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MIPEL/THEONEMILANO MADE IN

@ Plug In

Tokyo, Hykarie Shibuya

23-25/10/2019

A PROJECT WITH TWO VOICES

PRESENTING THE MADE IN ITALY CONCEPT TO THE JAPANESE MARKET

Devised in unison by **MIPEL** and **THEONEMILANO** - the two Milan business-to-business exhibitions dedicated to leather goods and to prêt-à-porter, outerwear and accessories respectively - the roadshow project in Japan was designed with the aim of introducing to a very important market for Italian fashion both the two fairs that take place in Milan and the collections that breathe life into them, all made possible with the contribution of the Lombardy region.

From 23 to 25 October, in the area set aside for the "MIPEL and THEONEMILANO MADE IN" project at the PLUG IN exhibition on the ninth floor of the SHIBUYA HIKARIE HALL department store, 23 "signs" from 23 selected companies will be taking part as ambassadors for the beautiful and well-made products (in terms of creativity, selection of raw materials and manufacturing) that are typical of our items bearing the label "Made in Italy".

Thanks to an absolutely brand-new presentation formula, the products will not only be visible and assessable firsthand, as they always are in exhibitions, but their stories will also be told - through specially prepared storytelling scenarios - to shine a light on SMEs, the real assets of the Italian fashion sector, whose strength lies in the creativity and 'know-how' of its workforce: skills expressed through stories about people and the intrinsic aesthetic value of their output.

The specialist public - the Japanese press and buyers - will see interactive presentations devised by the two Milan exhibitions come to life.

TheOneMilano will present five stories reflecting great manufacturing skills. 8 companies on stage:

- **Marini Silvano:** *Il cappello, un prodotto dalla storia antica fatta di tradizione e innovazione, (Hats, an item from ancient history comprising tradition and innovation)*
- **Cora Bellotto and United Separable:** *Progettare responsabilmente: una collezione sostenibile nasce da un disegno studiato per produrre senza sprechi e senza eccessi (Responsible planning: a sustainable collection comes from design intended to produce without waste and without excess)*
- **Clamar:** *Como e il distretto della seta. Lavorare in prossimità significa attivare progetti di responsabilità sociale d'impresa" (Como and the silk district. Working in close contact means implementing business social responsibility projects)*
- **Savart:** *I costumi da bagno a servizio del pianeta. Riciclo e non solo (Swimming costumes to help the planet. Recycling and more)*
- **Cinzia Caldi and Musetti and Foresti:** *L'arte della maglieria italiana, un filo che unisce (The art of Italian knitwear, a thread that unites).*

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For **MIPEL** on the other hand, the 15 brands will present themselves in a different way, with a series of stories that will reveal the unique history and characteristics of each one:

- **ALBERTO OLIVERO:** *Smart traveller.*
- **ALMA TONUTTI:** *Our story...a beautiful weave!*
- **BGBL:** *Basketball/Reuse and Repurposed.*
- **BOLDRINI SELLERIA:** *Vegetable leather and lifestyle.*
- **CAMPOMAGGI:** *Re-life. The concept of Memory imprint of a bag life.*
- **CHRISTIAN VILLA:** *Totally Made in Italy and handmade finishes.*
- **COLONNELLI 2.0:** *Behind the scene of bag making.*
- **DANIELE AMATO:** *The art of preserve heritage techniques: weavings.*
- **DE COUTURE:** *Sustainable customization.*
- **FORTU MILANO:** *Minimalism over the trends.*
- **I MEDICI FIRENZE:** *Travel heritage.*
- **IRMA CIPOLLETTA:** *Architectural bag functionality.*
- **LAURAFED:** *Wood craft making.*
- **PLINIO VISONÁ:** *Stitching Statements. From hand made to high tech.*
- **SAPAF ATELIER 1954:** *Florence embellishment.*

