



MIFUR SMALL VILLE
Fur and Leather Collections Spring Summer 09
Pre-Winter 09/10
launches its first show
from 18 to 21 September 2008 at the Milan Rho-Però trade fair centre

MIFUR SMALL VILLE, the small trade fair programme from Ente Fieristico Mifur to accompany MIFUR, Milan's annual International Fur and Leather Exhibition that features the whole world of fur, now in its twelfth year, will make its first appearance from 18 to 21 September in Pavilion 20 at the Rho trade fair centre.

MIFUR SMALL VILLE is the first trade fair event dedicated to leather and fur clothing for spring/summer and autumn/winter 2009/2010 pre-collections. This is a brand new concept for the fur sector and with the opening of this new exhibition shows its willingness to work ever closer with the other fashion and accessory sectors.

MIFUR SMALL VILLE, just like the "larger" MIFUR next March, opens at the same time as MIPEL and MICAM and overlaps with other Milan fashion events: a great trade fair for all sectors in the Milan Fashion System (together with Milano Unica that closes on 19 September) all grouped under the "Made in Lombardy" label: a great achievement for the city of Milan.

An exhibition that conveys all the sector's skills, but that at the same times meets new market requirements: diversification is proving to be one of fur and leather companies' great strengths.

*"Increasingly over the last few years, there has been an ever more significant move in fur and leather towards clothing, and in general towards the fashion world which follows seasonal patterns. We could not underestimate this fact and had to interpret it as a new demand that required an exhibition within the sector that could adequately tackle this new situation: so **MIFUR SMALL VILLE** was created,"* said the President of MIFUR Norberto Albertalli.

So with the contribution of some 52 companies who have, despite the exceptionally brief notice, welcomed the invitation to take part in this new concept for fur and leather clothing, the first 2,000 square metres of **SMALL VILLE** will be opened, a mini-MIFUR containing all the International Fur and Leather Exhibition companies: from tanneries to hides, from manufacturers to fashion labels, from leatherwear to collections devised and designed for spring/summer, together with capsule collections to give a taste of next autumn/winter.

There will be a reception for access to **Pavilion 20 of SMALL VILLE** and a great incentive for visitors to this edition: direct access to the receptions of **MIPEL** and **MICAM** to and from **SMALL VILLE**.

"In the run-up to the launch of our new exhibition adventure, I would like to thank all our exhibitors, as well as MIPEL and its President Giorgio Cannara, an exceptional partner in bringing this project to life, for their enthusiasm and their support," President Albertalli outlined.

Press Office **Valentina Visigalli - SAE COMUNICAZIONE INTEGRATA**
Ph. +39.02.33.11.003 - Mobile +39 393.91.111.36 press@saecomunicazione.it



Mifur Small Ville is a strong and decisive response from the fur trade to a need to diversify which also results from examining the economic data on the fur sector.

From an analysis of the first data for 2008, it expects the retail value of fur production to stay substantially the same as in 2007 with **overall turnover of 1,835 million euros**.

Recent years have seen substantial changes to the destination of production, moving from the traditional fur trade companies to requests from the clothing, and more generally, the fashion markets: markets characterised by seasonal requirements to be dealt with.

The most recent data has shown that the trend for **fur production for retail buyers** is constantly growing in response to demand from **clothing companies (up 25% in 2007) (up 20% in the first half of 2008)** and demand from **designer labels** is also likely to increase by **4%**.

Mifur Small Ville is the first test of the clothing market for leather and fur planned for spring/summer to meet the requests of its buyers, especially international buyers, and to open dialogue with new distribution companies.

Export flows in the first two months of 2008 were also positive, showing a growth trend of **+3.6%**. At **Mifur Small Ville** they are enthusiastically expecting an increase in the number of Russian buyers in particular compared with the last MIFUR in March of **+6%**. Data from the first five months of 2008 shows a significant increase of **+42%** in exports to the Russian market.

Press Office *Valentina Visigalli - SAE COMUNICAZIONE INTEGRATA*
Ph. +39.02.33.11.003 - Mobile +39 393.91.111.36 press@saecomunicazione.it