



***MIFUR SMALL VILLE presents  
Futuro Contemporaneo,  
Artigianato D.o.c., the study of communication  
and its strategies in (short) circuit.  
A system prototype project from Associazione Italiana Pellicceria.***

**On the occasion of the opening of MIFUR SMALL VILLE, Associazione Italiana Pellicceria, a founder partner of the trade fair and of MIFUR, presents a project to develop a system prototype allowing firms in the fur sector (small or craft businesses) to build relationships with other companies in the fashion world to develop their competitiveness on foreign markets - starting with companies in Lombardy.**

The project was started quietly back at the beginning of the year and decided to achieve its goal through collaboration between companies in different sectors of the fashion world, to develop creative inter-sector solutions providing incentives for an innovative product going beyond the different sectors.

Thus, **Futuro Contemporaneo** is beginning its first "short" circuit at **MIFUR SMALL VILLE**, "showing off" the **MIFUR** Exhibition dedicated to spring/summer fur and leather clothing and to previews of winter clothing, founded and sponsored by the national association **AIP**, the results of inter-sector collaboration between fur, leather, knitwear, spinning and weaving.

The project, designed to be long-term and wide-ranging, started last February in Lombardy with some initial applicability trials involving 5 Lombardy-based companies: **Jun, Paoletti, Vergani S.W.&C. for furs; OroBianco for leather and lafil, Industria Ambrosiana Filati, for spinning (knitwear and weaving).**

In February this year Associazione Italiana Pellicceria started to devise, organize and prepare a **dossier of fashion trends** which were to take into consideration fur in combination with various different materials.

On the basis of the trends highlighted, **partner companies** were identified and contacted for the start of the first **sharing of intentions**. **Creative artists**, including **young visual and technical designers**, were also identified and contacted to "give shape" to the new product proposals.

The very first prototype finished garments were tested at the last **MIFUR 2008**; some techniques were applied to creations shown at **Riccione Moda Italia's The Fruit of Fashion** exhibition; whereas some experiments with fashion outlets made their first appearance and had their first commercial tests at **Pitti Filati**.



The sharing of fashion trends, the study of new combinations of materials, new stylistic paths, analysis of foreign markets, and marketing and communication techniques – these are the strengths of a project that wants to lay the foundations, and encourage and support the companies involved in creating synergies right up to the end product and its launch on the market.

*“In the long term, the objective is to allow companies in the sector to continue to be active and proactive economically in a market which has profoundly changed and which no longer allows strict division into sectors. **MIFUR SMALL VILLE** is the direct example of a decisive change and adaptation in the way our sector holds exhibitions. We felt it was appropriate that a new trade fair should be the backdrop to the first official event of **Futuro Contemporaneo**, guaranteeing commercial visibility on an international scale to these products,”* remarked the Chairman of **Associazione Italiana Pellicceria** Mario Paganoni, adding, *“As a sector association, one of **AIP**'s aims is to support the development and international expansion of its member companies which, in a continuously changing economic situation, cannot fail to see in neighbouring sectors like textiles and leather ways of positioning their own products and making them even more modern.”*

**MIFUR SMALL VILLE**, being held from 18 September at Fiera Milano, is the first platform for publicizing the project and the first effective commercial opportunity for Futuro Contemporaneo products.

The clothes made as part of the project will be exhibited in the stands of the exhibitors concerned and in the trade fair's press area.

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