The trade war, an open game
La guerra dei dazi, una partita aperta

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The trade war, an open game

India rushes to the top positions in consumption

Leather goods machines rescue exports

The trade war, an open game

India rushes to the top positions in consumption

Leather - Identity crisis for a more than sustainable sector

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The latest

NEWS
News in brief
The trade war, an open game

The trade war that has taken place between the United States and China has characterized this summer and still causes tension on the markets and in relations between the two countries. With agreements signed and then violated (that of June), countermeasures (on the Chinese side) and weak steps back by Trump, the scenario between the two powers is still uncertain. One thing is clear, though: with such cut and riposte, tariffs and counter-tariffs, the impact on both nations’ consumers is heavy. The footwear (sneakers and sporting goods), along with part of the clothing from China, were taxed by the United States at 15%. China, in turn, has burdened other assets and has promised that by mid-December new products will be subjected to entry fees. With respect to this situation, following are the indicators related to the Chinese leather industry according to the figures provided by Mr. Li Yu Zhong (Member of CPC Standing Committee & Vice Chairman of China National Light Industry Council and Chairman of China Leather Association) in occasion of the conference stampa di apertura della All China Leather [3 al 5 settembre 2019, Shanghai]. L’andamento dell’industria cinese è stato mantenuto stabile nella prima metà dell’anno. Le vendite hanno raggiunto i 75 miliardi circa di US$, con un incremento del 3,3% sull’anno precedente. L’esportazione di pelle e scarpe è stata pari a 36,89 miliardi di dollari (-0,1% rispetto al 2018); l’importazione di beni da parte di Stati Uniti è stato di 40 miliardi di dollari, con un aumento del 1,2%.
Industry Council, and Chairman of China Leather Association) in a press conference at the opening of ‘All China Leather’ (3-5 September, 2019, Shanghai).

The trend of the Chinese tanning and footwear industry remained stable in the first half of the year. Sales reached around US $ 75 billion, an increase of 3.3% over the previous year. Exports of leather and shoes amounted to 36.89 billion dollars (-0.1% compared to 2018); imports reached 40 billion dollars (with an increase of 1.2%), with a difference between footwear and luggage (which grew faster) and raw materials (slower).

The tanning industry, which achieved US $ 7.56 billion, registered a decline of almost 11% compared to the turnover of the same period of the previous year. Over January-June, imports of raw materials fell, both in value and in quantity, and this also applies to the semi-finished goods. Imports of tanned leather fell by 15% and 18% in value and quantity, respectively.

The footwear industry. Footwear sales were dynamic, with a growth of 4.7% compared to the first half of last year (1.88 billion pairs of leather shoes sold); overall exports fell slightly, while imports increased by 32.8%.

Leather clothing. Sales grew in value but not in quantity, while exports and even imports fall.

The challenges
According to the Chinese GDP, growth in the first six months of 2019 was 6.3%. The leather industry economy shown signs of stability, but it also had to face new challenges: the escalation of protectionism, the frictions with the United States that have had repercussions on trade, but also...
the rapid development and the growing competition of the synthetic materials, and the animal rights activists that heavily influenced consumption and the general trend of the leather industry. Moreover, the ever-increasing restrictions of environmental parameters, which weigh on the entire supply chain, should be considered.

China, though, took advantage of new possibilities: with the “Belt and Road” project it pressed the accelerator to enter the global system; the new anti-pollution criteria has indirectly led to a transformation and an improvement of the industries, while the introduction of new technologies has infused an injection of vitality to the companies.

The country has made progress in the sector of chemical products for the tanning industry; companies have made significant investments and improved their efficiency levels, adopting new patterns for product development, all taking more into account the demands of the final consumer.

**Forecasts**

At the moment there are no large spaces for maneuver, especially until the leather recovers its past prestige. It is hard to imagine a further growth for leather clothing, given the presence of large stocks.

As far as the footwear industry is concerned, a season with single-digit increases in consumption and a certain stability in exports is foreseen. From a material point of view, a growth in fabric footwear is expected, with a possible contraction in sales of leather and rubber footwear. Among the sectors, a certain dynamism is expected for sports and leisure time footwear, as well as for comfort shoes for older consumers. Women’s fashion shoes are fine too, but made of synthetic material.

Still on the modeling side, the invasion of sneakers and the increasingly strong shift towards the casual lifestyle translates into a loss of market share for leather uppers in favor of alternative materials. Within the sales channels, online is growing.

Le previsioni

Al momento non si intravedono grandi spazi di manovra, soprattutto fino a che la pelle non tornerà a godere del prestigio di prima. Difficile pensare ad un’ulteriore crescita per l’abbigliamento in pelle, vista la presenza di consistenti stock. Per quanto riguarda l’industria calzaturiera si preannuncia una stagione con incrementi ad una cifra dei consumi e con una certa stabilità nelle esportazioni. Dal punto di vista dei materiali si prevede una crescita nelle calzature in tessuto, con una possibile contrazione nelle vendite di calzature in pelle e in gomma. Tra i canali di vendita vedono l’avanzata dell’online.
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India rushes to the top positions in consumption

India is the emerging market that the international economy is looking with greater interest. Basically, because of the figures: the country has a population of one billion and 300 thousand inhabitants and the forecasts of the World Economic Forum say that the population’s spending capacity will change significantly by 2030. The analysis reports 50% of middle-income Indian families, set to rise to 80% in the next 10 years. “From now until 2030, the Indian economy will not depend on the bottom of the social pyramid, but instead on the ambitions of an increasingly broad middle-class”, claims the World Economic Forum which distinguishes the categories of “Poor Rural” and that of “Sophisticated Rich” as the two destined to change, making consumption evolve. The upthrust should involve not only the megalopolis, but also the countryside; consumption should grow in all sectors and purchases are expected to cover new needs, as a result of new habits. More food, more beauty products, more fashion and household items, but also more technology to stay connected. The demographic matter completes the theorem stating that India would be at the top of the international market by 2030: “in a decade, the Indians born in the late eighties, i.e. the dawning of the digital age, will be more than 77% of the population,” which means huge opportunities. According to Visual Capitalist research (Standard Chartered analysis) India’s development forecasts will put the country in second place after China by 2030. Interesting numbers, which, however, raise questions: will the country be able to perform as expected? Will the training of young people be of the required quality? Will the necessary infrastructures have allowed the transformation that is assumed? Will the financial and insurance system accompany the development of the country?

No one is missing the opportunity that would also arise for the leather area from such a scenario, however, to have doubts are a must. We asked Mario Pucci, Assomac consultant and expert on the Indian market, about this, “The purchasing power of the Indians has already grown considerably, but unfortunately the gap between the very rich and the poor also widens, so the first question to India is the emerging market that the international economy is looking with greater interest. Fundamentally for a question of numbers: the country has a population of one billion and 300 thousand inhabitants and the forecasts of the World Economic Forum say that the population’s spending capacity will change significantly by 2030. «Da qui al 2030, l’economia indiana non sarà tanto determinata dalla base della piramide sociale, ma dalle ambizioni di una middle class sempre più ampia», ritiene il World Economic Forum che distingue le categorie dei “Poor Rural” e quella dei “Sophisticated Rich” come le due destinate a cambiare, facendo evolversi i consumi. La spinta verso l’alto dovrebbe caratterizzare non solo le megalopoli, ma anche la campagna; i consumi dovrebbero crescere in tutti i settori e ci si aspetta che gli acquisti vadano a coprire bisogni nascenti, frutto di abitudini nuove. Più cibo, più prodotti di bellezza, più articoli di moda e per la casa, ma anche più tecnologia per restare connessi. A completare il teorema secondo il quale nel 2030 l’India sarebbe ai vertici del mercato internazionale, c’è la questione demografica: «fra un decennio gli indiani nati alla fine degli anni Ottanta, cioè alle soglie
ask is: how many people will actually be able to afford a consumer lifestyle? Speaking about our sector, India has been for years a fundamental outlet market, in particular for shoe machines, which has certainly made the finished product industry grow. So, to what extent is it reasonable to imagine mass purchasing of Italian footwear by Indians? Obviously, Made in Italy has its allure, and there have been success stories of certain brands well positioned in their malls, however, it would be wrong to ignore that we are not the only players.”

In short, the assumption is that India, at least as far as the footwear and accessories sector is concerned, is able to do for itself. It is true that, in 2018, the total Italian export amounted to 3.2 billion euro, which is more than 10% compared to the previous year. But once again, if we look at the type of exported goods, machinery and tools come first, followed by chemicals, raw materials, rubber and plastic. Italy, instead, imported almost 5 billion euro of products from India, with an increase of 8.2%; the share of textiles products, and leather and accessories was 19.2%.

To invest in India?
Government initiatives implemented to encourage foreign investment in India are changing the situation favorably. The government has identified 400 special economic regions (with tax benefits and minimum excise duties). Considering the regions, until 2018 Asia was the first in terms of investments, followed by Europe, Africa, and the Americas. In particular, Italy was the 17th largest investor in India in 2018, with a share of 0.68% to approximately 268 million euro. There

MAIN EU BUSINESS PARTNERS OF INDIA  
(JANUARY-NOVEMBER 2018) 
<table>
<thead>
<tr>
<th>Country</th>
<th>Share in billion €</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>18.42</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>13.01</td>
</tr>
<tr>
<td>Belgium</td>
<td>12.36</td>
</tr>
<tr>
<td>Netherlands</td>
<td>9.57</td>
</tr>
<tr>
<td>France</td>
<td>8.26</td>
</tr>
<tr>
<td>Italy</td>
<td>8.09</td>
</tr>
<tr>
<td>Spain</td>
<td>4.49</td>
</tr>
</tbody>
</table>

...
are about 130 Italian industrial machine companies; 66 service companies; 54 companies operating in fashion and textiles; and 21 chemical companies.

The forecast for the leather

The leather industry plays an important role in the country’s economy: it is worth 17.8 billion dollars and is a strong income driver that employs 2.5 million people. India has always been rich in raw materials (especially bovine hides, but also bufalo, goat and sheep ones), and footwear industry accounts for 9.6% of the worlds production. According to the forecasts, the sector will reach 10 billion in exports in 2021-22. Such growth also includes the leather clothing sector, which currently consists of 16 million pieces per year. This is the state of the art and these are the forecasts. It is well known that figures tell only part of reality and possibilities. What we can say is that, for India, the bet is open!

### LEATHER ARTICLES (Imports into India)

(Articles of leather, saddlery and harness; travel goods, handbags and similar cont. articles of animal gut) [Values in Millions $]

<table>
<thead>
<tr>
<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>240.92</td>
<td>352.24</td>
<td>242.41</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>14.71</td>
<td>16.46</td>
<td>6.25</td>
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<tr>
<td>3</td>
<td>France</td>
<td>13.28</td>
<td>13.73</td>
<td>8.11</td>
</tr>
<tr>
<td>4</td>
<td>Spain</td>
<td>5.82</td>
<td>10.95</td>
<td>3.69</td>
</tr>
<tr>
<td>5</td>
<td>Bangladesh</td>
<td>7.71</td>
<td>9.00</td>
<td>11.92</td>
</tr>
<tr>
<td>TOTAL IMPORTS</td>
<td>316.20</td>
<td>441.45</td>
<td>318.81</td>
<td></td>
</tr>
<tr>
<td>% Share Of Italy</td>
<td>4.65%</td>
<td>3.72%</td>
<td>1.96%</td>
<td></td>
</tr>
</tbody>
</table>

### LEATHER TANNING MACHINERY (Imports into India)

(Machinery for preparing, tanning or working hides, skins or leather or for making or repairing footwear or other articles of hides, skins or leather) [Values in Millions $]

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>China PR</td>
<td>21.45</td>
<td>33.21</td>
<td>18.59</td>
</tr>
<tr>
<td>2</td>
<td>Italy</td>
<td>29.51</td>
<td>27.30</td>
<td>18.71</td>
</tr>
<tr>
<td>3</td>
<td>Taiwan</td>
<td>10.12</td>
<td>13.65</td>
<td>7.10</td>
</tr>
<tr>
<td>4</td>
<td>Korea RP</td>
<td>2.81</td>
<td>2.19</td>
<td>2.88</td>
</tr>
<tr>
<td>5</td>
<td>Germany</td>
<td>3.09</td>
<td>1.42</td>
<td>1.66</td>
</tr>
<tr>
<td>TOTAL IMPORTS</td>
<td>73.77</td>
<td>84.72</td>
<td>51.96</td>
<td></td>
</tr>
<tr>
<td>% Share Of Italy</td>
<td>40%</td>
<td>32.37%</td>
<td>36%</td>
<td></td>
</tr>
</tbody>
</table>

Investire in India?
Le iniziative governative messe in atto per favorire gli investimenti esteri in India stanno modificando la situazione in modo favorevole. Il governo ha individuato 400 zone economiche speciali (con benefici fiscali e accise al minimo). Ragionando per aree, fino al 2018 l’Asia è stata la prima per quantità di investimenti, seguita da Europa, Africa e Americhe. In particolare, l’Italia è stata nel 2018 il 17° investitore in India con una quota della 0,68% che corrisponde a circa 268 milioni di euro. Sono circa 130 le aziende italiane di macchine industriali, 66 quelle di servizi, 54 le imprese attive nella moda e tessile; 21 le aziende chimiche.