During Plug In's three days, in the area set aside for the "**MIPEL & THEONEMILANO MADE IN**" project, **two panel** discussions will take place featuring Italian manufacturers and the Japanese market. The first, entitled "*La sostenibilità dell'industria italiana*" (Sustainability in Italian industry) will see **Franco Gabbrielli** (president of ASSOPELLETTIERI, the category association that promotes MIPEL) **Elena Salvaneschi** (CEO of TheOneMilano) **Orietta Pelizzari** (international fashion industry expert from "Studio Mattori") **Aki Hayashi** (editor-in-chief of the Forbes web magazine) and a representative from **Senken Shimbun** (the famous Japanese magazine dedicated to the fashion sector, and organiser of the Plug In exhibition), moderated by **Ayumi Suda** (editor-in-chief of Senken Shimbun), discuss the theme of Italian fashion's ongoing progression towards sustainability, the main issue of this period in time.

The second panel will discuss *the Economic Partnership Agreement (EPA) between the EU and Japan*, which came into effect on 1 February 2019, and thanks to which businesses and consumers in Europe and in Japan can now benefit from the largest free trade zone in the world. Those directly involved in both countries' economic output will talk about these issues to see what the changes and advantages the agreement brings are in concrete terms.

The "**MIPEL e THEONEMILANO MADE IN**" event also makes room for young people, who are the future of the fashion industry all over the world. For the occasion, the two exhibitions have organised a **Digital Competition for students from BFGU (Bunka Fashion Graduate University)**. The students have been asked to give their own take on the Mipel and TheOneMilano logos to celebrate this meeting between the Italian collections and the Japanese market, using the highly expressive graphic and visual languages of Japanese culture. The students' work has been uploaded to the platform websites <https://www.bestonejapan.com> and <https://www.mipelgoestoitaly.com> where exhibitors and visitors to the Milan exhibitions can vote for them. 69 graphic design projects have been submitted, but only the person that receives the most votes for their work from both exhibitions will be invited to Milan next February to take part in Mipel, TheOneMilano and Milan Fashion Week.



ABOUT US

TheOneMilano, the international high-end fashion exhibition, is the only Italian hub for women's haut-à-porter.

TheOneMilano is the result of two fundamental players in Milan's fashion trade fairs joining forces: MIFUR, the international fur and leather exhibition organised by Ente Fieristico Mifur since 1996 and MIPAP, the prêt-à-porter exhibition organised by Fiera Milano since 1980.

TheOneMilano headquarters are in Milan in the Confindustria Moda building, the federation of which it is a member. There are two exhibitions a year, in February and September. The two events welcome a total of 15,000 specialist visitors, 60% of whom come from abroad. This result is achieved thanks to the high quality on offer, with more than 400 brands and 2 "fuori salone" events.

TheOneMilano strongly believes in the growth of the market and in its new forms of expression, which is why, accompanying the physical exhibition, it has created a digital exhibition, ALWAYS ON SHOW (www.alwaysonshow.com). The name says it all: it is designed to transform physical trade days into work that is "always on", 24 hours a day, 365 days a year.

With the help of the photo shoots created by the exhibition's dedicated team, exhibitors can upload their collections to the platform, which buyers that have been certified by TheOneMilano administrative offices can access. By browsing in the simple and intuitive portal, buyers can prepare for their visit easily, find new interesting brands to "follow", contact them, "save" the items they like most in a "special list" and simply read the latest news about the brands they already follow.

MIPEL-THE BAGSHOW is the most important B2B international event in the world dedicated to leather goods and fashion accessories. It takes place twice a year, in February and September at Fiera Milano-Rho, Milan.

A prestigious showcase for companies in the sector, MIPEL offers participating brands a strategic opportunity to meet buyers from across the globe, sector specialists, and the international press.

In the 15,000 square metres Fieramilano-Rho exhibition centre, over 350 companies, including well-known brands, up-and-coming names, and trendsetters exhibit their wares. With over 24,000 visitors a year, MIPEL is always an essential appointment to promote and share new styles.

