REPORT ON THE DESIGNER'S MEET & MODEUROP MEETING @ LINEAPELLE

10 SEPTEMBER 2015, MILANO
The Indian Leather Sector has been included as a ‘Focus Sector’ under the Make in India programme announced by Mr. Narendra Modi, Hon’ble Prime Minister of India in September 2014. Under this programme, the Indian Leather Sector has been given an ambitious target of achieving a total turnover of US$ 27 billion by 2020 (which includes export turnover of US$ 15 billion and domestic turnover of US$ 12 billion) from the present turnover of US$ 12.50 billion.

“Design” is one of the key areas identified in the initiatives under ‘Make in India’ programme and hence there is tremendous scope for Designers to collaborate with Indian leather industry.

As part of Design Development Initiative, the Council for Leather Exports (CLE) (which is an autonomous organisation functioning under Ministry of Commerce and Industry, Govt. of India) will be organising the first ever Designer’s Fair at Hotel Le Royal Meridien, Chennai, India during February 1-3, 2016 coinciding with India International Leather Fair, Chennai, India, which is the largest leather fair in India and one of the popular fairs in Asia.

The idea is to attract the Designers to India for entering into Partnerships with Indian Manufacturers of leather, leather products and footwear in areas like procurement of Design Projects of Overseas Designers and tie-ups in own in-house Design Development.

Highlights of Designers Fair

The following are the highlights of the Designers Fair.

- Overseas designers can present their design collections/projects in a fully decorated stand of 9 sq.mtr wherein the Designed Products as well as Design Projects of the Designer will be exhibited.
- The Indian manufacturers will be able to see the design collection and hold business consultations with the Designers in their respective stands for future co-operation, including buying of Design Projects from them.

- The Designer’s Fair will be open to Designers of:
  - Leather Footwear
  - Leather Goods (Wallets, Purses, Handbags)
  - Leather Garments
  - Footwear Components
  - Non-Leather Footwear
  - Saddlery & Harness
  - Finished Leather / Leather Chemicals
  - Industrial & Fashion Gloves

**Package for Overseas Designers**

- The following Package will be offered for the overseas Designers by us.
  - Sponsorship of return Air Ticket subject to ceiling of Euro 450 for Europe and USD 600 for USA per Designer (which is about 50% of the return air fare). **The Sponsorship amount will be to the Designers during the fair upon submission of Return Air Ticket copy.**
  - Sponsorship of 50% of Hotel Accommodation charges in Five Star Hotel in Chennai for 5 nights i.e from Jan. 30 – Feb. 3, 2015. **The Designers need to pay 50% of the hotel bill for 4 nights while the balance 50% will be paid by the organiser (Council for Leather Exports).** The total hotel tariff will be in the range of USD 100-115 per day for a single room (including taxes and complimentary breakfast). The hotel package includes only room rent and complimentary breakfast and does not include charges on use of gym, mini-bar, restaurant, liquor etc.,
  - Complimentary Airport-pick-up and Drop

- Complimentary Fully Constructed Stand of 9 sq.mtr for displaying Design Projects/Products which will include Name Board, Spot Lights, Shelves/Rails, Carpeting, One Table and 3 Chairs.

**Salient Points of Designers Meet at LINEAPELLE**

10th September 2015, LINEAPELLE, Milano, Italy

**Appointment of Design Director in Europe**

- The Executive Director of CLE and the Chairman of Design Task Force discussed with Mr Antonio of Spain who has over four decades of experience in the field; the possibility of his offering dedicated services to the Council for Leather Exports to get ‘designers’ of leather and leather products from Europe.
Mr Antonio committed to offer 40 designers from Italy and others from Spain, Portugal, UK and even the USA.

The Executive Director stressed on the ‘quality’ of designers being suggested.

The breakdown of the requirement of designers in the various categories was explained by the Chairman, Design Task Force.

Mr Antonio said that he would travel within Europe and also use his contacts/anchors in the different countries to get good references. These anchors would report to Mr Antonio on a daily basis.

Mr Antonio advised that once he had identified the designers, the letters/communication may be sent directly by CLE.

Mr Antonio indicated a service charge of Euro 10,000 lus expenses towards travel. He said that for this edition, he would not be charging for the services of the anchors, but, would do so for subsequent services.