Le previsioni per la pelle
L’industria della pelle gioca un ruolo importante nell’economia del Paese: vale 17,8 miliardi di dollari ed è un forte generatore di reddito che dà lavoro a 2,5 milioni di persone. Da sempre l’India è ricca di materie prime (pelli bovine soprattutto, ma anche bufale, caprine e ovine) e la produzione di calzature rappresenta il 9,6% di quella mondiale. Le previsioni dicono che entro il 2021-22 il settore raggiungerà i 10 miliardi di export. Nella crescita rientra anche il comparto dell’abbigliamento in pelle che attualmente consta di 16 milioni di pezzi l’anno. Questo lo stato dell’arte e queste le previsioni. Che i numeri dicano solo una parte della realtà è delle possibilità è ben noto. Possiamo affermare che per l’India la scommessa è aperta.
Together to lead the future of the leather goods, footwear, and automotive industries.

An endless search for improvement, increasingly complex global market needs, and a passion for major challenges were the reasons why our companies – already leaders in their own sector – have united their strengths and expertise in a synergy that will result in technological innovations, flexibility, and reliability.

La continua ricerca del miglioramento, le richieste sempre più impegnative dal mercato globale e la passione per le sfide importanti, sono i motivi che portano le nostre aziende, già leader nei loro settori, ad unire risorse e conoscenze. Da questa sinergia nasceranno innovazioni tecnologiche e sistemi di processo produttivo più flessibili e affidabili.
The Italian sector of footwear, leather goods and tannery machines ended 2018 with a balance of 610 million euro, in line with previous year’s results, but with an uneven trend. On the domestic market, the turnover was good thanks to Industry 4.0 incentives, while exports showed contractions in the tanning and footwear sectors, which were offset, though, by the positive trend in leather goods.

**Footwear machines**

The footwear technology achieved a turnover of 105.75 million euro, recording a drop of 14.2%. The sector held in Western Europe, which accounts for 51% of specific purchases, but not in Eastern Europe, where machines for shoe factories have lost 23.7%; the stability of Romania, in fact, was countered by the negative trend of Albania, Poland, Serbia, and Russia. Asia also registered a contraction of 12.31% [imports for 3844 million euro and second reference market for Italy], despite the growth trend in China (+3.3%) and Vietnam. The reason of this drop in this area is given by the decline in purchases.

**Leather goods machines**

Leather goods machines rescue exports.

The trend was not promising in Africa, where the turnover is data from the drop of 10.3%, attributed to the drop of 5.3 million euro to China, principal market of leather goods.
of Indonesia, India, Bangladesh, and Pakistan. A lackluster trend also in Africa, where total sales fell by 10.3%, reaching 5.3 million euros; Tunisia, the main reference market in this area, thanks to an import worth 1.65 million euros, lost 20.5%, while South Africa, which represents 0.75 million euro, lost as much as -70.98%. The decline in exports, however, affects all the countries of the continent, even if the incidence is less relevant. The South American market was also unsatisfactory, although the overall loss was just -7.6%, with a turnover of 4.2 million euros; Brazil proved to be the first outlet market (1.89 million euros) with a growth of 1.3%, followed by the Dominican Republic and Argentina. In Central and North America, the situation is a little bit tougher, as a drop of 44.3% was registered; in the United States (worth 1.39 million euro for Italy) 23.3% was lost, in Mexico [1.24 million] as much as -71.9%. Canada, on the other hand, where Italian imports are worth 1.06 million euros, registered +208.7%.

**Leather goods machines**

In 2018, the export of leather goods machinery [52.39 million euro] grew by 16.5%. The first outlet market was Asia, with 43% (22.69 million euros); Vietnam led the ranking with 11.95 million euros (+44.7%), while positive performances were registered for Indonesia (4 million euros, +11.2%), Burundi (1.58 million euros) and India (1.31 million euros, +23.5%). China was down (-51.1%), although it remains one of the top recipients of leather goods machines made in Italy (2.67 million euros). Western Europe was the second target market [11.69 million euros, +9.1%]; France ranked first (5.63 million euros, +34.7%), followed by Spain (2.28 million euros, +19.3%) and Portugal, which registered a decline (1.50 million euros, -44.79%). In Eastern Europe, sales were good, reaching 10.96 million euros; Romania was the first target market (2.51 million euros, +72.97%), followed by Bulgaria (2.13 million euros, +293.25%), Poland, and Serbia.

In Central and North America, exports recorded sales of 6.29 million euros (+13.6%), while in South America, with sales of 4.61 mil-

<table>
<thead>
<tr>
<th>EXPORT DESTINATION OF THE TRADITIONAL FOOTWEAR MACHINES</th>
<th>2018 Value (million Euro)</th>
<th>%</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>38.44</td>
<td>36.35</td>
<td>-12.31</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>27.07</td>
<td>25.60</td>
<td>-23.70</td>
</tr>
<tr>
<td>Western Europe</td>
<td>26.39</td>
<td>24.95</td>
<td>+0.52</td>
</tr>
<tr>
<td>Africa</td>
<td>5.30</td>
<td>5.01</td>
<td>-10.33</td>
</tr>
<tr>
<td>South America</td>
<td>4.22</td>
<td>3.99</td>
<td>-7.63</td>
</tr>
<tr>
<td>Central - North America</td>
<td>3.71</td>
<td>3.51</td>
<td>-44.35</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.62</td>
<td>0.59</td>
<td>+0.18</td>
</tr>
<tr>
<td>Total</td>
<td>105.75</td>
<td>100.00</td>
<td>-14.26</td>
</tr>
</tbody>
</table>

Source: Processing Ufficio Studi Assomac

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zie ad un import che vale 1,65 milioni di euro, ha perso il 20,5%, mentre il Sud Africa, che rappresenta 0,75 milioni di euro, lascia sul campo un pesante -70,98%. La flessione dell’esport, comunque, tocca tutti i paesi del continente, anche se l’incidenza è meno rilevante. Neanche il mercato sudamericano regala soddisfazioni, tuttavia la perdita complessiva è contenuta ai -7,6 punti percentuali, con un fatturato che si è attestato a quota 4,2 milioni di euro: primo mercato di sbocco il Brasile (1,89 milioni di euro) che cresce dell’1,3%, seguito Repubblica Dominicana e Argentina. In Centro e Nord America, la situazione è più pesante, perché il calo è del 44,3%; negli Stati Uniti [che valgono per l’Italia 1,39 milioni di euro] si è perso il 23,3%, in Messico [1,24 milioni] addirittura il -71,9%. Il Canada, in compenso, dove l’import italiano vale 1,06 milioni di euro, segna un +208,7%.

**Macchine per pelletteria**

Nel 2018 l’esport di macchine per pelletteria [52.39 milioni di euro] è cresciuto del 16,5%. Primo mercato di sbocco l’Asia, al quale è destinato il 43% della tecnologia specifica (22,69 milioni); nell’area guida la classifica il Vietnam con 11,95 milioni (+44,7%). Performance positive per l’Indonesia (4 milioni di euro, +11,20%); la Birmania (1,58 milioni) e l’India (1,31 milioni, +23,54%). In calo la Cina [-51,1%] che comunque resta tra i primi destinatari delle macchine per pelletteria made in Italy (2,67 milioni). Secondo mercato di destinazione l’Europa Occidentale (11,69 milioni di euro, +9,1%); guida la classifica la Francia (5,63 milioni di euro, +34,76%), seguita da Spagna (2,28 milioni di euro, +19,39%) e Portogallo, quest’ultimo però in calo (1,50 milioni di euro, -44,79%). In Europa Orientale le vendite, che hanno raggiunto 10,96 milioni di euro, sono an-
**EXPORT DESTINATION OF THE LEATHER GOODS MACHINES**

<table>
<thead>
<tr>
<th></th>
<th>2018 Value (million Euro)</th>
<th>%</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>22.69</td>
<td>43.31</td>
<td>+11.43</td>
</tr>
<tr>
<td>Western Europe</td>
<td>11.69</td>
<td>22.31</td>
<td>-9.12</td>
</tr>
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<td>10.96</td>
<td>20.92</td>
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<td>Central - North America</td>
<td>3.30</td>
<td>6.30</td>
<td>+13.68</td>
</tr>
<tr>
<td>South America</td>
<td>2.41</td>
<td>4.60</td>
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<tr>
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<td>1.33</td>
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</tr>
<tr>
<td>Oceania</td>
<td>0.01</td>
<td>0.02</td>
<td>-97.62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>52.39</strong></td>
<td><strong>100.00</strong></td>
<td><strong>+16.57</strong></td>
</tr>
</tbody>
</table>

Source: Processing Ufficio Studi Assomac

**EXPORT DESTINATION OF LEATHER GOODS MACHINES [2018]**

<table>
<thead>
<tr>
<th>Region</th>
<th>Value (million Euro)</th>
<th>%</th>
<th>Var.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>22.69</td>
<td>43.31</td>
<td>+11.43</td>
</tr>
<tr>
<td>Western Europe</td>
<td>11.69</td>
<td>22.31</td>
<td>-9.12</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>10.96</td>
<td>20.92</td>
<td>+24.71</td>
</tr>
<tr>
<td>Central - North America</td>
<td>3.30</td>
<td>6.30</td>
<td>+13.68</td>
</tr>
<tr>
<td>South America</td>
<td>2.41</td>
<td>4.60</td>
<td>+75.18</td>
</tr>
<tr>
<td>Africa</td>
<td>1.33</td>
<td>2.54</td>
<td>+106.23</td>
</tr>
<tr>
<td>Oceania</td>
<td>0.01</td>
<td>0.02</td>
<td>-97.62</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>52.39</strong></td>
<td><strong>100.00</strong></td>
<td><strong>+16.57</strong></td>
</tr>
</tbody>
</table>

In 2018, there was a growth of +75.18%: one for the book, Brazil (1.94 million Euro), +823.8%. Africa, which was worth 2.54 million Euro (+106.2%), has seen the particularly positive trend of Tunisia (0.43 million Euro, +363.4%) and South Africa (0.54 million Euro, +43.1%).

**Tannery machines**

Tannery machines fell by 10.3% with a turnover of 157.98 million Euro. Such decline was due to lost sales in Asia, Europe, and Africa. Asia - the first outlet region for Italian tannery machines, with a share of 38% and a sales value of 59.45 million Euro – fell because of the heavy downturn on the Chinese market, which decreased from over 33 million Euro in 2017 to 17.61 million Euro in 2018 (-46.67%). The drop in the Asian region, with the exception of Thailand (9.49 million Euro), was also recorded in India, Vietnam, Bangladesh, South Korea, and Indonesia.

In the second important export region, i.e. Central and North America (24.98 million Euro), Mexico delivered the best performances (+96.6%), while in the United States, 27% was lost. Western Europe, with a turnover of 24.94 million Euro, ranks third among the target markets; exports were driven by Germany, registering +103.4%, followed by France, Portugal, and Spain (all down). In Eastern Europe, where imports from Italy were 20.97 million Euro, a decline in Russia (-22.3%) and Poland (-37.1%) was
registered, while sales in Turkey increased (+20.1%).

In South America, which accounts for 9% of exports (15.21 million euro), the first customer was Brazil, with 7.31 million euro (+24.3%), followed by Argentina (3 million euro) - which however did not grow - unlike Colombia, Uruguay, and Chile, all of which showed a plus sign trend. Sales declines in the sixth outlet area, Africa (10.90 million euro, -12.7%): particularly bad Egypt (-9.1%) and South Africa (-12.4%).

<table>
<thead>
<tr>
<th>Region</th>
<th>2018 Value (million Euro)</th>
<th>%</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asia</td>
<td>59.45</td>
<td>37.63</td>
<td>-23.99</td>
</tr>
<tr>
<td>Central-North America</td>
<td>24.98</td>
<td>15.81</td>
<td>+27.54</td>
</tr>
<tr>
<td>Western Europe</td>
<td>24.94</td>
<td>15.79</td>
<td>-3.63</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>20.97</td>
<td>13.27</td>
<td>-15.85</td>
</tr>
<tr>
<td>South America</td>
<td>15.21</td>
<td>9.63</td>
<td>+9.75</td>
</tr>
<tr>
<td>Africa</td>
<td>10.90</td>
<td>6.90</td>
<td>-12.71</td>
</tr>
<tr>
<td>Oceania</td>
<td>1.53</td>
<td>0.97</td>
<td>+15.47</td>
</tr>
<tr>
<td>Total</td>
<td>157.98</td>
<td>100.00</td>
<td>-10.38</td>
</tr>
</tbody>
</table>

Source: Processing Ufficio Studi Assomac

**ITALIAN INDUSTRY OF MACHINES FOR TANNERY, FOOTWEAR AND LEATHER GOODS**

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2017</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies</td>
<td>240</td>
<td>240</td>
<td>—</td>
</tr>
<tr>
<td>Employees</td>
<td>4,100</td>
<td>4,100</td>
<td>—</td>
</tr>
<tr>
<td>Production (million euro)</td>
<td>690.00</td>
<td>690.00</td>
<td>—</td>
</tr>
<tr>
<td>Export (million euro)</td>
<td>494.80</td>
<td>513.42</td>
<td>-3.63</td>
</tr>
<tr>
<td>Import (million euro)</td>
<td>39.60</td>
<td>37.51</td>
<td>+5.58</td>
</tr>
<tr>
<td>Trade balance (million euro)</td>
<td>455.20</td>
<td>475.91</td>
<td>-4.35</td>
</tr>
</tbody>
</table>

Source: Processing Ufficio Studi Assomac

**EXPORT PERFORMANCE OF MACHINES FOR TANNERY, LEATHER FOOTWEAR AND LEATHER GOODS (million euro)**

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>Var. %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tannery machines</td>
<td>157.98</td>
<td>172.27</td>
<td>-10.38</td>
</tr>
<tr>
<td>Traditional footwear machines</td>
<td>105.75</td>
<td>123.33</td>
<td>-14.26</td>
</tr>
<tr>
<td>Synthetic footwear machines</td>
<td>53.46</td>
<td>51.16</td>
<td>+4.50</td>
</tr>
<tr>
<td>Leather goods machines</td>
<td>52.39</td>
<td>44.94</td>
<td>+16.57</td>
</tr>
<tr>
<td>Parts ot machines</td>
<td>95.99</td>
<td>94.85</td>
<td>+1.20</td>
</tr>
<tr>
<td>Others</td>
<td>29.23</td>
<td>22.87</td>
<td>+27.81</td>
</tr>
<tr>
<td>Total</td>
<td>494.80</td>
<td>513.42</td>
<td>-3.63</td>
</tr>
</tbody>
</table>

Source: Processing Ufficio Studi Assomac
Analysis of the current economic situation, the sustainable approach of the Italian tannery, its way of addressing research, innovation and training, but also: the importance of leather for customers and the need to communicate in a new and more effective way a green and circular identity that the sector proudly is claiming, because it recovers a waste of the meat industry and even manages to transform the residues of its work into other materials.