Last September MIPEL116 came to an end, with exceptional results in terms of the qualified visitors taking part and its events, the first exhibition with Franco Gabbrielli as president. Sustainability and environmental were the exhibition's common theme, as the dedicated displays, numerous events and workshops on the subject showed.

The exhibition ended with a boom in attendance (qualified operators + 19% compared to the September 2018 edition), due most of all to the large increase in buyers from the EU and from the main world markets for Italian leather goods, including Japan of course.

MIPEL- FOCUS ON BAG STORYTELLING:

15 brands will be presenting themselves at "MADE IN" @PLUG IN in a unique way, with a series of stories that reveal the history and unique characteristics of each one.

"ALBERTO OLIVERO" introduces itself with its product dedicated to Smart Travellers, via an all-Italian manufacturing process that is fully traceable: from Cuneo to Vicenza, Naples and Florence. This very young brand, founded by the designer of the same name in 2016, is characterised by soft volumes and bold cuts that are strictly "Made in Italy" and crafted by hand.

"ALMA TONUTTI" tells us how, in its history, weaving is the total star.

"BGBL" talks about recycling, sport and fashion: used basketballs are turned into fun, fashionable and functional bags. A "Made in Italy" brand that bounces between sport and style, between the traditional and the contemporary. BGBL bags are made using high quality leather and materials recouped from sports clubs, such as balls and uniforms, with the aim of combining sensitivity to environmental issues with a passion for Italian design.

"BOLDRINI SELLERIA" emphasises how the vegetable leather of its bags is naturally durable. The brand was founded in Tuscany in 1955 and is famous for its high quality vegetable tanned hides that are turned into unique and exclusive items. Boldrini Selleria is "a craft workshop", where classic-style products are created and customised, reinterpreted in a modern and contemporary timeless way.

"CAMPOMAGGI" and its collections deal with the theme of Re-life: the bag as an element of the memory of a whole life. Every Campomaggi tells a story. Precision, care, attention to detail, raw materials and dedication are key factors in its manufacturing output.

"COLONNELLI 2.0" is a manufacturing company which highlights the behind-the-scenes of bag making, supporting creativity, passion and craftsmanship. Attention to detail, reliability, transparency, professionalism and passion are its raison d'être and the founding values of the Colonnelli Manifatture company, which for fifty years has been creating bags for third parties, with the very precise, ever-constant goal of creating durable masterpieces.

"CHRISTIAN VILLA" emphasises the characteristics of a product that is totally made in Italy and with handcrafted trimmings. The result of the work of two generations of the Villa family, the brand creates an elegant and original style by means of shapes and shades that come from the craftsmanship and care of the finest Tuscan leather craftsmen.

"DANIELE AMATO", a very young and talented designer, takes us on a journey to discover the art of preserving ancient manufacturing techniques: silk weavings. The brand was established by the designer of the same name, who followed in the footsteps of the founding father of the famous artisan factory Leu Locati and has continued to create exclusive products that are 100% Made in Italy. A wide range of accessories for men and women with an unmistakable style - original, fun, sensual, but also aggressive, featuring the use of unique materials combined with consummate craftsmanship.

"DE COUTURE" tackles the theme of "sustainable customisation": the "chain crochet" workmanship means the service is "made to order". Timeless bags and unexpected creative solutions are the brand's calling card.

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“FORTU MILANO” tells the story of a minimalist brand that goes beyond all trends: seasonless, genderless, functional for every situation. Fortu Milano pursues the perfect combination of casual and classic. Leather bags and backpacks and luxury accessories that pay tribute to architecture, design and fashion, their main source of inspiration. The products have an urban character, combining style and elegance with the help of the artisan details and the use of bold, strong colours.

“I MEDICI FIRENZE” tells the story of its travel heritage, the vegetable leather that changes as time goes by in the life of the person wearing the item. The brand founded in 1952 in Tuscany is famous for its high quality, vegetable-tanned, sophisticated and authentic leather items. I Medici – Firenze skilfully combine the tradition and craftsmanship of Florence with modern lines and contemporary shapes.

