



## MIFUR SMALL VILLE Final press release

***An excellent springboard which offers a new exhibition experience and helps diversify the market towards which a large part of the fur and leather sector now tends.*** This is the initial impression of exhibitors at the first edition of **Mifur Small Ville**, the small Ente Fieristico MIFUR exhibition **dedicated to the Spring/Summer 2009 collections and the capsule collection previews for Winter 2009/2010.**

More than **1,300 buyers** were accredited at the reception areas of **Pavilion 20** in Fiera Milano Rho Pero **to visit the 53 companies** at Small Ville spread over a 2,000m<sup>2</sup> exhibition area.

It is the first edition of an exhibition which also sought to test the waters for the idea of moving MIFUR, the International Fur and Leather Exhibition next March, away from FieraMilanoCity to the Rho Pero quarter together with Mipel and Micam.

Although the public that came did not expect the usual large MIFUR exhibition, over the four days of the Small Ville show interesting commercial contacts were instigated with new channels and distribution companies coming face to face with leather and fur clothing for the Spring/Summer season for the first time.

The chance of seeing previews for next winter's fur was appreciated by the more traditional buyers in the market, and also roused new buyers' curiosity.

Access from the Mifur Small Ville reception to those of MIPEL and MICAM also permitted an interesting exchange of visitors in addition to those already accredited.

***The first step has been taken and obviously the true value of the exhibition in commercial terms will only be appreciated after a few editions. As organisers we are pleased as we noted satisfaction and interest on the part of exhibitors, and, most importantly, the intention of continuing this new adventure with us.***

**MIFUR will take place from 4-8 March 2009 in pavilions 20, 14 and 18 at Fiera Milano Rho Pero.**

**Comments by Norberto Albertalli, President of MIFUR – MIFUR SMALL VILLE**

MIFUR Press Office

**Valentina Visigalli – SAE COMUNICAZIONE INTEGRATA**

Tel. + 39.02.33.11.003 - Cell. + 39.393. 91. 111.36 [press@saecomunicazione.it](mailto:press@saecomunicazione.it)