These are the topics discussed during the meeting of Unic (Italian Union of Tanners), which was held in Milan on June 26th this year in the form of a round table, at the Bocconi University, in the context of the first assembly of Confindustria Moda.

For Italian leather a dull year 2018 was closed, while the first quarter of 2019 showed signs of slowing (production -4.6%), and the prospects are not encouraging due to the strain of all the reference sectors (footwear, in particular), and the contraction of the automotive. “Our sector is in an identity crisis - said Gian- nini Russo, president of Unic - and is forced to abandon models and security taken for granted.”

The numbers showed by the sector, however, are still noteworthy: 1,200 companies, 17,000 employees, a turnover of around 5 billion euro, over 70% of which comes from exports to 122 countries. Tanning is for Italy a very important item, and Italian leather represents 65% of European production and 22% of the world production value. It is no wonder that the sector, which is common to others – in particular the fashion one – is suffering.

Produzione in calo del 4.6% per le concerie italiane

Pelle: un settore più che sostenibile, ma in crisi d’identità

L’analisi della congiuntura in atto, l’approccio sostenibile della conceria italiana, il suo modo di affrontare ricerca, innovazione e formazione, ma anche: l’importanza della pelle per i clienti e la necessità di comunicarne in modo nuovo e più efficace un’identità green e circolare che il settore rivendica con orgoglio, perché recupera uno scarto dell’industria della carne e riesce persino a trasformare i residui delle proprie lavorazioni in altri materiali.

Sono questi i temi approfonditi dall’assemblea di Unic (Unione Italiana Conciatori), che si è tenuta a Milano il 26 giugno di quest’anno in forma di tavola rotonda, all’Università Bocconi, nel contesto della prima assise di Confindustria Moda.

Per la pelle italiana si è chiuso un 2018 stagnante, mentre il primo trimestre 2019 ha mostrato segni di rallentamento (produzione -4,6%) e le prospettive non sono incoraggianti a causa dell’affaticamento di un po’ tutti i settori di riferimento [calzatura in particolare] e della contrazione dell’automotive. «Il nostro comparto è in crisi d’identità - ha detto Gianni Russo, presidente Unic - ed è costretto ad abbandonare modelli e sicurezze dati per scontati». I numeri espressi dal settore, comunque, sono sempre ragguardevoli: 1,200 imprese, 17,000 addetti, un fatturato di circa 5 miliardi di euro, oltre il 70% del quale deriva dall’export in 122 Paesi. La conceria è per l’Italia una voce importantissima e la pelle italiana rappresenta il 65% della produzione europea ed il 22% del valore della produzione mondiale. Non stupisce dunque la sofferenza del comparto che è comune legato ad altri settori, in particolare quello della moda.
C.T. POINT is a leading company in the production of high tenacity monofilament braided, twisted yarn in polyester and nylon for footwear, luxury leather goods, furnishings and other technical sectors.

La C.T. POINT è un'azienda 100% italiana leader nella produzione di filati trecciati, ritorti e monofilamenti ad alta tenacità in poliestere e nylon per calzature, pelletteria di lusso, arredamento e imbottito ed altri settori tecnici.

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WWW.CTPoint.IT - E-MAIL: INFO@CTPOINT.IT
The men’s sector of leather and fabric clothing, knitwear, shirts, and ties closed 2018 with an outcome of 9.5 billion euro, achieving +2.4% compared to 2017. The final balance is positive, considering the early 2018’s estimated growth of 1.5%.

Presently, men’s fashion accounts for 17.2% of the turnover from the Italian textile-fashion chain, and 27.3% of the clothing sector alone.

However, this sector – as well as others in the fashion area – experienced a decrease in the production value; 2018 closed at -1.7%, while exports recorded +4.9%, to 6.4 billion euro. This brings the incidence of exports on turnover to 67.2%. Imports grew as well, achieving 4.3 billion euro. Such figures lead to a minimum contraction of the trade balance [around 44 million euro per year] which reached +2,079 million euro.

Men’s fashion, like other sectors, was affected by the country’s domestic consumption. In fact, Italian households bought less: the decline was -4.8%, much heavier than -1.5% recorded in 2017. The spring/summer sales season was weak, with a result of -2.9% compared to the same season of 2017. The second half of 2018 proved to be even worse [especially in the September-October period when sales were down -10%]; at the end of the year it was -2.1%.

No trend reversal in the domestic market at the beginning of 2019; January-February were negative: -3.3% compared to the same period in 2018.

Leather clothing - Bad
Among the different segments of the men’s fashion sector, leather clothing lost 15%, showing the poorest performances. Clothing [accounting for over 55% of sales] were in line with the sector average, losing 4.7%; problems also in knitwear (-7.2%), less in shirts and ties.

Different trend in exports: similarly to what was already observed in previous years, the exports’ growth (+4.9%) was stronger than the domestic sales decrease. This brings the incidence of the export on the turnover to 67.2%.

Leather clothing has been more affected by the domestic market decline, with a 15% decrease in 2018. However, the exports’ growth (+4.9%) has helped offset the domestic sales decline.

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Menswear made in Italy: 2018 bene con una buona apertura del 2019
L’export nell’area UE resta determinante

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in 2017, also in 2018, clothing and knitwear experienced increases in foreign sales by +4.5% and +11.2%, respectively. On the other hand, shirts and ties were down, the first by -3.1%, the second by -8.0%.

The leather clothing, after leveling off in 2017 (+0.1%), showed a contraction in foreign sales of -6.2%.

With regard to leather clothing, the overall dramatic fall in sales, on both the domestic market and exports, could be short-lived and due to fashion trends. Men’s collections feature alternative materials, mainly technical fabrics, which are the innovation and the last frontier of research. More leather will be seen

### ITALIAN MEN’S FASHION – 2018 STRUCTURE AND PERFORMANCE OF THE INDIVIDUAL SECTORS

#### Composition of the turnover (% Share of overall consumption)

- **Outerwear**: 2.1%
- **Knitwear**: 2.9%
- **Shirts**: 10.2%
- **Ties**: 30.4%
- **Leather clothing**: 54.3%

#### Turnover trend [Var. % 2017/16]

- **Outerwear**: 
- **Knitwear**: 
- **Shirts**: 
- **Ties**: 
- **Leather clothing**: 

#### Structural indicators (%)

- **Export/Turnover**: 61.8%
- **Change %**: 

*Source: Confindustria Moda – Provisional data subject to review*
ITALIAN MEN’S FASHION: FOREIGN TRADE*

[January-September 2018]

<table>
<thead>
<tr>
<th>Countries of origin</th>
<th>Millions of Euro</th>
<th>Change %</th>
<th>Share %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total of origin</strong></td>
<td><strong>5,230</strong></td>
<td><strong>9.9</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>UE 28</td>
<td><strong>2,111</strong></td>
<td><strong>22.1</strong></td>
<td><strong>40.4</strong></td>
</tr>
<tr>
<td>Extra UE 28</td>
<td><strong>3,119</strong></td>
<td><strong>3.0</strong></td>
<td><strong>59.6</strong></td>
</tr>
</tbody>
</table>

**Top 15: suppliers**

- China 888 -2.7 17.0
- Bangladesh 693 1.8 13.3
- Romania 376 10.1 7.2
- France 373 28.8 7.1
- Tunisia 306 4.6 5.9
- Germany 210 7.9 4.0
- Netherlands 206 20.9 3.9
- Spain 203 74.0 3.9
- Belgium 184 13.7 3.5
- Turkey 177 8.6 3.4
- Bulgaria 128 28.1 2.4
- Albania 125 8.9 2.4
- Vietnam 113 9.1 2.2
- Cambodia 107 13.5 2.1
- India 105 4.4 2.0

<table>
<thead>
<tr>
<th>Countries of origin</th>
<th>Millions of Euro</th>
<th>Change %</th>
<th>Share %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total of origin</strong></td>
<td><strong>6,875</strong></td>
<td><strong>5.5</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td>UE 28</td>
<td><strong>3,583</strong></td>
<td><strong>1.4</strong></td>
<td><strong>52.1</strong></td>
</tr>
<tr>
<td>Extra UE 28</td>
<td><strong>3,292</strong></td>
<td><strong>10.4</strong></td>
<td><strong>47.9</strong></td>
</tr>
</tbody>
</table>

**Top 15: customers**

- United Kingdom 687 7.6 10.0
- Germany 677 2.3 9.9
- France 651 2.5 9.5
- Switzerland ** 650 15.9 9.5
- United States 590 6.0 8.6
- Spain 432 -1.2 6.3
- Hong Kong 346 8.4 5.0
- China 324 36.2 4.7
- Japan 277 4.8 4.0
- Netherlands 217 3.3 3.2
- Russia 182 4.1 2.6
- South Korea 168 18.9 2.4
- Austria 128 -7.1 1.9
- Belgium 108 -12.1 1.6
- Sweden 92 8.7 1.3

*Source: Confindustria Moda on ISTAT data
[**] To be considered first and foremost a logistic-commercial hub

During the winter collections’ presentation, it is also likely that consumers’ choices were influenced by the weight of the campaigns that see leather as an unsustainable material.

**The sell-out dynamics**

With regard to the outlet areas, both EU countries and non-EU ones have been favorable to the sector, growing by +1.4% and +10.4%, respectively. The EU market proved to be the largest buyer, with a share of 52.1% of total sector exports. In 2018, the United Kingdom was the first outlet market for Made-in-Italy menswear, followed by Germany and France; Spain declined in sixth place. Outside the EU, Switzerland (as a logistic platform) grew by almost 16%, and the US market reverted to positive numbers after a two-year period of decline: +6%, to 590 million euro, getting in the fifth place of the outlet markets.

In the Far East, Hong Kong was in the first place, followed by China (670 million euro in total). Men’s Made in Italy sales were also positive in Japan (+4.8%), but South Korea is the real revelation with an increase of 18.9%, for a total amount of 168 million euro. Russia, which fell by 0.4% on the total of fashion textile clothing sector, showed a growth in the men’s sector of +4.1% (182 million euro).

**The first months of 2019**

In January and February foreign trade was favorable, with exports up 7.3% (for a total of 1,237 million euro). Imports grew by +7.0% (for a total of 973 million euro). The Italian National Statistical Institute (ISTAT), which processed the data on behalf of Confindustria Moda, points out how the first two months are not significant enough to give a judgment.

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POLYURETHANE

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✅ Mixed mould-holder closing
✅ Ring undercuts simply accessible
✅ Automatic compensation of ring differences

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info@wintechitalia.it  www.wintechitalia.it
Good news from the Italian childrenswear market, a sector that grew 4.2% in 2018 - invoicing almost 3 billion euro - and that exceeded January’s expectations in the first quarter of 2019. Made in Italy for consumers aged 0-14 has a positive impact on international markets - the incidence of sales outside Italy is 40% - where the increase in value is 8.5% (to 1.2 billion euro). For the first time in three years, instead, the consumption on the domestic market fell by 1.9%, while imports increased (around +10.4% by the end of 2018). Production was down [-2.8%].

