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#GREATIFY

THINK BIG: ACHIEVING PERFECT SYNERGY BETWEEN FEBRUARY'S FASHION TRADE SHOWS

Almost 3,000 brands will exhibit in Fieramilano from 18th to 22nd February at Micam, Mipel, TheOneMilano, Milano Fashion&Jewels, Lineapelle and Simac Tanning Tech

#GREATIFY, or “greatness in the making”. This hashtag is the embodiment of the role of trade shows as hubs for venturing into new markets, fostering business growth and, above all, showcasing future trends.

Creativity and innovation are indispensable in the current business landscape, marked by VUCA (volatility, uncertainty, complexity and ambiguity), a concept borrowed from project management and mirrored in trade fairs as well.

Innovation and excellence have always been the mainstay of the 6 trade shows that represent the fashion system and that, in February, will once again work in synergy and showcase their creations to the market. The six events are **MICAM**, the International footwear exhibition, **MIPEL**, the International exhibition dedicated to leather goods and fashion accessories, **THEONEMILANO**, the Outerwear and Haute à-Porter Exhibition, **LINEAPELLE**, the International exhibition dedicated to skins, accessories, components, synthetics, fabrics and patterns for the footwear, leather goods, clothing and furnishing sectors, and **MILANO FASHION&JEWELS**, devoted to high-end bijoux, jewellery and fashion accessories. The events are a platform for **2,951 brands** and will spotlight new fashion trends, each unique but connected by common guiding principles. In addition, within the framework of Lineapelle, there is the promotional area of **SIMAC TANNING TECH**, the leading trade fair for footwear, leather goods and tanning technology, which will be held in September '24 with over 300 exhibitors.

The upcoming shows will be a pivotal moment for buyers, who can explore up-and-coming fashion trends and stay abreast of recent developments across sectors.

All the events are united by four overarching themes. The first is **sustainability**, a tangible concept and the outcome of collaborative efforts across the fashion system, to ensure companies thrive in the expanding European market. Beneath a classic appearance, materials unveil their sustainable essence, and ostensibly simple products show their

experimental nature. Fashion and sport converge to reflect a shared enthusiasm and a commitment to protecting people and the environment.

The second theme is the **sensory experience**. Seeing, touching, feeling – 2024 will bring a renewed interest in physical in-store shopping and direct human interaction. As our senses enhance our knowledge, they help us to navigate both the physical/tactile and the conceptual/creative sides of fashion – the same aspect which is epitomised in the trade shows, where company supply and buyer demand meet. This trend is also a homage to manual skills and the beauty of craftsmanship.

Positive future is the third theme – an optimistic calling to proactively shape a better tomorrow and a new normal, fighting surplus and abundance in favour of concreteness.

Additionally, two main trends unite exhibitors across shows.

The first trend embraces concepts such as **#Old-money**, **#Granpacore**, **#QuietLuxury**, **#IndividualCreativity** and **#Face**. Despite using different names for this trend, each fashion segment is now focussing on a style suitable for both women and men, and on high-quality, well-crafted garments with precise silhouettes and the finest materials. The main features are lace-up shoes; vintage-style loafers; long straight coats made of fabric, shearling or fur; knitted jumpers with classic large stitches; jewellery with contemporary cameos inspiring a reflection on human individuality; and structured handbags with geometric shapes and defined edges, reflecting an assertive femininity and character. This trend thus becomes a portal to a past era of tradition and timeless charm.

#LunarRealm, **#Gorpcore**, **#ExpressionOfModernTimes**, **#WhatDoYouMean** – once again, different names for a single concept: pushing the primary meaning of a product and thrusting it into parallel worlds, to create spellbinding experiences. Exhibitors will showcase practical and functional utility coats and jackets, whose silhouettes are inspired by active sportswear. The new balance between analog and digital gives rise to innovative designs and prints, bags in malleable materials inspired by the concept of metamorphosis, and footwear rooted in the spirit of exploration. Collectively, these creations are shaping a future that blends high-tech comfort with a touch of cosmic elegance. Lastly, the jewellery on show defies conventional logic, breaking the mould to give a deeper meaning to objects.

Finally, the **Lineapelle** trade show will give a glimpse into the **spring/summer 2025 season**: this event is dedicated to raw materials, skins and accessories for fashion, and thus focusses on the following season compared to the other trade shows. The trends presented in Lineapelle are encapsulated by the slogan *Vuja De* (from déjà vu) – a call to unleash your imagination, embrace change, and to experience familiar situations as if for the first time.



The high number of pre-bookings for the trade shows reflects a strong interest from both **Italy and international buyers**, with most non-Italian buyers coming from European countries such as Germany, France, the United Kingdom, Greece and Spain. Distant markets, including South Korea, Japan, the USA and Kazakhstan, are also showing a strong interest in the events.

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