



**MIFUR SMALL VILLE IS HERE
FROM 18 TO 21 SEPTEMBER 2008 AT THE MILAN RHO-PERO TRADE FAIR CENTRE
Fur and leather clothing join forces with MIPEL**

A major innovation: the first exhibition event dedicated to the winter and spring/summer *capsule collections* for fur and leather clothing.

This small programme's name and philosophy first appeared at the latest MIFUR fair in 2008 with a temporary set-up, and will now become a genuine exhibition and commercial showcase.

In Pavilion 20 of Fiera Milano Rho-Però, **MIFUR SMALL VILLE** will inaugurate its first 2,000m² of exhibition space, with the contribution of some 40 companies who have, despite the exceptionally brief notice, welcomed the invitation to take part in this new concept for fur and leather clothing from MIFUR.

*"We weren't certain we would be able to carry out this project just 2 months after MIFUR 2008. **MIFUR SMALL VILLE** is a major step forward for the world of fur and leather, it is a brave project which will certainly illustrate the strong and dynamic choices made by our sector,"* commented Norberto Albertalli, President of MIFUR.

"If it is true that diversification has proved to be a real strength for companies in the sector, and this has also emerged from an analysis of the general situation after MIFUR, it is in this direction that we organisers now need to move, responding by diversifying and amplifying exhibition possibilities," continues Albertalli.

In the last two 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. This scenario has highlighted the absence of an exhibition tool within the sector that could adequately tackle this new situation: so **MIFUR SMALL VILLE** was created.

"In the run-up to the launch of this first edition, I would also like to thank MIPEL, the leading Fair in fashion accessories, and its President Giorgio Cannara, an exceptional partner, for their enthusiasm and their support," President Albertalli further outlined.

MIFUR SMALL VILLE reflects a common goal, that of joining forces. **MIFUR and MIPEL** together have placed the emphasis on fur and leather clothing with fashion accessories, and at the same time have helped bring leather accessories closer to garments.

*"Sharing goals with an exhibition so close to MIFUR, the representative of a sector which shares the principal frameworks and rules as our own, has been a key element in the decision to create **MIFUR SMALL VILLE** in September, and also, correspondingly, to move MIFUR in March from Fiera Milano City to Rho-Però, during the same dates as MIPEL."*

The next MIFUR 2009, the International Salon for Fur and Leather will move from Milan to the fair complex of Fiera Milano at Rho-Però, from 4 to 8 March 2009.



MIFUR SMALL VILLE

From 18 to 21 September 2008
Fiera Milano fair complex, at Rho-Pero.
Pav. 20

MIFUR SMALL VILLE

Around 2,000m² exhibition space
Around 40 exhibitors

MIFUR SMALL VILLE will be subdivided into the following areas:

Spring & Fall: Leather and collections in fabric with fur trims. Shaved furs, the new treatments which make fur the most sensual of all materials, suitable for many occasions.

Resort: *capsule collections* for the first cold weather. For an exclusive holiday in St Moritz. For an unforgettable trip on the Orient Express. For a trip to the Great Lakes...

Pre-winter: Hides and finishing treatments. Colours and techniques. The triumph of the raw material at the moment in which the Autumn/Winter 2009-2010 Collections are being planned, for fabrics, bags and shoes.

MIFUR SMALL VILLE will be:

For Exhibitors, an Exhibition designed to meet the needs of the market in terms both of time and product types.

For Visitors, the proper way to introduce fur and leather clothing into their buying portfolio, by simply scheduling an extra appointment, when they are already in Milan and already at a fair.

For our organisation, a strategy designed to maintain our sector leadership at international level.

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