Export: UK at the top, Russia down
The United Kingdom is the leading market for this sector with an export share of 16.4%. Good sales results also from Spain, Germany, and France. Among the Made in Italy childrenswear customers, Switzerland is always in the foreground, also because of its function as a logistic-commercial center, i.e. a transit for goods destined to other markets. Russia’s decline is significant, with purchases down 23.6%. In the years 2010 to 2014, this market had been the first outlet of Italian childrenswear, and in January-December 2017 it went back to grow by +2.9%, and then changed pace again. The dynamics related to Greece follow the economic and political events and the result is a 10% drop in sales; Portugal fell by -2.4%. All other countries have a volume of Made in Italy purchases of less than 5 million euro. Among these, significant increases are seen in Austria and Sweden. On the contrary, the United Arab Emirates and Poland, as well as the United States and Saudi Arabia are down.
## ITALIAN JUNIOR FASHION INDUSTRY (2013-2018)*

### (Millions of euro)

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>Change %</th>
<th>Value of production</th>
<th>Change %</th>
<th>Exports</th>
<th>Change %</th>
<th>Imports</th>
<th>Change %</th>
<th>Trade balance</th>
<th>Change %</th>
<th>Final consumption</th>
<th>Change %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>2,579</td>
<td>+2.9%</td>
<td>1,113</td>
<td>-7.5%</td>
<td>879</td>
<td>-2.0%</td>
<td>1,520</td>
<td>10.2%</td>
<td>-641</td>
<td>-2.0%</td>
<td>4,373</td>
<td>-2.0%</td>
</tr>
<tr>
<td>2014</td>
<td>2,642</td>
<td>+2.4%</td>
<td>1,029</td>
<td>-4.8%</td>
<td>947</td>
<td>4.3%</td>
<td>1,675</td>
<td>6.7%</td>
<td>-728</td>
<td>-4.8%</td>
<td>4,284</td>
<td>4.3%</td>
</tr>
<tr>
<td>2015</td>
<td>2,687</td>
<td>+1.7%</td>
<td>980</td>
<td>-0.3%</td>
<td>997</td>
<td>-0.6%</td>
<td>1,787</td>
<td>6.2%</td>
<td>-790</td>
<td>-0.3%</td>
<td>4,175</td>
<td>6.2%</td>
</tr>
<tr>
<td>2016</td>
<td>2,762</td>
<td>+2.8%</td>
<td>977</td>
<td>-0.7%</td>
<td>977</td>
<td>-0.6%</td>
<td>1,777</td>
<td>0.6%</td>
<td>-750</td>
<td>-0.7%</td>
<td>4,142</td>
<td>-0.6%</td>
</tr>
<tr>
<td>2017</td>
<td>2,861</td>
<td>+3.6%</td>
<td>969</td>
<td>-2.8%</td>
<td>969</td>
<td>-0.6%</td>
<td>1,777</td>
<td>0.6%</td>
<td>-750</td>
<td>-2.8%</td>
<td>4,104</td>
<td>-0.6%</td>
</tr>
<tr>
<td>2018</td>
<td>2,980</td>
<td>+4.2%</td>
<td>943</td>
<td>-2.8%</td>
<td>943</td>
<td>-0.6%</td>
<td>1,974</td>
<td>10.4%</td>
<td>-777</td>
<td>-2.8%</td>
<td>4,036</td>
<td>-0.6%</td>
</tr>
</tbody>
</table>

#### Notes:
- (*) Knit and fabric clothing for 0-14 boys and girls, underwear and accessories excluded.
- Source: Confindustria Moda on ISTAT data. Site Survey and Internal Research.
- N.B. Following a review of the historical series of internal consumption by Sita Ricerca the series of turnover and final consumption are slightly adjusted compared to those published in the past.
Newborn products boom

In the ‘little-girl’, ‘little-boy’ and ‘newborn child’ sub-sectors, a particularly lively trend is to be seen for the latter, which recorded +24.3%. Analysts assess that this was mainly due to the sales of well-known fashion brands, which have also entered this market niche.

Within an overall decline of 3.2% in the Italian clothing-textile sector, the junior segment – with its moderate decline - is then a secure area, also because of shorter life cycle of its products. In short, the child segment had a different trend and this was also demonstrated by the fact that, among the sales channels, the most important one was large-scale distribution (which was down for menswear/womenswear, instead), with a net increase of outlet sales and a scarce propensity to online ones.

As for sales on the Italian market – not very encouraging, as previously mentioned – there were different dynamics in the three areas, all of them slightly negative:

- little-girl: -1.9%
- little boy: -2.3%
- newborn child: -1.3%

As for imports, in the first three months of 2019 the positive trend keeps going on (an increase by +8.2%, slightly less than 10.4% of late 2018).

China was confirmed as the top supplier - 24.7% of the baby product sold in Italy comes from there – albeit with a decline. The second Italy’s supplier was France, and the third, Bangladesh. The sector imports from Spain, India, and the Netherlands increased; in these countries the increase was 101.8%, but it must be taken into account that the Netherlands is a port of entry for goods from the Far East.

---

**Junior fashion: Sell-out for Channel (S/S 2018 - A/W 2018-19)**

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>% Variation in Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>-1.2</td>
</tr>
<tr>
<td>Other channels</td>
<td>20.4</td>
</tr>
<tr>
<td>Websites/online shop</td>
<td>-5.3</td>
</tr>
<tr>
<td>Outlet/Stockist</td>
<td>35.2</td>
</tr>
<tr>
<td>Street Vendors</td>
<td>1.3</td>
</tr>
<tr>
<td>Large sales area</td>
<td>0.7</td>
</tr>
<tr>
<td>Food (Iper &amp; Super)</td>
<td>1.0</td>
</tr>
<tr>
<td>Department stores</td>
<td>5.6</td>
</tr>
<tr>
<td>Chains/Franchising</td>
<td>-3.8</td>
</tr>
<tr>
<td>Total detail</td>
<td>-5.5</td>
</tr>
</tbody>
</table>

---

**Junior fashion: distribution structure (S/S 2018 - A/W 2018-19)**

<table>
<thead>
<tr>
<th>Channel Type</th>
<th>% of Overall Consumption, in Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail</td>
<td>11.0%</td>
</tr>
<tr>
<td>Department stores</td>
<td>3.8%</td>
</tr>
<tr>
<td>Large sales area</td>
<td>10.3%</td>
</tr>
<tr>
<td>Food (Iper &amp; Super)</td>
<td>11.0%</td>
</tr>
<tr>
<td>Street vendors</td>
<td>15.8%</td>
</tr>
<tr>
<td>Outlet/Stockist</td>
<td>4.5%</td>
</tr>
<tr>
<td>Other Channels</td>
<td>2.5%</td>
</tr>
<tr>
<td>Chains/Franchising</td>
<td>49.4%</td>
</tr>
</tbody>
</table>

---

**Aumento di import settoriale dalla Spagna, dall’India e dai Paesi Bassi: in questi paesi l’aumento è del 101,8%, ma si deve tenere conto che l’Olanda è un porto di ingresso per le merci provenienti dal Far East.**

(Registro Centro Studi di Confindustria Moda)
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New York hosted the 4th World Leather Congress

Leather protagonist of our daily life

The use of leather and the narration not always accurate of this material were the main topics around which the debate developed during the 4th World Leather Congress (July 16, 2019, New York). The organizers of the event entitled “Leather in Everyday Life” were LIA (Leather Industry of America) and USHLA (US Hide and Leather Association), with the sponsorship of ITC (International Council of Tanners) and the support of UNIC-Italian tanneries, and Lineapelle.

The event, which was attended by more than 200 operators (one third from the USA), was aimed at encouraging the sector operators to improve and enhance the communication on the use of leather, but also to provide information on the news relating to production processes. Sustainability and culture were two recurrent concepts also in this important meeting that involved representatives of the fashion, automotive, and furnishing sectors.

Under the motto “only leather is better than leather”, Unic has opened the works, emphasizing once again the circularity of this industry and all subsequent interventions that have brought further contributions to the enhancement of the leather product. Part of the work was dedicated to global warming: hence the need to dismantle the theorem by which the use of leather - and then the process of the entire chain - would be responsible for huge amounts of CO2, methane, and nitrogen. Scientific research data capable of refuting unfounded news, was provided by teachers and consultants of the best universities in the world.
From 2020, Italian fashion will be granted a corner at the Liberty, Capsule, and Cabana shows

**Italian Fashion also in New York**

Stefano Festa Marzotto, President of both Ente Moda Italia and the internationalization committee of SMI (Sistema Moda Italia) – established to promote, disseminate and enhance Made in Italy abroad – announced a partnership with Liberty Fashion Fairs Group, one of the most innovative organizer of trade fair events in the United States. This Group is responsible for the organization of the men’s fashion show “Liberty”, the women’s one “Capsule”, and “Cabana” event dedicated to swimwear and resortwear.

The agreement between the Italian and US institutions provides that from 2020 within the shows, Italian fashion will be present with specific exhibition areas that will showcase a selection of Made in Italy brands. Therefore, each show will have its “Italian Fashion” corner, a space aimed at expanding the presence of Italian items from the most creative and trend-oriented companies in the American market, which has always been attentive to the new products made in Italy. “We believe that this project is a new course for our presence in this market, which remains a reference point for Italian fashion exports,” said the President Festa Marzotto. Also satisfied with this agreement, Alberto Scaccioni, CEO of Ente Moda Italia (EMI), added: “Together with our partners we will invest more and more in the “Italian Fashion” projects, certain to further strengthen the presence of Italian companies in the USA.”

The comment by Gianfranco Di Natale, general manager of SMI, was also positive, “The opening to the most innovative made in Italy fully meets our expectations.”

Dal 2020 la moda italiana avrà un corner nei saloni: Liberty, Capsule, Cabana

**Italian Fashion anche a New York**

Stefano Festa Marzotto, Presidente di Ente Moda Italia e del comitato internazionalizzazione di SMI (Sistema Moda Italia), nati per promuovere, diffondere e valorizzare il Made in Italy all’estero, ha annunciato l’inizio di una collaborazione con Liberty Fashion Fairs Group, uno dei più innovativi player statunitensi. L’accordo tra gli enti italiani e quello statunitense prevede che dal 2020 all’interno delle rassegne la moda italiana sia presente con specifiche aree espositive che presenteranno una selezione di marchi del Made in Italy. Ogni salone avrà dunque il suo corner “Italian Fashion”, spazio volto a ampliare la presenza degli articoli italiani delle aziende più creative e orientate alle nuove tendenze, su un mercato come quello americano, sempre attento alla novità di prodotto made in Italy. “Siamo convinti che questo progetto rafforzi la nostra presenza su questo mercato, che rimane un punto di riferimento per l’export moda italiano”, ha detto il presidente Festa Marzotto. Alberto Scaccioni, amministratore delegato di EMI, Ente Moda Italia, altrettanto soddisfatto dell’intesa, ha aggiunto: «Assieme ai nostri partner investiremo sempre di più sui progetti “Italian Fashion”, certi di rafforzare ulteriormente la presenza delle aziende italiane negli USA».

Positivo anche il commento di Gianfranco Di Natale, direttore generale di SMI: «L’apertura al made in Italy più innovativo soddisfa pienamente le nostre aspettative».
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Sergio Brizzi, representing the whole staff of Metallurgica Lombarda, has received an award for 100 years in the business, as a homage Assomac wanted to pay to the company. The award was given during the annual meeting of the association, when other productive realities were awarded, none of which, though, could boast a presence on the market as long as that of Metallurgica Lombarda.

Metallurgica Lombarda passed into the hands of the Brizzi family at the end of the 1970s; since then, the owner is Sergio Brizzi, who still today looks forward to the future of the business. Among the other companies, members of Assomac, that have received an award, we mention Torielli and Garfas Macchine in Vigevano, which have both reached the remarkable milestone of 95 years in the business. A plaque also went to Officina Meccanica Angeleri, which achieved 55 years of market presence. Also celebrated was the president of Assomac, Gabriella Marchioni Bocca, owner of Lamebo, Turin - founded 50 years ago and leader in the production of blades for cutting leather and many other materials.

Founded in 1919 by Angelo Colli Cantone from Vigevano, the company has always operated in the production of shoe nails and tacks. The range of nails is huge and includes different materials: brass, copper, stainless steel, and nickel silver (alpaca). Then there are staples, studs, eyelets, and other accessories for shoe factories. The company is one of a few in our market that have kept this specific vocation, and whose products reach today as many as fifty countries. Metallurgica Lombarda passed into the hands of the Brizzi family at the end of the 1970s; since then, the owner is Sergio Brizzi, who still today looks forward to the future of the business.