“IRMA CIPOLLETTA” emphasises how the architectural and functional study of its bags means material waste is reduced to an extraordinary extent. Each piece is designed paying extreme attention to detail, contemporary taste and minimal aesthetics.

“LAURAFED”, a brand that works wonderfully with wood, tells the story of how using natural and sustainable materials does not compromise the elegance and glamour of the end product, but rather enhances it. LAURAFED is a brand founded by Laura Federici and Luca Sciamanna. A brand that stems from a passion for fashion and interior design. An innovative and ambitious project in which attention to detail and "Made in Italy" quality take the lead.

“PLINIO VISONÁ” tells the story of how its special stitching has become the distinguishing feature of its products. This year the brand celebrates its 60th anniversary, with the values of tradition, culture and love of beauty playing the leading role to this day. The items are made strictly by hand by leather craftsmen: the essence of creativity and "Made in Italy" know-how.

“SAPAF ATELIER 1954” takes us to Florence, explaining how to preserve the city's ornamental tradition and convey it in the world of bags. Sapaf Atelier 1954's items are entirely handcrafted creations made with a contemporary design, captivating details and traditional Florentine expertise, and its output weaves together new fashion trends with craftsmanship.

THEONE–STORYTELLING

MARINI SILVANO

MARINI SILVANO started out in 1973 in Montappone (Province of Fermo, the Marche), an area which has specialised in hat-making for centuries.

It presents collections for men, women and children twice a year – spring/summer and autumn/winter – with hundreds of fashion-forward designs, technical sports products and leisure solutions. As well as traditional prints and embroidery, the company is renowned in the industry for its unique jacquard technique, with an increasing number of clients requesting customised jacquard products.

To Marini Silvano, sustainability means adopting modern technologies while remaining firmly committed to manual skills and traditional quality, a heritage which lies at the core of Italian manufacturing and distinguishes it world-wide.

Sustainability means respect for the local area, with embroidery, stitching, hems and accessories giving the products a tailored look which retains the typical features of “hand-crafted” products, in keeping with traditional production techniques.

CINZIA CALDI

Mabal has been producing the very finest quality knitwear and coordinates under the CINZIA CALDI label since 1961.

CINZIA CALDI symbolises the passion of an Italian family which has been working in the knitwear sector for three generations.

The brand's production facilities are located in the green countryside around Asti, in Italy's Piedmont region. It combines technology with craftsmanship at every stage of the pattern production processes, an approach which has earned it "Artisanal Excellence" certification.

In the latest step on its pathway towards sustainability and responsibility, CINZIA CALDI collections are now made exclusively using yarns which are certified to the most stringent environmental, manufacturing and social standards.

To Cinzia Caldi, sustainability means guaranteeing the origins of its raw materials for customers as well as the quality of its products and the style of its collections.

FORESTI

From selecting materials and yarns and researching knitwear stitches and possible dyeing treatments, to pattern-making and tailoring: this is the production approach taken by FORESTI, the family-run knitwear firm located near Bergamo, Lombardy, which started out in the late 1980s.

To FORESTI, sustainability means optimising its expertise. Its haute couture tailored knitwear blends outstanding machine techniques with all the tailor-made elegance of hand-made craftsmanship, creating unique garments.

Sustainability means finishing touches hand-stitched by master knitters, resulting in exquisite knitwear.

Sustainability means paper patterns hand-made by master tailors, ensuring the garments will fit perfectly before they go on to the next stage in the manufacturing process, involving the latest CAD pattern techniques.

Sustainability means precious applications and selected accessories – the highest quality details.

Sustainability means cutting and ironing by hand to guarantee a superb final product.

MUSETTI

Fringes, hand-made embroidery, knitwear stitches highlighting the softness of exclusive yarns, soft volumes and chic, feminine colours characterise the Autumn/Winter collection 2019/2020 from MUSETTI, a company with its sights firmly on the global horizons beyond its base in Parma, Emilia-Romagna.

