

#FINALLY together

MUCH MORE THAN A SYNERGY: 7 FASHION EVENTS COME TOGETHER AS ONE.

**Under the hashtag #finallytogether, 3,240 brands will showcase
the latest creations of the sector**

Milan, 7 September 2022 - Once again, **seven of the most renowned fashion fairs worldwide**, those linked to Confindustria Moda – **DaTE, MICAM, Mipel, TheOneMilano, Lineapelle, alongside HOMI Fashion&Jewels Exhibition and Simac Tanning Tech** – come together as one. Under the hashtag #finallytogether, the seven shows – which host 3,240 brands in total – will showcase the latest collections before an audience of Italian and international operators and buyers. A synergy that goes well beyond the fact that some of the events will take place at the same time. The aim of the shows is to establish an increasingly closely-knit fair system that keeps the market evolutions and buyers' needs into account.

Focussing on cutting-edge eyewear, **DaTE – Shaping Avantgarde will be held in Florence from 10 to 12 September 2022**, immediately followed by the event devoted to high-end jewellery, fashion jewellery and accessories, **HOMI Fashion&Jewels Exhibition at Fieramilano (Rho) from 16 to 19 September**.

Other fashion fairs will take place almost at the same time: **from 18 to 20 September, MICAM**, the international footwear exhibition, **Mipel**, the international exhibition of leather goods and fashion accessories, and **TheOneMilano**, the Haute-à-Porter exhibition, but also, **from 20 to 22 September** and again at Fieramilano, **Lineapelle**, the international event devoted to leather, accessories, components, synthetic, fabrics and models for footwear, leather goods, clothing and furniture, and **Simac Tanning Tech**, the international exhibition of machines and technologies for footwear, leather goods and tanning industry.

DaTE – Shaping Avantgarde

DaTE – Shaping Avantgarde, Italy's most representative cutting-edge eyewear exhibition, will be held in **Florence, at Stazione Leopolda, from Saturday, 10 September to Monday, 12 September**. **100 exhibitors** from all over the world, representing more than **170 brands**, will showcase their collections at its **10th anniversary**, which will revolve around the **10 values** that have shaped and made DaTE grow over time: **creativity, innovation, originality, research, energy, contamination,**

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experimentation, boldness, vitality, inspiration. Once again, DaTE will provide an unmissable opportunity to **meet and network with other professionals** of the sector, a chance to do business and close deals, an international reference point for those who are looking for inspirational, new and cutting-edge ideas to lay the foundations of the future of eyewear. The partnership with **ITA – Italian Trade Agency** for incoming international buyers has been renewed to help exhibitors fulfil their need of expanding and making their brands known abroad. Please find the full exhibitor and brand list on the official website dateeyewear.com and all updates **on the social media profiles** www.instagram.com/dateeyewear/ and <https://www.facebook.com/DateEyewearOfficial/>. **Stay tuned!**

HOMI Fashion&Jewels Exhibition

A one-of-a-kind show in Italy: held by Fieramilano, HOMI Fashion&Jewels Exhibition provides a comprehensive picture of the world of **jewellery, fashion jewellery and accessories** that year after year evolve along with fashion style.

Design, innovation, craftsmanship and its many forms of expression are the key features of the event, which, **from 16 to 19 September**, will host **420 brands, 30% of which from abroad**: an extraordinary opportunity for the inspiration of creative talents and the ideas of large companies in the sector to meet and blend together. Unexpected and green materials, focus on recycling and sustainability, research and experimentation will characterise the creations on display, showcasing a unique and original offer.

Scouting new trends is another strength of the event, to which special initiatives are devoted every year. The partnership between HOMI Fashion&Jewels and Poli.Design will continue in September – an alliance that has brought **a FJ Visions of Tomorrow** into being. This is a space for visitors to investigate and get familiar with the **upcoming trends**.

Also new to this edition will be the **Wedding Visual Showcase**, entirely devoted to bridal jewellery and fashion jewellery collections, in partnership with Sì Sposaitalia Collezioni.

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MICAM Milano

Much more than a fair: with **over 1,000 brands** expected for the next Spring/Summer 2023 season, the largest international showcase for footwear confirms itself as the unmissable event for the sector.

Quality, innovation and worldwide glamour will be the protagonists of three inspirational days for the entire industry, a window on the upcoming footwear trends and a real **melting pot of creativity and influences**.

Always in line with the times and the new generation, MICAM will continue to pay special attention to scouting the newest talents, thanks its dedicated **Emerging Designers** area.

MICAM Sustainability Lab powered by VCS will emphasise the key issue of sustainability. Verified & Certified Steps is the first sustainability certification specifically designed for the footwear sector, which is awarded to companies that undertake a path to sustainability. Having regard to the same issue, MICAM has established a special partnership with Start Up Boot Camp, aimed at selecting **start-up companies** for innovative sustainability. Supported by ITA – Italian Trade Agency and Maeci, these will be hosted in a dedicated exhibition area.