La gamma di chiodi è vasta e include diversi materiali: ottone, rame, inox, alpacca. Ci sono poi i punti metallici, le borchie, gli occhielli ed altri accessori per calzaturifici. L'azienda è una delle poche realtà del nostro mercato, rimaste con questa specifica vocazione e i suoi prodotti raggiungono oggi una cinquantina di paesi. Metallurgica Lombarda è passata nelle mani della famiglia Brizzi alla fine degli anni 70: da allora il titolare è Sergio Brizzi, che ancora oggi guarda con sìanzio al futuro dell'attività. Tra le altre aziende aderenti ad Assomac che hanno ricevuto un riconoscimento segnaliamo le vigevanesi Torielli e Garfas Macchine, che hanno entrambe raggiunto il traguardo dei 95 anni di presenza sul mercato. Una targa è andata anche a Officina Meccanica Angeleri, che invece ha raggiunto il traguardo dei 55 anni di presenza sul mercato. Tras le festeggiati anche il presidente di Assomac, Gabriella Marchioni Bocca, titolare della torinese Lamebo, azienda leader nella produzione di lame per il taglio di pelli e materiali, fondata 50 anni fa dai suoi genitori.
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• Independent suction system for sharpening Unit
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Pitti Immagine Uomo (Florence, 11-14 June) - A real international show

Great attention to menswear

Pitti Immagine Uomo, the men’s fashion trends show, keeps its leadership in contemporary international menswear. The 96th edition, which took place from 11 to 14 June in Florence, was visited by 18,500 buyers, 8,200 of whom came from 100 countries. These data determine the strength of Pitti, the undisputed crossroads of the novelties and also, according to Agostino Poletto, general manager of Pitti Immagine Uomo, “A place from which the companies’ sales campaign gains momentum, the occasion in which to promote or launch a new project, meet potential collaborators for new markets, draw inspiration from special events. Pitti Immagine Uomo wants to be a great open work in which each company finds its strong reasons for participation,” the manager concluded. In fact, Pitti Uomo once again stood out for the variety of proposals, for the difference of the designers, suddivisi nelle sezioni Make, I go out, Guest Nation [quest’ultima dedicata alla Cina]. L’organizzazione è sempre molto attenta nella definizione degli spazi per attualizzare l’offerta e rendere accurata l’esposizione, con l’obiettivo di presentare al meglio ogni brand. Pitti ha voluto raccontare le nuove anime del guardaroba maschile che in questa stagione si caratterizza per la prevalenza dell’aspetto athleisure. La fiera ha dato spazio ad una...
new designers’ projects, divided into the sections ‘Make’, ‘I go out’, and ‘Guest Nation’ (the latter dedicated to China). The organization is always very careful in defining the spaces to make the offer relevant and making the exhibition accurate, with the aim of presenting each brand at its best. Pitti wanted to tell the new souls of the male wardrobe that this season is characterized by the prevalence of the athleisure aspect.

The fair gave space to a new generation of designers from Northern Europe and the Far East, without neglecting the tradition; companies that interpret the classic in a contemporary key. Before the 4-day show, a gala evening organized by Centro di Firenze per la Moda Italiana was held. Then, during the days of the show, many were the side events (for example, an exhibition that celebrates the thirty years of the event, the Ferragamo show), and the special guests: Givenchy and Sterling Ruby, and the returning brands, MSGM and Marco De Vincenzo.

The global scope of Pitti Uomo was felt in the origin of visitors, “The present difficulties did not hold back buyers from France, Turkey, Hong Kong, Belgium, and Russia,” highlighted Raffaello Napoleone, CEO of Pitti Immagine, who acknowledged, though, a slight percentage decrease of Germany, Spain, Japan, the United States, and Italy. The visits, however, are no longer so decisive, “distribution is changing so much before our eyes; today a buyer of a large online platform weighs as much as dozens of specialized boutiques from years ago. So, we remain optimistic and take measures with realism,” concluded Napoleon, who applauds the entire industry “that believes in the future and invests in research, materials and new technologies.”

nuova generazione di designer dal Nord Europa e dal Far East, senza dimenticare la tradizione: le aziende che interpretano il classico in chiave contemporanea.

Il respiro globale di Pitti Uomo si è avvertito nella provenienza dei visitatori: “Le difficoltà del momento non hanno frenato i buyer provenienti da Francia, Turchia, Hong Kong, Belgio e Russia”, ha evidenziato Raffaello Napoleone, amministratore delegato di Pitti Immagine, che ha comunque ammesso la perdita di qualche punto percentuale da Germania, Spagna, Giappone, Stati Uniti e dall’Italia. Le visite però non sono più l’ago della bilancia: “la distribuzione sta cambiando tanto sotto i nostri occhi: oggi un compratore di una grande piattaforma online pesa quanto decine di boutique specializzate di anni fa. Quindi restiamo optimisti e prendiamo le misure con realismo”, ha concluso Napoleone, che plaude all’intera industria “che crede nel futuro e investe in ricerca, materiali e nuove tecnologie”.
Pitti Bimbo greeted 5,100 buyers.

The strong attraction of kidswear

A large variety of collections for spring-summer 2020 and special projects featured the 89th edition of Pitti Bimbo, which was staged in Florence on last June 20-22 at Fortezza da Basso. In terms of numbers, the fair shown substantial stability, with increases in visitors from the United Kingdom, the United States, France, Korea, and Ukraine. Some Italian buyers were missing (the drop was about 5%), but the total number of buyers from 80 countries exceeded 5,100. Considering the number of registered entries, the overall attendance amounted to 10,000 people. What rendered the idea of a sparkling event, though, was creativity combined with the commitment that companies have shown, in spite of a not very dynamic economic situation (603 brands were present, 150 of which were newcomers and important returns).

“The show proved to be experiment-oriented and an important value for international operators, aspects which both lead the event to claim an undisputed world leadership,” said Raffaello Napoletone, managing director of Pitti Immagine. During the days of the fair, names like Barneys NY, Bergdorf & Goodman, Childrensalon, Childsplay, Fenwick, Galeries Lafayette, Harrods, Kurt Geiger, Le Bon Marché, Neiman Marcus, Printemps, Selfridges, and Smallable - just to name a few - delighted the exhibiting companies. Beside them there were also many buyers from Kuwait and Qatar: buyers of the big malls, real points of reference for the Middle East and Western Asia. From Europe, high-profile visitors as well; the only flaw was the absence of some buyers from Germany, probably due to the difficulties of the German domestic market. The same applies to Russia, which for now fails to give stability to the trend of domestic consumption. Despite this, the latter remains at the top of the show’s top 20 markets, followed by Spain, the United Kingdom, Germany, Turkey, Belgium, France, China, Holland, Ukraine, Greece, the United States, South Korea, Portugal, Poland, Kuwait, Japan, Austria, Saudi Arabia, and the United Arab Emirates. The show was lively (exhibition area divided into 11 sections) also thanks to a number of initiatives promoted by the organization - fashion shows, meetings in the new space, The Kid’s Lab, Pitti special click party and the debut of new brands, such as Jacob Cohen, or the presence, for the first time, of the Armani Group with the junior line of Emporio Armani.

Pitti Bimbo accoglie 5.100 compratori

La forte attrazione del kidswear

Una grande varietà di collezioni per la primavera-estate 2020 e di progetti speciali hanno caratterizzato l’edizione numero 89 di Pitti Bimbo, andata in scena a Firenze dal 20 al 22 giugno scorso alla Fortezza da Basso. In termini numerici la fiera ha dimostrato una sostanziale tenuta, con aumenti di visitatori da Regno Unito, Stati Uniti, Francia, Corea e Ucraina. Sono mancati invece alcuni buyer italiani (il calo è nell’ordine del 5%), ma in totale il numero dei compratori provenienti da 80 paesi ha superato quota 5.100. Se poi si considera il totale ingressi registrati, si tocca la cifra di 10 mila presenze. Ciò che però ha reso l’idea di una manifestazione frizzante è la creatività unita all’impegno che le aziende hanno dimostrato, a dispetto di una fase congiunturale poco dinamica (603 marchi presenti con 150 tra nuove presenze e importanti rientri).

«Il salone ha confermato la sua vocazione sperimentale e un importante valore per gli operatori internazionali, fattori, entrambi, che portano la manifestazione a rivendicare un’indiscussa leadership mondiale», ha sottolineato l’amministratore delegato di Pitti Immagine Raffaello Napoletone. Nei giorni della fiera, nomi come Barneys NY, Bergdorf & Goodman, Childrensalon, Childsplay, Fenwick, Galeries Lafayette, Harrods, Kurt Geiger, Le Bon Marché, Neiman Marcus, Printemps, Selfridges e Smallable - solo per citarne alcuni - hanno fatto la felicità delle aziende espositori. Al loro fianco anche tanti buyer dal Kuwait e dal Qatar: i compratori dei
grandi mall, veri e propri punti di riferimento per il Medio Oriente e per l'Asia occidentale. Di alto profilo anche i visitatori europi; l'unico neo è rappresentato dall'assenza di alcuni compratori dalla Germania, assenza imputabile alle difficoltà interne del mercato tedesco. Un discorso analogo vale per la Russia che per ora non riesce a dare stabilità al trend dei consumi interni. Nonostante ciò, quest'ultima, rimane in testa alla classifica dei primi 20 mercati del salone, seguita da Spagna, Regno Unito, Germania, Turchia, Belgio, Francia, Cina, Olanda, Ucraina, Grecia, Stati Uniti, Corea del Sud, Portogallo, Polonia, Kuwait, Giappone, Austria, Arabia Saudita ed Emirati Arabi.

Mostra vivace (superficie espositiva suddivisa in 11 sezioni) anche grazie alle numerose iniziative promosse dall'organizzazione: sfilate, incontri nel nuovo spazio The Kid’s Lab, Pitti speciale click party e il debutto di nuovi marchi come Jacob Cohen e la presenza per la prima volta del Gruppo Armani con la linea junior di Emporio Armani.
The Edition No. 14 of ‘La Moda Italiana @ Seoul’, held on 9 to 11 July in the capital of South Korea, brought together 28 Made in Italy brands of clothing and accessories, including 8 footwear brands. The selection of companies led by Ente Moda Italia with the contribution of Assocalzaturifici (association of Italian footwear manufacturers), attracted over 900 buyers from the country (organizers' data), "offering a major opportunity for the Italian SMB's to showcase their collections and enhance the quality of their product to Korean operators'.

However, the moods of the exhibitors were seesawing. Parabiago Collection – a company at its first participation, which manufactures Thierry Rabotin footwear – came back home with a good impression of 'La Moda Italiana @ Seoul', "because it allowed us to lay the foundations for collaborating with country's partners, with which the contacts seem to have been important: now, we wait for developments."

Instead, according to Cerutti – a brand that had already taken part in the collective, "this was a low-key edition, and had the feeling of having had fewer visits. Perhaps the small number of exhibitors did not allow us to exhibit a sufficiently wide range of Made in Italy offerings."

Undoubtedly, the Korean market does appreciate Italian fashion products – as Ente Moda Italia pointed out – but operators know they have to deal with an unpredictable country, in which interest in footwear and fashion accessories fluctuates with seasons, but also with the economic and political events of the Asian area.

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**These are the brands that attended the event /**

Ecco i marchi che hanno partecipato all’evento:

AFG 1972, ALEX & CO., AMA PURE, BARBARA DI DAVIDE, BASSETTI COLLECTION, CALPIERRE, CANTARELLI, CARMENS, CERBERO, CERUTTI, DANIELE LEPORI, DI FRANCO, FERRUCCIO VECCHI, FILOMOTI, FONTANELLI, FUSELLA MADE IN ITALY, GALLOTTI, HUBERT GASSER, LAFABBRI, MY LAB, NELLO SANTI, RAFFAELE D'AMELIO, RFR FABIANO RICCI, ROSSI FUTURING, SALCO, THIERRY RABOTIN, VEZZO e VOLPI.

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**28 brand del Made in Italy in Corea a metà luglio**

“La Moda Italiana @ Seoul”’: bene, forse non benissimo

Tuttavia, gli umori degli espositori sono altalenanti. Per un’azienda come Parabiago Collection, che produce le calzature a marchio Thierry Rabotin, alla sua prima partecipazione, “La Moda Italiana a Seoul” ha convinto, «perché ha consentito di porre le basi per un lavoro con i partner del Paese, con i quali i contatti sembrano essere stati importanti: ora si attende lo sviluppo». Invece, per il marchio Cerutti che aveva già preso parte alla collettiva, «questa edizione è risultata sottotone e si toma a casa con l’impressione di aver avuto meno visite. Forse il numero troppo contenuto di espositori non consente di offrire una gamma sufficientemente ampia di proposte rappresentative del Made in Italy».

Senza dubbio il mercato coreano apprezza i prodotti moda italiani – come ha rilevato Ente Moda Italia – ma gli operatori sanno di dover fare i conti con un Paese “ballerino”, nel quale l’interesse per le calzature e gli accessori moda oscilla sulla base delle stagioni, ma anche delle vicende economico-politiche dell’area asiatica.
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The first leather and material samples for the winter 2020-21 collections flew to London on July the 9th for the event that Lineapelle devotes to the British market. Held within the Ham Yard Hotel, Lineapelle London hosted forty exhibitors: 32 Italians and 8 foreigners; 26 tanneries, 8 producers of synthetics/fabrics, 6 accessories manufacturers. The day was an opportunity to introduce the concept of the season, with an underlying theme identified in the dialogue between perfect and imperfect, the interference/coexistence between natural and technological. The dominant color of the next collection is red, in a particular shade that has been proposed to lady visitors in the form of gadgets, with the gift of an exclusive lipstick.

During the London event, the Lineapelle Fashion Committee staged two stylistic meetings, accompanied by the seminar "Inherent Vice & the Virtuous Cluster: the case of vegetable-tanned leather in Tuscany" organized by the Consorzio Vera Pelle Italiana Conciata al Vegetale (Consorzi um of Genuine Italian Vegetable Tanned Leather).

From London to New York - 131 exhibitors, producers of raw materials and components took part in Lineapelle New York on 17 and 18 July. The event, which took place at the Metropolitan Pavilion, was attended by 99 tanners, 13 accessories manufacturers, 17 producers of synthetics/fabrics. The exhibitors wanted to meet and discuss with the main North American outpost of the fashion & luxury industry. Lineapelle New York organized a full program of seminars and workshops, including two events already offered in Shanghai, Madrid, and Stockholm, which focus on the smart character of leather and materials and their declination in highly innovative accessories. Among the appointments there was also one devoted to tanning certification.

