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An exclusive event entitled “**The Art of Making Fashion**”. An occasion to launch and consecrate the active synergy between 7 fairs in the fashion and luxury industry. On Wednesday, September 7, in Milan, at the Pinacoteca Ambrosiana, “**DaTe, Micam Milano, Mipel, The One Milano, Lineapelle**, (belonging to the **Confindustria Moda** galaxy), **HOMI Fashion&Jewels Exhibition** and **Simac Tanning Tech**” launched their upcoming editions. Seven fairs that will involve **3,240 brands and exhibitors**, with the aim of “**creating** an increasingly cohesive **system of fairs**, that takes into account the evolution of the market and the needs of buyers”.

The art of making fashion

“To emphasise the connection between **art and fashion**, between **talent and creativity**,” reads a joint note, “seven trade fairs in the fashion world have told their story through some of the most significant works on display in the **Pinacoteca Ambrosiana**, in Milan”. The result was an astonishing “**game of cross-references** between the trade fair and some of the works exhibited in the Pinacoteca”. All of which demonstrates how “fashion has always been suspended between tradition and the future”. It builds “styles destined to make era and elevates customs to the history of costume. This is why it approaches art, committed to **creating** ever-innovative **suggestions** and projecting forms in new ways”.

7 works for 7 fairs

The leather of Napoleon's gloves for Linapelle and **the design of a textile machine by Leonardo** for Simac Tanning Tech. Or: **the design of boots**, also Napoleon's, for Micam and **the small bags portrayed in Bergognone's Sacred Conversation** for Mipel. This “cape doubled in ermine fur” reproduced in the portrait of Michel de L'Hospital by Giovan Battista Moroni for The One. The “**Portrait of Paolo Morigia, made by Fede Galizia**”, who “holds a pair of glasses in his hand, almost handing them to the viewer” for DaTE. The jewellery that

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stands out in the "Judith and Holofernes" painted by Vermiglio for HOMI.

7 salons x 3240 brands

United by the desire to create a new, systemic trade fair dimension, the **#finallytogether** fairs are ready to kick off by hosting 3240 brands and exhibitors. "From **September 10 to 12** in Florence will open DaTE – Shaping Avantgarde, an event dedicated to avant-garde eyewear and, immediately following at Fieramilano (Rho), HOMI Fashion&Jewels Exhibition will take place from on **September 16-19**. At the same time, on **September 18-20**, MICAM, Mipel and TheOneMilano will be held. Their last day will coincide with the first of **Lineapelle** and Simac Tanning Tech, scheduled on **September 20-22**.

In the photo, from left: Roberto Vago (Simac Tanning tech), Norberto Albertalli (The One), Fulvia Bacchi (Lineapelle), Franco Gabbrielli (Mipel), Giovanna Ceolini (Micam), Roberto Tadini (The One), Simona Greco (Homi), Giovanni Vitaloni (DaTE)

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