To MUSETTI, sustainability means comfort that can be felt on the skin, heightened by neutral tones and natural nuances, and taking care of oneself by staying in balance with nature.

Sustainability means wellbeing, selecting finishing treatments and dyes which do not cause irritation or allergies, and using all-natural raw materials so that garments are completely biodegradable.

Sustainability means applying brilliant details to fine yarns, using controlled heat to protect the properties of exclusive cashmere fibres.

Sustainability means feather-light garments adorned with natural crystals, and distinctively twisted nickel-free metallic threads which create unique reflections on deliberately simple designs.

Sustainability means hand embroidering traditional stitches and fringing which is machine-made but inspired by knitwear applications handed down from generation to generation.

SAVART

Swimwear brand SAVART was born in the heart of Milan in 2019.

It offers a collection of on-trend bikinis which stand out for their experimental, playful design.

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The designers behind the brand are all under 30: words like authenticity, durability, kindness, gratitude, hope and humour are the concepts on which their consciously sustainable collection is based.

As always in the fashion industry, selecting the fabrics is essential: they must be high-performing to ensure the swimwear is suitable for sports as well as sunbathing on the beach or aboard a yacht.

To SAVART, being sustainable means only using materials of known origin which are made without exploiting factory workers. As a result, it only uses 100% Italian fabrics which it selects with great care.

It also means researching and developing innovative new technologies and production techniques which respect the environment.

CORA BELLOTTO

CORA BELLOTTO is a sustainable luxury womenswear brand based in Milan. Its collections are made using natural organic yarns, zero-waste techniques and upcycled vintage fabrics, with a production process that respects people and the environment.

Designer Cora Bellotto was born and grew up in Milan. In 2011 her graduate collection was featured in the Talents section of the Vogue website. That year she was chosen to take part in the “Made in Mage” sustainable fashion incubator, where she began working with upcycling and reconstruction techniques. In 2012 she showed her designs at the Moscow Mercedes Benz Fashion Week. In 2016 she took part in Hong Kong fashion week, winning second place in the “Redress Design Award”, and was mentored by Orsola de Castro, founder and creative director of the sustainable fashion platform “Fashion Revolution UK”. That same year she worked with Gema Gomez of “Fashion Revolution Spain”, exhibiting her designs at the Madrid Museum of Costume.

In 2018 the designer was invited by Sara Maino to appear at the Fashion Hub during Milan fashion week organised by Italy’s National Fashion Council.

In February 2019 Yoox and Vogue Talents invited her to show her A/W collection at “The Next Green Talents”, Palazzo Morando, Milan.

UNITED SEPARABLE

UNITED SEPARABLE is a fashion project which has launched a brand new concept of the dress. Its versatile, practical, unique and customisable dresses are designed and made within the wider Italian supply chain. It uses high quality natural fabrics (cotton, wool, silk and velvet) sourced from suppliers in the districts of Como, Varese and Biella, printing them with its own designs for exclusive effects.

The collection is sustainable since it encourages responsible buying and interchangeable fashion. United Separable dresses accompany women throughout the day, creating formal looks for the office and elegant style for the evening, making it much easier to pack a “travel bag” and giving them freedom to mix and match designs ranging from the understated and classic to the eclectic and contemporary. UNITED SEPARABLE is a fashion brand owned by Minimal Path s.r.l., an innovative Milan-based start-up.

CLAMAR

CLAMAR is a family business based in Como. It launched its first collection in the late 1980s, and has always been inspired by creative design, extensive experimentation and its local roots: Como is in fact one of Italy’s leading textile districts.

Como is known around the world as the city of silk. It is home to every single step in the production chain, with entrepreneurs, artists, specialist craftspeople and designers who pass down their skills and professionalism from generation to generation. The district has grown over the centuries, overcoming serious economic challenges to emerge today with all the phases in the textile manufacturing process still in place: weaving, dyeing, printing, finishing and, of course, styling, as befits companies like CLAMAR who are proud to be from Como.