

#restart together



#RestartTogether THE LEADING EXHIBITIONS FOR THE FASHION & LUXURY INDUSTRY READY TO RESTART IN TOTAL SAFETY

Over 1,600 exhibitors have already signed up to participate in DaTE, HOMI Fashion&Jewels Exhibition, MICAM Milano, MIPEL, THEONEMILANO Special featured by Micam and LINEAPELLE, the line up of trade fairs this September that will enable business to resume face-to-face interaction, in absolute safety: here's how.

Milano, 2 August 2021 – Restarting together. Restarting in total safety.

This is the message launched by trade fairs dedicated to fashion, accessories and the supply of the fashion & luxury industry, united once more under a single hashtag: **#RestartTogether**.

Everything will begin in Florence, from 11th to 13th September 2021, with **DaTE**, the event dedicated to state-of-the-art eyewear. **HOMI Fashion&Jewels Exhibition** the event organised by Fiera Milano and dedicated to fashion jewellery and accessories, will take place at Fieramilano Rho from 18th to 20th September, partly overlapping other events of the Confindustria Fashion galaxy scheduled from 19th to 21st September: **MICAM Milano**, the international footwear exhibition; **MIPEL**, the global event dedicated to leather goods and **THEONEMILANO Special featured by MICAM Milano**, the trade fair of feminine haute-à-porter. The cycle of exhibition events in September will conclude, from the 22nd to the 24th, with **LINEAPELLE** the leading international business fair for leather, materials and accessories for the fashion, luxury and design industry.

During this relaunch phase, in which various production sectors involved aim to regain ground lost during a year as tough as 2020, trade fairs represent **the most important occasion** for returning to face-to-face business, meeting and hosting Italian and foreign buyers, unveiling new collections. These objectives are shared by a significant number of exhibitors: in total, **already over 1,600 have already confirmed their presence**. Attendance will take place in total and absolute safety.

Safety in the exhibition district

The ongoing **vaccination campaign**, international and national provisions which have extended the **Green Pass** to the world of events, provide further guarantees of protection for exhibitors and buyers.

To ensure participation in full safety for visitors, exhibitors and organisers at trade fairs and events, Fiera Milano has worked on guidelines defining protocols for exhibition events. These include **a focus on instructions for entry to trade fair facilities**:

FIRENZE

DA-TE:

FIERA MILANO RHO

HOMI:

MICAM MIPEL THEONE:

LINEAPELLE:

11-13 SETTEMBRE

18-20 SETTEMBRE

19-21 SETTEMBRE

22-24 SETTEMBRE

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pedestrian and vehicle entry points have been redefined, with particular attention to the correct management of transit flows.

Moreover, **digital technologies have been introduced to allow automated entry procedures.** The fair area's own private app will provide access to a series of services like fast tracking, the booking of parking and catering services. **Catering areas have been organised to guarantee necessary social distancing.** The constant use of masks for all subjects who will access trade fair districts completes the series of measures described. Thanks to these simple and clear rules, it will be possible to move between stands, meet and discuss with peace of mind, protecting trade fair business while safeguarding everyone's health.

#RestartTogether is more than just a hashtag: it is a shared, strategic and concrete vision for exhibition events, based on virtuous and transversal synergies. In this sense for example, Lineapelle and Assopellettieri have joined forces to launch **MIPEL LAB**, a trade fair dedicated to leather sourcing aimed at putting brands from all over the world into contact with leading Italian manufacturers, will take place within the ambit of LINEAPELLE; while **THEONEMILANO Special, featured by MICAM Milano**, replicates the model of the integrated multi-segment trade fair, offering the finest footwear collections at MICAM, together with fabric, leather and fur slow-fashion products.

Because #Restart Together is about being part of a system.