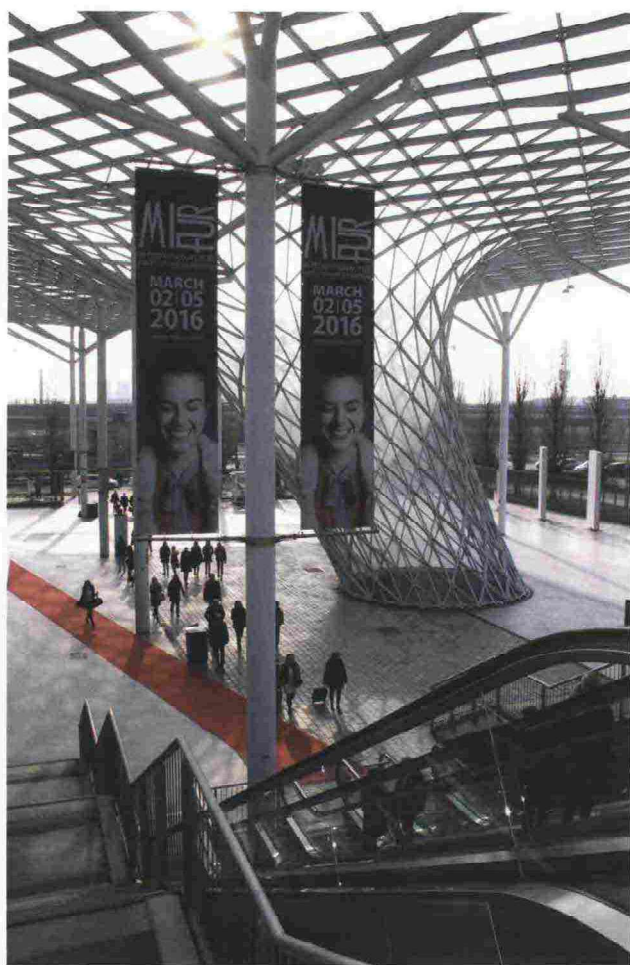


EXHIBITIONS

Positive signs from MIFUR 2016

Mifur, the International Fur and Leather exhibition, has celebrated the 21st edition with a 63% boom in the number of foreign visitors, together with signs of recovery in terms of Italian buyers (+2%), reaching an overall total of 9.647 visitors.



The buyers are slightly down registering on a whole -4,5% compared to 2015, even though positive signs are coming from the Salon turnover. Mifur, the International Fur and Leather exhibition, has closed the 21st edition carrying with it interesting future prospects. The proportion of buyers coming from the major Asian realities such as Japan (+14.29 %) , Hong Kong (+ 9 %) and Korea (+ 50.95 %) has grown, confirming the opening up of this market that is more and more interested in the segment exhibited in Mifur and very concerned with Made in Italy. The Russian market is showing some signs of recovery. Even though the buyers from the Russian Federation are slightly down in this edition too, they seem to be regaining confidence. Ukraine, another important market in this sector, registered instead a strong rebound (+29,63%). Also the UK registered positive results ,with an increase of 18.37% of the proportion of buyers that were attending the event, compared to the 2015 edition. On the contrary, The attendance of visitors from the Eurozone, China and the USA, has fallen than the attendance during the 20th edition of the fair. "We are sufficiently satisfied with it and we receive with pleasure the positive signs that confirm Mifur as a Salon of international scope." – The Mifur President Norberto Albertalli says - " The strong increase in the number of foreign visitors emphasises the fact that this exhibition represents a worldwide point of reference in this sector. Even in a generally difficult market scenario, Mifur remains a fundamental resource for business success". Also the President of the Italian Fur Association Roberto Scarpella adds "The sector scenarios have deeply changed in the past years and Mifur wants to evolve along with them. As for

BREAKING NEWS

INTRODUCING "THE ONE MILANO", A NEW FASHION WEEK EVENT

MIFUR and MIPAP have created a major hub for high-end prêt-à-porter: over 300 companies to participate in the first edition

A new event for those in the industry and a major opportunity for Italian and international buyers: The One Milano is a show that brings together the knowhow and experience of Mipap, the prêt-à-porter show organised by Fiera Milano, and Mifur, the fur and leather show organised by Ente Fieristico Mifur. The new show, which will be held on a half-yearly basis, seeks to consolidate its position as an unmissable event on the international fashion show calendar, occupying a specific position that completes the offer of the Milan fashion system and that offers different interpretations of contemporary value and high fashion, which lies in the quality of the product, the guarantees of the tailoring, the style and the provenance of the collections. The combination of the show elements that characterised Mipap and the select range of the companies that attended Mifur will represent an interesting new opportunity for operators to come into contact with businesses in similar areas. The event may in fact play a strategic role particularly for foreign buyers, who will find the

broad range of the offer at the shows even more practical.

"The combination of these two events will succeed in bringing out the unique features of the individual shows - asserts Norberto Albertalli, chairman of Mifur - and, in particular, will give companies in the fur and leather industry another chance to present themselves to the market with the event being held on a half-yearly basis. Until now Mifur presented the various collections only during its winter event but in reality over a third of its exhibitors also prepare summer collections and they had strongly requested a half-yearly event given just how important this meeting with the international market, represented by Mifur and guaranteed by Fiera Milano, is for their businesses."

The first edition of The One Milano, curated by Ente Fieristico Mifur, will be held during Fashion Week from 24 to 27 February 2017 in pavilions 3 and 4 of Fieramilanocity, and will involve over 300 companies.

the next edition, we are committing ourselves on several fronts starting from its intended concomitance with the many events in the fashion world. We are also bringing about further innovation so that this exhibition will keep up the lead when compared to all the other ones in this specific field thus allowing our exhibitors to make the most of their business and of their commitment while participating". On the Mifur's runway have walked down the autumn-winter 2016/2017 collections of Italian brands such as Gianfranco Ferré Furs, De Carlis, Diego M, Fabio Gavazzi, Giorgio Magnani Luxury, Grandi Fur, Maurizio Braschi, Pajaro, Rindi, and Tosato 1928. An amazing event, sponsored by the NAFA auction house, has closed the fashion shows.