Last but not least, reference is made to the partnership with **Italian Artisan** – the B2B platform that brings the best Italian manufacturers and international brands and retailers together. "Italian Artisan Heroes - The Ultimate Manufacturing Tradition" exemplifies the true essence of Italian craftsmanship.

MIPEL

New trends, leather bags and accessories of the Spring/Summer 2023 season, and all the latest from the world of leather goods will be the protagonists of MIPEL 122. An exhibition area of over 4,000 square metres will be lightened up by **over 200 brands** selected from among Italian and international long-standing and emerging companies.

The latest novelty is the **3D** presentation of **fashion trends** developed by Mipel's Comitato Moda. Thanks to a prestigious partnership with Impersive – a highly specialised company in the field of augmented reality for the fashion sector – Mipel has created an immersive journey through the most beautiful art places worldwide, to discover the main themes of the Spring/Summer 2023 collections. Thanks to an "oculus", each visitor will enter the wonderful world of 3D.

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Mipel has also renewed its partnership with **Mirta**, a digital showroom connecting contemporary local brands and international curators. As in the previous edition, an exhibition area will be devoted to Made in Italy leather craftsmanship. For the first time, MIPEL will also host **Mirta Officina X Mipel**, the back-office platform of Mirta tech team that supports brands throughout their logistic process (order handling, shipping, payments, customer list, invoicing and communication), a section of which has been specifically developed for the event.

The young Italian brands that have stood out for the creativity and innovation of their projects are the focus of the initiative **"The Italian Startup Project"** – which this year has been expanded to encompass well-established brands along with emerging designers – in partnership with the Italian Ministry of Foreign Affairs and Cooperation (MAECI) and ITA – Italian Trade Agency. The brands selected are: MATI, Miomojo, THEMOIRÈ, +Three°°° and Zanellato.

THEONEMILANO - Special featured by MICAM

Taking place from 18 to 20 September, **TheOneMilano** will be held for the third year as a **Special Edition featured by MICAM Milano**, the international footwear exhibition.

Conceived as an open fair in the broadest sense, it expresses **a desire to network** and provide exhibitors and visitors with increasingly comprehensive services, based on the **"multi-site fair"** model. This will be implemented by means of several smaller and specialised events, held both in Italy and abroad alongside the flagship exhibition in February, offering the experience of a **head-to-toe fashion look**.

The **home of storymakers** – independent, creative, innovative exhibitors that pass down the "story of making" through their **SLOW FASHION collections** – is a new chapter in the event's own story, speaking the true language of modernity. The iconic pieces from the collections will not only be showcased "in real life", but also rebuilt in 3D, on the edge between reality and imagination, telling the story of the very essence of the product.

LINEAPELLE 100 | BACK TO THE NEXT

From 20 to 22 September 2022, at Fieramilano (Rho), **LINEAPELLE** (the leading international fair for leather, fabrics, accessories and components for the fashion, design and automotive industries) **celebrates its 100th anniversary** by welcoming more than 1,100 exhibitors (960 at the last edition held in February 2022) from over 40 countries. LINEAPELLE 100 (Fall/Winter

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2023-2024) will host **THE BEAUTY OF THE ITALIAN TANNING INDUSTRY: Heritage, Science and Design**, an exhibition by UNIC – Concerie Italiane that aims at conveying the “**beauty**” of a production model – that of the **Italian tanning industry** – that brings together **craftsmanship** and **science, green power, technology** and **creativity**. The focus will also be on sustainability, exemplified by the events that will be held at the Green Theatre, and on fashion – five days of shows and performances with emerging designers at **Spazio Lineapelle** (Milan, Piazza Tomasi di Lampedusa), in partnership with CNMI (Camera Nazionale della Moda Italiana).

Simac Tanning Tech

Simac Tanning Tech is the most important international exhibition for the sector, showcasing a range of **machines and technology of the highest quality** for the fashion accessory industry and footwear, tanning and leather sector.

The event, the only one that **physically exhibits machinery**, takes place every year in Milan at Fieramilano (Rho), bringing a wide variety of players together – from manufacturers to universities and research centres, to industry associations – also thanks to the support of ITA – Italian Trade Agency, which allows the presence of trade and institutional “delegates” from abroad.

The goal is the same – that of tackling the most challenging issues for the manufacturing industries of reference (footwear, tanning and leather goods) by providing the best offer of cutting-edge technologies, aiming at **environmental and social sustainability** and **specifically focussing on the digitisation of production processes** and innovation (**Industry 4.0**). These are also the key issues dealt with at the **Assomac TALKS** – chances for networking aimed at directly engaging the community of reference beyond the event of the fair – which on a daily basis offer debates and informative videos having as their protagonists international research centres, companies, universities and fashion industry experts that provide their contribution in terms of innovation and technology.

An exhibition area of over 13,000 square metres will accommodate more than 280 exhibitors at Simac Tanning Tech 2022, taking place from 20 to 22 September at Fieramilano (Rho).

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