Meeting the Designers in the Designers Pavilion

The Executive Director, CLE; Chairman, Design Task Force; Mr Antonio and Md Sadiq of CSIR-CLRI visited the stands of the Italian designers at LINEAPELLE and invited them to join for the ‘Designer’s Meet.’

The Designers were very enthusiastic with the concept of CLE and committed to join for the CLE presentation that evening.

Mr Tonino Cannucci of Italy was kind enough to lead Team CLE to the stands of Bettini & Penazzato (Italy), G.De Tongi Studio Modelli Calzature (Italy), Goretti Studio Design (Italy), Lauro Designer SAS (Italy), Lovato Design SNC (Italy), Project ID (Portugal) besides his own pavilion.

The previous Members of the MODEUROP Fashion Pool were invited by Md Sadiq who was attending the MODEUROP Review Meeting for the Autumn Winter 16/17 season and also the ‘First View’ for the Spring Summer 2017 season.
All the designers were very optimistic about the proposed Designer’s fair in India.

Meeting the PRESS at the Press Room
Team CLE visited the Press Office and invited the Press members to the Designer’s Meet as well.

Invitation to Panel Convenors and COA Members at the LINEAPELLE
Team CLE invited the COA Members who had a stand at the LINEAPELLE and also the panel Convenors for the Meeting.

Designer’s Meet
The Meet started at 4.00 pm sharp with a full house with over 45 participants besides the dignitaries on the dais.
The New Film of the Council for Leather Exports was played to begin with.
Md Sadiq of CLRI introduced Chairman of the Design Task Force and the Executive Director of CLE to the audience.

Following this, the Executive Director extended a warm welcome to the gathering and explained the purpose of the Designer’s Meet, the Prime Minister’s Make in India programme as well as the Status of the Indian Leather Industry in brief.

The Executive Director also stressed on the various missions undertaken by the Chairman, Design Task Force in USA, UK and in Europe to promote the 1st Designer’s Fair.

Mr Antonio briefly spoke on the opportunities in India and the work environment which enthused the designers.
In his address, Chairman of the Design Task Force said that ‘Design is the Connect’ and added that it is the vision and goal of CLE to make India part of the global manufacturing chain.

He said that India anticipated increase in exports by 25% every year; add 4.6 million jobs and ease the process of doing business in India.

The ‘design endeavour,’ he explained would be carried out in three stages:
1. Create a pool of Overseas Designers
2. Organise training programmes of 4-8 weeks duration in the leading design institutions in the country with collaborations from Institutes overseas.
3. Set-up Design Studios in India

In conclusion, Chairman, Design Task Force said that ‘Technology & Fashion’ drive the growth and invited the International Designers to take a deep look into the vast market in India, not only for exports but also for the domestic market.
Mr Israr Mecca, Convenor, Finished Leather Panel, CLE stated that INDIA was the new market place for ‘design’ that is starved for good design particularly for the domestic market.

Q & A session

The Q & A session that followed was very interactive including questions on:

- Link to designers
- Season in address
- Modalities of transport and custom clearances
- Payment terms
- Link of products to brands
- VISA formalities
- Provision of stands of size 12 sq mts instead of the proposed 9 sq mts.
Prominent Participants

Besides the names of designers listed above, other prominent participants included: Mr Mario Pucci, ASSOMAC; Mrs Marga Indra Heide, MODEUROP; Mr Gebhard Mueller, Roeckl Gloves; Ms Marina Loscalzo, Italina Finished Leather; Ms Ellen Campuzano, USA; Mr Stefano of ARS Sutoria; Mr Massimo Cipollono of Modapelle; Ms Satu of Finland (Bags designer); Vittorio Mandolesi (Italy); Marco Remia (Italy); Pino Balladore Studio (Italy); Leena Aro, Finland Mudin; Ennio Zanchetta; Pierre C Design; Beycey; Mandolesi Vittorio; Remia Marco.
The Executive Director, Council for Leather Exports (CLE) informed the gathering that CLE would organize the 19th UITIC International Technical Footwear Congress during 3-5 February 2016, for the first time in India, at the request of UITIC.

Brands, footwear manufacturers and experts will discuss about the “Future Footwear Factory” and innovations in the footwear industry.

He moved on to explain what UITIC was stating: The International Union of the Shoe Industry Technicians (UITIC) was established in 1972 and has members from 27 countries. UITIC aims at developing Technical Knowledge in Footwear Industry, by organizing a meeting of global footwear experts in the prestigious International Technical Conference held biennially.