Lineapelle: in luglio prima tappa a Londra, poi a New York

I primi campionari di pelle e materi ali per le collezioni inverno 2020-21 sono volati a Londra il 9 luglio per l’appuntamento che Lineapelle dedica al mercato inglese. Lineapelle London, andata in scena all’interno dell’Ham Yard Hotel ha accol to una quarantina di espositori: 32 italiani e 8 stranieri; 26 concerie, 8 produttori di sintetici/tessuti, 6 accessoriisti. La giornata è stata l’occasione per presentare il concept della stagione, con il filo conduttore individuato nel dialogo tra perfetto e imperfetto, l’interferenza/convi venza tra naturale e tecnologico.

Durante l’evento londinese il Comitato Moda Lineapelle ha messo in scena due incontri stilistici, affian cati dal seminario “Inherent Vice & the Virtuous Cluster: il caso della pelle conciata al vegetale in Toscana” organizzato dal Consorzio Vera Pelle Italiana Conciata al Vegetale. Da Londra a New York: 131 espositori, produttori di materie prime e componenti hanno preso parte a Lineapelle New York il 17 e 18 luglio. La manifestazione, che si è svolta al Metropolitan Pavilion, ha visto la partecipazione di 99 conciatori, 13 accessoristi, 17 produttori di tessuti/sintetici. Obiettivo degli espositori incontrare e confrontarsi con il principale avamposto nordamericano della fashion & luxury industry. Lineapelle New York ha organizzato un programma ricco di seminari e workshop, tra i quali anche due appuntamenti già proposti a Shanghai, Madrid e Stoccolma, che hanno per focus il carattere smart di peli e materiali e la loro declinazione in accessori ad alto contenuto innovativo. Tra gli appuntamenti anche uno dedicato alla certificazione in ambito conciario.
Toe-puff and counter materials for shoes.
Reinforcement materials.

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105 Made in Italy brands at Moscow fashion show

Another success for Italian collections

The latest edition of Collection Première Moscow (CPM), the most important fashion show in Russia and Eastern Europe (3/6 September, 2019, Moscow), hosted a space entirely devoted to Made in Italy, in which 105 brands exhibited collections of apparel and fashion accessories for men, women and children. In this event that hosted 1,400 collections and companies from 35 countries, the presence of Italy and Germany was the most significant and worth noting. The promotional initiatives supported by the Ministry of Economic Development and the ICE of Moscow, as well as the activity of Ente Moda Italia (EMI) – a true point of reference for the Italian industry in the sector – contributed to the success of the event.

"Ice’s commitment to consolidating Italian exports has resulted in the selection of 40 importers from 29 cities in Russia and Armenia, of which 19 newcomers with which over 300 B2B meetings with the Italian exhibitors were organized”, said the manager, Pier Paolo Celeste.

Speaking of the Russian market, EMI’s representatives called it “a distribution reality based on multi-brand stores, which is always faithful to the relationships built and fed over time”; a solid work base, even with the awareness that “the market and consumption situation is still complex”.

The data provided by Confindustria Moda, relating to the first quarter of 2019, show in this area a slight drop in trade, which however does not seem to worry sector operators excessively: Russia and the neighboring countries, in fact, are among the top 10 outlet countries for Italian fashion, which, both in 2018 and the first half of 2019, got the second place among the clothing and accessories supplier of the Russian Federation.

Un nuovo successo per le collezioni italiane

105 marchi del made in Italy alla Italian Fashion di Mosca

L’ultima edizione di CPM Collection Première Moscow, la più importante rassegna di moda della Russia e dell’Europa dell’Est (3/6 settembre 2019, Mosca), ha ospitato uno spazio interamente dedicato al Made in Italy, nel quale 105 brand hanno esposto collezioni di abbigliamento e di accessori moda per uomo, donna e bambino. Va sottolineato che la presenza italiana e tedesca, nel contesto della manifestazione che ha ospitato 1400 collezioni e aziende di 35 paesi, è stata la più significativa in assoluto. Al buon esito dell’evento hanno contribuito le iniziative promozionali sostenute dal Ministero dello Sviluppo Economico e dall’ICE di Mosca, nonché l’attività di EMI (Ente Moda Italia), vero punto di riferimento per l’industria italiana del settore.

«L’impegno di Ice per consolidare l’esport italiano si è tradotto nella selezione di 40 importatori provenienti da 29 città della Russia e dell’Armenia, dei quali 19 ‘new comer’ con i quali sono stati organizzati oltre 300 incontri B2B con gli espositori italiani”, ha specificato il direttore Pier Paolo Celeste.

I rappresentanti di Ente Moda Italia, parlando del mercato russo, lo hanno definito «una realtà distributiva improntata sui punti vendita multimarca, da sempre fedele ai rapporti costruiti e alimentati nel tempo». Una solida base per lavorare, anche se c’è la consapevolezza che «la situazione del mercato e dei consumi è ancora complessa».

I dati forniti da Confindustria Moda, relativamente al primo trimestre del 2019, indicano, in quest’area, una leggera flessione degli scambi che però non sembra preoccupare eccessivamente gli operatori del settore.
FOOTWEAR
hot melt
adhesives

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DAVOS looks on fashion while thinking of the environment

Ideas becoming products

Care for the environment, without neglecting the footwear sector operators’ needs, is the firm commitment that has always characterized DAVOS. Located in the Veneto region and known worldwide for its production of Vero Thunit sheets, different density rubber sheets, and technical soles for Free Climbing and other sports activities, the company opens the winter season 2020/21 presenting a wide range of fashion offerings to the market. The latest collections are the result of a careful analysis of the most current stylistic trends and a close collaboration with companies in our sector.

Man and Woman dress classic

The proposals for a classic shoe have been updated with the inclusion of painted materials, in line with the current fashion trends, both for colors and type of texture. Alongside these, there are also glitter items in different versions: painted and laminated. An all-season product, including the customized one which is getting quite popular for the flexibility of quantities and quick delivery times.

For the sporty style fans

Sneakers in the wardrobe is now a must. To meet the need of producers who want to personalize and differentiate their proposal as much as possible, DAVOS has created a new item: “VISION” band and “GARE” band. Made in different colors, among which the white remains the most popular, these components can be customized by graphic patterns printing, as with the “Fiesta” sole. The tread option remains “Spinapesce”, a rubber sheet available in different colors, which design is now a real success for the flegibility of the quantitatives and the rapidity of the tempi di consegna.

Per chi sceglie lo stile sportivo

La Sneakers nell’armadio ormai è obbligatoria. Per rispondere all’esigenza dei produttori che devono personalizzare e differenziare il più possibile la loro proposta, DAVOS ha realizzato un nuovo articolo: fascia “VISION” e fascia “GARE”. Realizzati in diversi colori, tra i quali il bianco resta il più gettonato, questi componenti hanno la caratteristica di poter essere persona...
Personalization - a new strength
This results from the close collaboration of DAVOS with its customers, but above all from their growing need for somewhat unique products. Personalization, a very popular phenomenon, is offered for the following items: thunit sheets, sneaker band prints, some models of soles made for different uses. For thunit sheets, special colors can be designed, which are offered exclusively, while bands can be supplied with brand prints and sublimated designs. There’s more to say about the sole: for example, the RANGER model, used in the security and military sectors, can be made with different compounds. In fact, depending on the type of product to which the sole is to be applied, a standard antiwear compound, one for walking on oil, and one with fireproof and antistatic characteristics, etc. can be realized. This means that, according to specifications, DAVOS creates a precise product.

Conceived and designed for Free Climbing
Stick is a special compound that guarantees maximum grip of the sole and the flexibility required for it to model against different surfaces. Among the options of this items, “STICK GREEN”, a compound made by recycling the production waste, which helps keeping technical characteristics unchanged.

Personalizzazione, un nuovo punto di forza
Tutto nasce dalla stretta collaborazione di DAVOS con i propri clienti, ma soprattutto dalla loro crescente esigenza di prodotti che in qualche modo siano unici. La personalizzazione, un fenomeno molto richiesto, è offerta per i seguenti articoli: lastre in thunit, stampe di fascia per sneakers, alcuni modelli di suole realizzati per impieghi differenti. Per le lastre in thunit si possono studiare colori particolari che vengono dati in esclusiva, mentre le fasce possono essere fornite con la stampa del marchio e di disegni sublimati. Più ampio e particolare è il discorso suola: ad esempio il modello RANGER, impiegato nel settore della sicurezza e in quello militare, può essere realizzato con mescole differenti. Infatti, in funzione della tipologia del prodotto alla quale la suola deve essere applicata, potrà essere realizzata una mescola anti- usura standard, una mescola per la camminata su olio, una con caratteristiche ignifughe e antistatiche, ecc. Questo significa che, a fronte di un capitolo, DAVIS crea un prodotto preciso.

Pensata e studiata per il Free Climbing
Stick è una mescola particolare che garantisce la massima tenuità della suola e la flessibilità necessaria affinché questa si modelli alle varie superfici. Tra le proposte di questo articolo figura “STICK GREEN”: mescola realizzata riciclando gli scarti della produzione che mantiene inalterate le caratteristiche tecniche.
Bonded leather has entered for good on the "top ten" list of the most used materials in the leather sector, and not only. It could not be otherwise, given the increasing attention of the market to the environment and its health. Today, environmental sustainability involves everyone, from the consumer to the producer; and among the first being called to contribute to this issue are the most relevant companies. Founded in 1958, Prodotti Alfa has become a point of reference for the various sectors in which this material is naturally used; leather goods, footwear, bookbinding, furniture, and packaging. Thanks to its commitment to quality research and refinement techniques, the company operates on the international market and is also a privileged partner of many fashion brands.

Recently, Prodotti Alfa has introduced a new line of bonded leather branded Corium® - a material with unique technical characteristics, and the items produced with it have higher performances compared to the traditional bonded leather. Ductile and very elastic, Corium® ensures a high mechanical strength (tearing and strain), a soft hand to the touch and an easiness of working typical of classic leather; as the latter, in fact, it can be subjected to different finishes (cutting, seaming, edge coloring, surface retouching), and printing. The company’s novelties also include new finishes and technical features concerning both the traditional line and the branded one - anti-stain treatment, velvety coat, high resistance to rubbing, full and saturated colors.

Prodotti Alfa, a samples collection full of novelties

Bonded leather becomes the protagonist

Prodotti Alfa, a samples collection full of novelties

Il rigenerato di cuoio diventa protagonista

Prodotti Alfa, un campionario ricco di novità

Il Rigenerato di cuoio è entrato definitivamente nella top ten dei materiali più impiegati nei settori dell’area pelle e non solo. Non poteva essere altrimenti, vista la crescente sensibilità del mercato per l’ambiente e il suo stato di salute. Oggi la sostenibilità ambientale coinvolge tutti, dal consumatore al produttore; e tra i primi a sentirsene chiamati a contribuire ad affrontare il tema sono le aziende più rappresentative che per prime si sono schierate a dare il loro contributo sul tema. Presente sul mercato internazionale, grazie al suo impegno nella ricerca della qualità e al perfezionamento di tecniche raffinate, infatti, la Prodotti Alfa è l’interlocutore privilegiato di molte firme della moda e delle principali industrie dei più svariati settori: pelletteria, calzatura, legatoria, arredamento e confeczione. Un ruolo conquistato grazie anche alla nuova linea di rigenerato di cui Corium®: un materiale dalle caratteristiche tecniche uniche, che permette di realizzare articoli con performance più elevate rispetto al rigenerato di cuoio tradizionale. Duttile e molto elastico, Corium® garantisce un’elevata resistenza meccanica (strappo e tensione), una mano morbida al tatto e la semplicità di lavorazioni tipica della classica pelle: come questa, infatti, può essere sottoposta alle diverse finiture (taglio, cucitura, colorazione dei bordi, ritocchi della superficie) e alla stampa. Fra le novità dell’azienda figurano anche nuove finiture e caratteristiche tecniche che riguardano sia la linea tradizionale sia la linea a marchio Corium®: trattamento antimacchia, mano vellutata, elevata resistenza all’atrito, colori pieni e saturi.
Una promessa. Una responsabilità. Una missione, a favore del pianeta. Protagonisti di una rigenerazione che ha a cuore l’ambiente, che non spreca…che rispetta. In un circolo virtuoso di saperi e pratica, la nostra materia si ri-nnova e prende forme inedite per calzare nuovi piedi e compiere nuovi passi. Capaci di lasciare un’impronta “green” sulla Terra.

A promise. A responsibility. A mission, in favour of the planet. Protagonists of a regeneration that has the environment at heart, that never wastes…that respects. In a virtuous cycle of knowledge and practice, our matter renovates and takes on new, unprecedented shapes to fit onto new feet and take new steps, able to leave a “green” mark on the Earth.
Carnevali keeps going along its research path that has always distin-guished its journey. Behind the many goals achieved, there is the con-stant collaboration with customers working in the ‘leather area’; a me-ticulous work meeting the most varied needs, which led to the de vel-opment of different families of reinforcing fabrics, up to the customiza-tion of specific materials. However, nothing hap-pens by chance! Be-hind the many goals achieved, there is the con-stant collaboration with customers working in the ‘leather area’; a meticulous work meeting the most varied needs, which led to the development of different families of reinforcing fabrics, up to the customization of specific materials. The loyalty of the customer, starting from that of some brands that represent the Made in Italy in the world, is now the distinctive element of Carne-vali and its DNA; hence the project of creating a partnership that in-volves suppliers and customers, in a cohesive relationship that, start-ing from the feasibility study of an idea, reaches the re-alization of the specific product. Hide quality, its thickness, the thick-ness of fabrics and ma-terials in general, change. Design pursues the consumer’s lifestyle that has deeply changed. Footwear, bags, backpacks and so on are de-signed for the most diverse uses, and often must be very light and have a particularly soft hand, even if in some cases they are subject to extreme stress. Thus, the rein-force ment adapts to the new products re-quirements and materials used, including delicate leather. Having al-ready removed from the products any animal origin com-pounds and solvents, the company aims at achieving a sustainable, more natural, and fully recyclable reinforcement, too.

