

## POSITIVE BALANCE FOR SYNERGY WITH FASHION FAIRS

Around 41 thousand trade visitors, 45% of them from abroad (150 countries represented) attended Micam Milano, Mipel, The One Milano and Milano Fashion & Jewels. The events dedicated to fashion and accessories were held simultaneously at Fieramilano (Rho) to launch the trends for the coming seasons. The ribbon-cutting ceremony of the kermesses was also attended by the Minister of Enterprise and Made in Italy, Adolfo Urso.

The organisers emphasised the positive balance of the fairs, to which Lineapelle and Simac Tanning Tech have been added in the last few hours: in a complicated moment, characterised by a particular economic situation, they have all ensured a good resilience and their market is stable. The operators who came to Fieramilano came in particular from the European Union: France, Germany, Spain and Greece recorded the best performances. From non-European markets, positive results came from Japan, China, Kazakhstan and the United Kingdom. In the months leading up to the events, there was much discussion about the new location on the agenda: so many events concentrated on the same days. The organisers saw this as an advantage and reiterated this concept in the final balance: the fairs presented themselves to the public by coining the English neologism Greatify, which means make big and stronger.

“The will to work as a system and to present themselves to the market together has won,” they say at Fieramilano. “Contemporaneity is in fact not only an aspect that strengthens the individual events, which can enjoy wider visibility, but above all represents a tool to stimulate international demand, offering a unique opportunity for buyers and operators from all over the world. At a single moment, they can grasp so many different aspects of the accessory world. Doing together and doing well: these were the guidelines. Synergy was combined with a common desire to intercept market demands and exploit the new opportunities offered by technology. We are working on the renewal of production processes with the introduction of digitalisation and cutting-edge technologies. This push towards progress, however, does not stifle the tradition rooted in craftsmanship’. Training was another strong point of the fashion fairs: workshops and educational moments were organised at all events. In many cases, young people and schools were involved, an indispensable bridge to the world of work for the new generations.