He said that the theme of 19th UITIC is ‘FUTURE FOOTWEAR FACTORY’ and listed out the major topics for discussion:

- Manufacturing based on the needs of the consumers,
- Intelligent manufacturing/Digital-smart factory,
- Sustainability and regulatory trends impacting on factories,
- Advanced retail and supply chain,
- Attractive footwear factories and new way of management

He then gave details on the key dates and the summary of the program.
Members of the MODEUROP Fashion Pool met at the LINEAPELLE Fair at 3.00 pm on 9th September 2015 to:

(1) Review the MODEUROP Autumn Winter 16/17 season as well as to
(2) Discuss the ‘First View’ of Colours/ Leathers for the Spring Summer 2017 season.

Lineapelle: Trends for Autumn / Winter 16-17 by Mrs Marga Indra Heide, MODEUROP

Initially, there were great expectations surrounding the trade fair: would there still be exciting new developments on show despite the early dates. Would there be new colours? And the excitement was not unjustified – with materials there were some very beautiful further developments of familiar themes on show though there were no really new and surprising things to discover.
As for the colours: often very dark and rather gloomy. Yet thanks to shimmering and shining surfaces there was always a positive, fashion feel around.

**Furthermore, there were other nice fashion focuses:**
Primarily standing out here – alongside black obviously – were many red tones for instance. Special variations of INCA RED through to WINE (Modeurop colour designations) determined the collection tableaux.

Alongside this we frequently saw convincing representations of warm natural and brown tones from camel and cognac through to rust and oak.
Also striking were green tones from tundra/khaki and petrol through to dark fir green. Deep blue was also part of the picture.

Grey tones – from pale to really dark – have now become something of a norm. In fact, they are the new basics (ESSENTIAL).

The many metallic tones often created clear accents. Gold and silver featured in great variety as did a number of intense traffic light colours like red, cyclamen, orange or electric blue which also joined the colour fray (Modeurop: VISIONARY)

Leather: classic leather is struggling. Interesting finishes are still in demand. Soft and supple – are of course still important.

The metallic look continues to be a focus – also on croc and snakeskin. Iridescent effects are typical here as are exciting graduations from pale to dark.

Patent leather complements this fashion line-up. As a contrast to this we see lovely, buttery-soft velvety chevreau. Suede is the operative word here, drawing on the retro influences of the 70s & 80s.

**Vintage is also back in the game – really authentic, true and grainy.**
This is contrasted by virtual looks like laser, LED and 3D effects. And it is precisely this contradiction between the old and the nostalgic and between the modern and the futuristic that provides the tension required on the new fashion scene.

Not to be overlooked is the constantly growing proportion of technical fabrics – new materials, high-tech fabrics and films.
Imagination here knows no bounds.

On the one hand, the line-up features glamorous trends with shimmering sequins, rhinestones and stardust as well as velvety surfaces (velvet and suede-touch, also with lace embossing). Add to this imaginative bouclés, tweeds, jacquards and tapestry patterns. Animal prints and camouflage also remain key. Digital distortion of these themes produces puzzle-like looks and patchwork variations.

Also often featuring alongside this once again are classic themes (houndstooth and Glen checks) as well as flannel and felt. Padded topstitching continues to prevail – alongside lozenge and check patterns we now see many stripes/grooves or ornamental patterns.
Innovation 3D – this is probably where most action is seen. A very good theme for the entire sneakers segment with many new options for the future.

Last but not least: hairy looks. Fur is not only used as a warming winter theme but also creates that eye-catching fashion accent. And not only in typical natural tones but also in intense colours and even with elaborate patchwork details.

Impressions from the Fair

A STRONG LINEAPELLE

The increase in the number of exhibitors and countries (a total of 44) pointed to a strong LINEAPELLE (September 9-11, Milan) with a range of materials and components for consumer goods that are able to give a boost to the sluggish international market.

The three niche shows: Anteprima (Milan), Lineapelle London, and Lineapelle New York showed renewed interest in high-end European goods and a clear confirmation of the demand for “accessible luxury” from American brands. Considering the fact that Fall/Winter 2016-17 were the protagonist of the collections on display in over 43,000 square meters of net surface area, there was a foreseeable strong demand for beautiful, understated leathers of different types and colors, with a predominance of brown. There was a compelling demand for sustainability, which the Italian tanning industry interpreted unanimously and seriously in the areas of ecology, social welfare, ethics and traceability.