Carnevali, un prodotto per tutte le esigenze

Il rinforzo nobilita la pelle e la mantiene morbida e leggera

La Luigi Carnevali prosegue nel percorso di ricerca che da sem-pre ha distinto il suo cammino, scelta che si è dimostrata ancora una volta vincente. Dietro ai tan-ti obiettivi raggiunti c’è la collabora-zione costante con i clienti che operano nell’“area pelle”: un lavoro meticoloso e attento alle più svariate esigenze, che ha portato allo sviluppo di differenti fa-miglie di tessuti di rinforzo, sino ad arrivare alla personalizzazio-ne di materiali specifici. La fide-lizzazione del cliente, a partire da quella di alcuni brand che rappre-sentano il made in Italy nel mond-o, è ormai l’elemento distintivo della Carnevali e del suo DNA: da qui il progetto di creare una part-nership che coinvolga fornitori e cli-enti, in un rapporto coeso che, partendo dallo studio di fattibilità dell’idea, arrivi alla realizzazione del prodotto specifico. Cambia la qualità dei pellami, il loro spesso-re, quello di tessuti e dei materiali in genere. Il design rincorre uno stile di vita del consumatore che è profondamente cambiato: cal-zature, borse, zaini e quant’altro sono progettati per i più disparati impieghi e spesso devono essere molto leggeri e avere una mano particolarmente morbida, anche se in alcuni casi sono sottoposti a sollecitazioni estreme. Il rinfor-zo, quindi, si adatta alle esigen-ze dei nuovi prodotti e dei mate-riali utilizzati, incluse le pelli più delicate.

Prossimo obiettivo dell’azienda, che ha già eliminato dagli articolo-li prodotti, solventi e composti di origine animale, c’è anche quel-la di un rinforzo più green, quindi sempre più naturale e completa-mente riciclabile.
A new generation of metal items.
Selasti S.p.A. – a company that for over 50 years has been a benchmark in the production of compounds and processing of Ethyl Vinyl Acetate (EVA) polymer sheets, and expanded rubber – on the occasion of the exhibition Lineapelle Inverno 20-21, introduces its new injection line fed with different granule compounds, which are made by Selasti itself. Resulting from the continuous research of Selasti labs and the company’s major investments in technological innovation of its production plants, the ELITE injection line adds a new dimension to the EVA compounds that have always characterized the Tuscan company, delivering a next-generation product, which will increase its production, and thus its offering, for which Selasti S.p.A. is already an international market leader.

The production chain that has distinguished the company in the Italian and foreign scene since the 1960s, collaborating with mold makers and fashion professionals, including fashion designers, for the production of injection molds for granule EVA, has allowed Selasti S.p.A. to easily reach the high quality standard of the traditional offering of sheets for both footwear and orthopedic sectors, as well as other areas.

Selasti, a partner that makes your ideas succeed

A new shape for lightness
sectors, such as security, floors and walls, education, and gifts and fancy goods.

The new line of EVA injected products, both by template and milling, is characterized by excellent resistance to abrasion, “soft touch”, excellent elasticity, and great versatility.

These technical features make ELITE a unique product, particularly suitable for the production of classical, casual, and sports soles. These are quite light, flexible and adherent, comfortable and well-designed, i.e. they reinvent footwear in a contemporary way.

A virtually infinite offer of granulate colors combined with a long experience in production of the labs, and the synergy between the design and production departments, provide the customer and any creative idea with adequate technical and production support to follow directions and specific requests.

Finally, also for the soles made by injection, an accurate quality control of the molded product, both in terms of appearance and strength, is performed, and this allows the company to provide the customer with a product that has the same high-quality standards of the entire Selasti production.
Among the most innovative products from the company appear tapes and fabrics with particularly high quality standards. The first are produced using materials such as: cotton, nylon (light or heavy), cotton-blend nylon, polyester (light or high-tenacity), paper (crepe or smooth), glass wool, and nonwoven fabrics of different kinds. Double-sided tapes, on the other hand, are made of traditional nonwoven materials, polyster, and PVC. The kind of adhesive used on tapes are: hot melt, water based, simple or modified acrylic, natural or synthetic rubber latex ones. In recent years, the range of reinforcing fabrics has also been expanded, and now it spans from Jersey to very light cotton, backed articles and nylon items. The latter, much in demand for the processing of bags and other leather goods products, are produced in different thicknesses, including high mechanical stress ones. The line of nylon fabrics also includes tear-resistant materials. The reinforcing fabrics can be customized with logos or various designs, and the adhesive – in both normal and thermo-adhesive versions – can be spread on one side or both. A product specifically designed for the production of bags is also available among the offerings of the company. This is a nylon fabric coupled to the bonded leather, or used as a core between two layers of bonded leather. Besides all of this, there is Takseal®, an adhesive tape that used with the dispenser projected by themselves, facilitates the temporary bonding of small components before sewing, avoiding the use of mastics or double-sided tapes. The special formulation of the micro-dot glue makes the placement or any replacement easier in case of any errors, and avoids waste of time due to the leakage or filaments of more liquid glues.

AB ITALIA - the spearhead of Ideal Tape

An answer for every need

AB ITALIA, la punta di diamante di Ideal Tape

Una risposta ad ogni esigenza

Tra i prodotti più innovativi presentati dalla firma figurano nastri e tessuti con standard dalla qualità particolarmente elevata. La tipologia dei nastri prevede la linea con adesivo su una sola superficie e quella dei biadesivi.

La prima è prodotta impiegando materiali quali: cotone, nylon (leggero o pesante), nylon misto cotone, poliestere (leggero o ad alta tenacità), carta (crepata o liscia), la-navetro e tessuti non tessuti in fibre di diverso genere. I nastri biadesivi, invece, vengono realizzati in TNT tradizionale, in poliestere e in PVC. I collanti impiegati per adesivizzare i nastri sono: gli hot melt, i base acqua, gli acrilici semplici o modificati, il lattice di gomma naturale o sintetica.

Negli ultimi anni è stata ampliata anche la gamma dei tessuti di rinforzo, che oggi spazia dai Jersey alle tele in cotone molto leggere, sino agli articoli garzati e i nylon. Questi ultimi, molto richiesti per la lavorazione di borse e di altri articoli della pelletteria, vengono prodotti in diversi spessori, inclusi quelli in grado di resistere a sollecitazioni meccaniche elevate. La linea dei tessuti in nylon comprende anche i materiali antistrappo. I tessuti di rinforzo possono essere personalizzati con logo o disegni vari, possono essere spalmati su una sola superficie o su entrambe, sia nella versione adesiva che termoadesivo. Tra le proposte dell’azienda figura anche un prodotto studiato appositamente per la produzione della borsa, si tratta di un tessuto di nylon accoppiato alla salpa o impiegato come anima tra due strati di salpa. A tutto questo, si affianca Takseal®, un nastro adesivo impiegato da transfer del collante.
FOOTWEAR COMPONENTS  |  TECHNICAL FABRICS  |  CONSUMER APPLICATIONS

All Texon materials are designed to perform – so your products will look their best. Explore our range of materials at texon.com.
Wide-ranging innovations at Texon International

Idee, ma non solo

With its latest proposals, Texon proves to be an innovative company constantly committed to finding new solutions, in line with the market and the environment needs. The most recent is Texon Vulcan, a counter suitable for vulcanized footwear; 15% of the material comes from a recycled source. Durable, thin and comfortable, Vulcan delivers superior performance. With “Tomaia PRO-WEAVE”, the English company gives a practical and quick answer to both the designers and manufacturing industry. In fact, the upper, made to customer design needs, can be customized using and combining threads of different consistency and color. This solution enables to optimize the different phases of the work, starting from the creative aspect up to that of the shoe construction cycle.

Careful interpreter of environmental sustainability, Texon also introduces Ecosole, a cellulosic material specifically designed for the production of insoles. To make Ecosole, the scraps from the insole factories and other industries in the paper sector are reused; on the whole, these scraps account for 60% of the fibers that make up the material. The remaining 40% consists of raw cellulose. The product innovations are followed by commercial ones: for some months now, Texon has been the exclusive worldwide distributor of Jacroki products. These are items made with Texon cellulosic, a unique eco-friendly material for use in various sectors: clothing, manufacturers of paper products, leather goods, gifts and fancy goods.

Novità a tutto campo in casa Texon International

Ideee, ma non solo

ATOM MB, a subsidiary of the ATOM Group, introduces a Robot Assisted Manufacturing System (RAMS) for the manufacturing process automation of adhesive-sole lasted footwear. After almost two years of development carried out by the innovation division of the Group, ATOMLab, the system has been recently deployed into production with its first pilot customer, a multinational manufacturer of high-end men’s shoes. The material used for both the upper and the sole is mainly leather of different types, even if synthetic materials and plastic bottoms are present in the range of models.

One pair of shoes in just 34 seconds

ATOM MB - The shoe lasting robotization is here

Un paio di scarpe in 34 secondi

ATOM MB: la robotizzazione del montaggio della calzatura è già realtà

RAMS (Robot Assisted Manufacturing System) è la proposta di ATOM MB (un’azienda del Gruppo ATOM) per l’automazione robotizzata del processo di fabbricazione di calzature montate a suola incollata. Dopo quasi due anni di sviluppo portato avanti inizialmente da ATOMLab, la divisione innovazione del Gruppo, il sistema è da poco entrato in produzione presso il primo cliente pilota, un produttore multinazionale di scarpe da uomo di fascia alta. Il materiale utilizzato sia per la tomaia che per la suola è prevalentemente pelle di diversi tipi, anche se nella gamma di modelli sono presenti materiali sintetici e fondi in plastica. Un’attenzione particolare è stata richiesta nello sviluppo della soluzione di automazione perché la società adotta una fase di prefinissaggio in forno, tutte le tomaie sono lucidate e spazzolate prima di passare alla fase di preparazione all’applicazione del fondo. Ciò significa che tutte le scarpe prefinite devono essere maneggiate con estrema cura, sia dai lavoratori umani che dai robot, al fine di evitare macchie, graffi o danni di qualsiasi tipo durante il loro transito nella cella robotizzata RAMS.

La cella copre quattro operazioni: pre-sgrossatura della scarpa montata con un utensile grossolan, sgrossatura con un utensile fine, applicazione del primer realizzato con un primo passaggio di un adesivo a base d’acqua fortemente diluito che penetra nelle fibre aperte del materiale e fornire...
Particular attention was required in the development of the automation solution, as the company uses a pre-finishing phase in which, after stabilization in the heat setter, all the uppers are polished and brushed before moving on to the preparation phase for the application of the bottom. This means that all pre-finished shoes must be handled with extreme care, both by humans and robots, in order to avoid stains, scratches or damage of any kind during their transit in the RAMS robotized cell.

The cell covers four operations: pre-roughing of the lasted shoe with a coarse tool; roughing with a fine tool; primer application made with a first pass of a strongly diluted water-based adhesive that penetrates into the open fibers of the material and provides a suitable substrate for the next step, and actual gluing and gluing are separated by a very rapid drying phase of just a few seconds which is performed directly in the machine.

These four operations are performed by two numerical control machines of the CD ATOM MB range: CD10 for pre-roughing and roughing, and CD3 for primer and gluing. Each machine is equipped with a double trolley so as to perform two operations on two shoes simultaneously. Although in principle both machines can be served by a single robot, in this specific case two have been used in order to minimize the loading and unloading times of each machine. The robots are from MITSUBISHI RV family, and the specific model employed is RV-13, FRL Q series with a maximum payload of 13 kilograms. The gripper, which is used to grasp the lasts, is a critical part of the manipulation solution – this is an adaptive four-finger gripper, specially designed by ATOMLab. It can handle different lasts with different designs (pointed, sneaker, and ankle boots), and different
sizes without the need for reprogramming or reconfiguration and, above all, with no particular tooling to be applied to the lasts, which allows using the normal production ones without extra cost. Thus, the cell can work a wide range of shoe models of different complexity, with high or low uppers, with a high level of flexibility and with virtually zero setup times. Finally, the two machines and their robots are installed on metal platforms, with a modular octagonal shape.
that can be arranged in multiple configurations, providing a rigid connection between the robots and the machine, and between the robots as well; this helps to avoid any risks of losing the robot-machine relative positions, which could result in problems during shoes loading or collisions. In order to be integrated within the upstream and downstream production phases, the cell ‘core’ [i.e., CD machines and robots] needs to be completed with the following elements: a palletized transfer line that provides the cell with an input and output buffer; a line-to-robot transfer station with locking and centering system, and an exchange buffer Robot-Robot between the two machines.