Innovation was the objective of the show. Buyers were from 108 countries, primarily manufacturers of leather goods, footwear, apparel, home decor, and car interiors. They were the best in their respective fields and considered the new Lineapelle location and calendar in Milan a must-see event. What's more, new entries of the fashion industry visited Lineapelle for updates and to prepare themselves to conquer their own space. According to Unic, the association of Italian tanners, 26% of the visitors in the last edition in February were new companies of which footwear manufacturers were the largest group.
This statistic seems to anticipate a global recovery in this particular area, which up until now had been surpassed by leather handbags. Now this percentage is estimated at 42%. For the Autumn Winter edition, visitors registered in advance had increased by 15%. These were exceptional, unequaled figures made possible by the continuous activities on all markets.

Traditional presentations took place in the LEM’s of Ponte dei Mari, with samples from exhibitors and style conferences. Meanwhile, at Corso Italia, a showcase exclusively dedicated to ornaments, soles and heels were joined by another for the promotion of the "Vero Cuioio" and "Vera Pelle" trademarks owned by UNIC Group that are a guarantee for consumers who are often deceived regarding the naturalness and nationality of the purchased product.

A large assembly of leather entrepreneurs arriving from various continents opened the Lineapelle week at the World Leather Congress, sponsored by the International Council of Tanners and held on September 8 at Palazzo delle Stelline (Corso Magenta, 61 - Milano), to discuss technologies, mineral tanning, online commerce, and protectionism.

The evening of September 9 marked the world premiere of the film "I come from" at Teatro Litta (Corso Magenta, 24- Milano) dedicated to Italian leather, from Pompeii to the present, with Pompeian frescoes that come to life with scenes of everyday life and tanning in ancient days and luxurious modern-day parties with fabulous, prestigious products.

**Exhibitors from India**

ALINA PRIVATE LIMITED  
Pav. 11P U8

AYYAPPA ENTERPRISES  
Pav. 22P P5

CAPRITTARIUS  
Pav. 11P P29

CLASSIC POLYMERS  
Pav. 24P F5

CONCERIA INTERNATIONAL PRIVATE LIMITED  
Pav. 11P Z12

ENKAY INDIA RUBBER CO. PVT. LTD.  
Pav. 24P B24

FARIDA PRIME TANNERY PVT. LTD.  
Pav. 11P from P8 to P10

GOOD LEATHER COMPANY  
Pav. 11P from P25 to P27

HABEEB TANNING COMPANY  
Pav. 11P from G25 to G29

HIDEA LEATHER WORKS  
Pav. 11P V29

INDCOAT SHOE COMPONENTS LIMITED  
Pav. 22P S28

INDIA BRAIDS PVT. LTD.  
Pav. 22P L6

K.H. GROUP (K H EXPORTS INDIA PRIVATE LIMITED)  
Pav. 11P from R1 to R3, from S2 to S4

KAMIL LEATHERS  
Pav. 11P from U13 to U15

KKSK INTERNATIONAL  
Pav. 11P from Z18 to Z20

PIONEER LEDER TEX PVT. LTD.  
Pav. 11P V30

PRIME INTERNATIONAL INDIA PVT LTD.  
Pav. 13P from C17 to C29, from D18 to D30

RATHNAM LEATHERS  
Pav. 11P from P4 to P6

SAMAARA LEATHERS PVT. LTD.  
Pav. 11P from V3 to V5

SHAFEEQ SHAMEEL & CO.  
Pav. 11P from D21 to D23, from E22 to E24

SMITA  
Pav. 11P from T21 to T23

STAR EXPORTS  
Pav. 11P M15, N16

SUOLIFICIO LINEA ITALIA (INDIA) PVT.LTD  
Pav. 24P from F6 to F8

SUPERHOUSE LIMITED  
Pav. 11P L2

T. ABDUL WAHID TANNERS PVT LTD.  
Pav. 11P from P21 to P23

TRIPLE HELIX INDUSTRIES  
Pav. 11P Z30

ZAZSONS EXPORTS PVT. LTD  
Pav. 11P V11

Many of the Indian Exhibitors @ LINEAPELLE were happy with the outcome / business generated at this edition of LINEAPELLE who added saying that “a good edition after two parched seasons” Members expressed their sincere gratitude to the Council for Leather Exports for organizing/ facilitating the Meeting with the International Designers.
PHOTO-GALLERY