The cell operations are continuously monitored by HMI/SCADA software that provides operators with an overview of the functioning of the cell and all its parts - machine and other device statuses, alarms, pairs produced, OEE, and other general parameters. The supervision station is a complex four-display structure that combines the RAMS cell HMI, the remote consoles for the two CD machines (this allows operators to remotely control them), and a composite display that feeds images of CCTV cameras showing the inside of the two machines while they operate.

After a long test phase with a simplified cell performed on June 2018 to April 2019, a first production line was delivered and installed last April, started at the beginning of May and has currently completed the production startup phase; after about a month, the target productivity of 750 pairs was confirmed in a nominal 480 minute shift. Recent measurements show an average process time of 17 seconds per shoe/34 seconds per pair, which is equivalent to a nominal throughput of around 850 pairs/day, with margins to further increase the value up to 900 pairs. With a typical OEE of 83% [all included and potentially improvable], the cell should reach its design target of 750 pairs/day with two operators. A second cell with the same capacity went into operation at the beginning of September bringing the company’s overall production capacity to 1500 pairs/day, well above current manual production and totally covered by the robotized system.
The very latest product technologies that stand out for innovation, production flexibility and simplicity.

Among the offers of the company in Varese is the line of AV2M machines for skiving synthetic thermoplastic materials (also laminated) - proven and reliable technologies have been revisited to adapt them to the current needs of sectors such as footwear, leather goods, automotive, etc. Thanks to the close collaboration with the industry operating in these sectors, the different models have reached a high degree of operational flexibility, which allows them to adapt quickly and easily to the most disparate production needs, both in terms of quality and volumes. Moreover, the AV2M machine line delivers accurate and smooth skiving, even on the hardest and difficult to work materials; in addition, the large number of accessories that can accompany the machines allow to meet any customer requirement. Among the versions most requested by the market, we find the model equipped with two speed variators and a blade cooling and lubrication system, including several options to choose from. Various options are also available about the operating head support, and the type of suction - a table connected to the traditional aspirator, or a cabinet-like built-in support to be connected to a centralized scrap aspirator. Completely ‘Made in Italy’, this machine line is built with materials and components of the highest quality. Fruit of Alberti’s research and experience, the different models that make it up are appreciated all over the world, and each one of them delivers maximum precision of work, maintenance of production standards, long duration, ease of management, worker and environment protection. The double speed variator (blade and transport) ensures an easy use even for the less skilled operators. Furthermore, the reduced energy consumption, low noisiness, ergonomic features, and working table height adjustment are a major contribution to the environment and operators’ security. To facilitate ordinary and extraordinary maintenance, the different models are designed to make the access easier in all their parts.

Bell knife, entirely produced in Italy by Fratelli Alberti, using high quality steel from Germany. This knife combines quality, price and endurance.

Coltello a campana prodotto interamente in Italia dalla Fratelli Alberti con pregiato acciaio tedesco ed esportato in tutto il mondo dove viene apprezzato per il suo ottimo rapporto qualità/prezzo e per la sua lunga durata anche con lavorazioni particolarmente difficili.

Le ultimissime proposte in campo tecnologico si distinguono per innovazione, flessibilità produttiva e semplificazione gestionale.

Le più recenti
The SPM / 15 model machine allows to work any kind of insole, ensuring the optimum quality of the finished product and the maximum simplicity in the operating cycle. This is achieved thanks to the technical characteristics of the machine – firstly, a set of templates (lateral stop, and rear stop), which facilitate the positioning of the insole on the conveyor belt. Both stops are adjustable by means of the provided knobs and position indicators. Secondly, the other feature that sets this machine apart is a two-conveyor belt function, which - thanks to brushless precision motors – ensures the desired positioning of the workpieces within the moulds. The limit of each conveyor belt is adjustable; the specific parameter setting is performed on a touch-screen panel. More generally, this touch-screen panel allows to perform various settings of the operating cycle and control the whole machine functioning. The accuracy of the work is guaranteed by the structure robustness and the presence of four columns supporting the male mould lowering. The latter, moreover, has a tilting movement that allows the locking of the insole in the heel area, and, subsequently, a horizontal alignment for the perfect winding with the female mould. Prepared with a function that allows to bring the moulded insole back to the process initial position, for quality assurance, and the ability to adjust moulding run speed, the SPM / 15 is ideal for both high-production and sample productions. Thus, a flexible machine, fully compliant with European regulations governing the safety of the operator and environmental protection.

Other features of the machine are: low noise, energy saving, high throughput, cut of production costs (lower number of rollers used for the same machining operations, less material needed for machine start-up).

COMEC

La macchina modello SPM/15 permette di lavorare ogni tipo di sottopiede, garantendo la qualità ottimale del prodotto finale e la massima semplicità del ciclo operativo. Le caratteristiche tecniche che consentono quanto sopra, iniziano con la presenza delle dime (fermo laterale e fermo posteriore) che agevolano l’operatore nel posizionamento del sottopiede sul nastro trasportatore. Entrambi i fermi sono regolabili grazie alla presenza di apposite manopole e indicatori di posizione. Proseguendo nei plus che distinguono la macchina, va sottolineata la funzione dei due nastri trasportatori, che, per mezzo di motori di precisione Brushless, assicurano il posizionamento desiderato dei pezzi in lavorazione all’interno degli stampi. Il fine corsa di ogni nastro può essere differente: l’impostazione dei parametri specifici viene eseguita su pannello touch screen. Pannello dal quale si eseguono le diverse impostazioni del ciclo operativo e si controlla il funzionamento della macchina. La precisione del lavoro è garantita dalla solidità della struttura e dalla presenza di quattro colonne che supportano la discesa dello stampo maschio. Quest’ultimo, inoltre, ha un movimento basculante che permette il bloccaggio.
used so far for the production of work footwear or, when possible, for labour cost control on large-scale products, upper injection is nowadays a true production alternative also for sports and fashion items.

In order to meet the new requirements, STEMMA offers "FORMULA", the new machine model for direct injection on upper of polyurethane soles designed to offer maximum adaptability to increasingly complete and complex production processes.

In addition to the traditional double density (PUPU, TPUPU) sole products, FORMULA allows using new systems, such as vacuum in the mould for the use of TPU films, the painting directly in the mould, and the innovative spray moulding technology.

Moreover, thanks to an extremely wide mould-holder and to a STEMMA-patented mould handling system, FORMULA enables also the production of shoes with two density/hardness midsole moulded on a rubber or TPU tread.
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SALONI INTERNAZIONALI DELLE MACCHINE E DELLE TECNOLOGIE PER LE INDUSTRIE CALZATURIERA, PELLETTIERA E CONCIARIA

INTERNATIONAL EXHIBITIONS OF MACHINES AND TECHNOLOGIES FOR FOOTWEAR, LEATHERGOODS AND TANNING INDUSTRY

www.simactanningtech.it
At Simac 2019, the company showcased several offerings for cutting hides and general material, including an automated system that perfectly combines the needs of production with those of designers.

Amid the payoff ‘Automation comes to fashion’, automation was seen and interpreted starting from the creative phase up to the realization of the finished product, ensuring quality, efficiency and a customized industrial process. The single workstation synthesis is FlashCut Flex 1515 VRX, a blade cutting machine featuring an automatic visual recognition system, dedicated to printed materials and re-cutting. High resolution viewing enables the recognition of every single element, without using markers or reference points, and without the need of predefined positioning.

Combined with the ROBOTARM robotic discharge system, which, thanks to matrix pressing devices programmed to adapt to any shape, ensures gripping and collection of shoe components, obtaining a workstation enabling the highest level of automation for specific operations.
Among the offering showcased at the recent Simac 2019, the U2-DS model and the REV H2O were included. The first is a next-generation humidifier designed to evenly soften both uppers and tips in one operation. This is made possible by direct injection of steam which is constantly kept under pressure. In addition, at the same time, the machine can thermoform the tip and glue the toe puff to the lining by means of heated pressers. Basically, the U2-DS is just more than a simple humidifier, since all the operations necessary for preparing the upper before lasting can be performed with just one machine; softening the tip, the sides, the seat of the shoe, and thermoforming the toe puff. The operating features of this multi-function model ensure a good quality of the finished work and, just as importantly, enable a significant reduction in processing time. The tip humidification, heating and shaping, including its gluing to the lining, can be managed according to the operational need, therefore independently of one another, or simultaneously. The second is a rotating plate reactivator for water-based glues distributed on the sole and bottom of the lasted shoe (or boot); evaporation and reactivation take place simultaneously in a single operation at different temperatures.

The REV H2O model features two infrared sensors which allow working at low temperatures (avoiding alterations of the products) and having a real working temperature control, on sole and shoe. The machine cycle can be manual or semi-automatic. A digital panel allows performing the various parameter settings and storing up to 20 different working programs.

dello U2-DS e il modello REV H20. Il primo è un umidificatore di nuova concezione che in una sola operazione permette di ammorbidire, in modo omogeneo, sia la tomaia sia la punta. Quest’operazione è resa possibile grazie all’iniezione diretta di vapore, il quale viene mantenuto costantemente sotto pressione. Contemporaneamente, inoltre, per mezzo di pressori riscaldati, la macchina consente di termoformare la punta e di incollare alla fodera il puntale stesso. La U2-DS, in pratica, è più di un semplice umidificatore, in quanto con una sola macchina si possono eseguire tutte le operazioni necessarie alla preparazione della tomaia prima del montaggio: ammorbidire la punta, i fianchi, la boetta e termoformare il puntale. Per le sue caratteristiche operative, questo modello multifunzione, assicura una buona qualità del lavoro finito e, aspetto altrettanto importante, permette un significativo abbattimento dei tempi di lavorazione. Il lavoro di umidificazione, riscaldamento e formatura della punta, con rispettivo incollaggio alla fodera, sono gestibili in funzione della necessità operativa, quindi indipendentemente l’una dall’altra o in contemporanea. Il secondo è un riatattore con supporto rotante, per colle a base acqua distribuita sulla suola e sul fondo della scarpa montata (o stivale): evaporazione e ristoccio avvengono contemporaneamente in una sola operazione a temperature differenziate. Il modello REV H20 permette di lavorare a basse temperature (si evitano alterazioni dei prodotti) ed avere un controllo della temperatura reale di lavoro, su suola e scarpa, grazie alla presenza di 2 sensori a raggi infrarossi. Il ciclo della macchina può essere manuale o semi-automatico. Il pannello digitale permette le diverse impostazioni dei parametri e di memorizzare 20 diversi programmi di lavorazione.
Thanks to its latest proposal, the company remains one of the leaders in technology design and options that significantly increase the Overall Equipment Efficiency (OEE) of the plants.

With this in mind, the company’s internal research and development division has developed NTME (No Touch Molds Exchange), a new automatic mold change system, designed and built for next-generation direct-injection PU machines. This system enables an extraordinary gain in terms of plant productivity. In a context that requires shorter production cycles, with a reduced number of pieces per item, the plants need repeated and frequent mold changes; with the new NTME system it is possible to manage them automatically and to program the change operation during the work cycle, zeroing down the machine stops and increasing the OEE up to 15%.

This is a fundamental result in the current production context, where the measurement of the efficiency of the plant is a strategic element for the sustainability of any type of production, from the large structured company to small family businesses. For this reason, Main Group continues the research and development of new tools and technologies that contribute to making the plants increasingly productive and performing.

Main Group Technologies

Grazie alla sua ultima proposta, l’azienda si conferma uno dei líder nella progettazione di tecnologie e optional che aumentano in maniera significativa l’indice di efficienza generale degli impianti [OEE – Overall Equipment Effectiveness]. In quest’ottica, la divisione interna di ricerca e sviluppo dell’azienda ha messo a punto il nuovo NTME [No Touch Molds Exchange], un sistema di cambio stampi automatico, studiato e realizzato per macchine a iniezione diretta PU di nuova generazione, che permette uno straordinario guadagno in termini di produttività dell’impianto. In un contesto che richiede cicli di produzione sempre più brevi, con un numero ridotto di pezzi per articolo, gli impianti necessitano di cambi stampi ripetuti e frequenti: con il nuovo sistema NTME è possibile gestirli in maniera automatica e programmare l’operazione di cambio durante il ciclo di lavoro, azzerando i fermi macchina e aumentando l’OEE fino al 15%.

Si tratta di un risultato fondamentale nel contesto produttivo attuale, in cui la misurazione dell’efficienza dell’impianto è un elemento strategico per la sostenibilità di qualunque tipo di produzione, dalla grande azienda strutturata alle piccole realtà familiari. Per questo, Main Group prosegue il lavoro di ricerca e sviluppo di nuovi tools e tecnologie che contribuiscono a rendere gli impianti sempre più produttivi e performanti.

Fenix

Tra le proposte presentate al Simac 2019 dall’azienda vigevanese, figurano tre nuove macchine: gli umidificatori FX 540 e FX 510, e la pressa automatica per suole FX 614. Il modello FX 540 è stato studiato per eseguire le operazioni che precedono il montaggio della tomaia su forma, come l’umidificazione della boetta e del fianco. Alcune caratteristiche tecniche della macchina,
“DETAILS MAKE PERFECTION
AND PERFECTION IS NOT A DETAIL.”

“I DETTAGLI FANNO LA PERFEZIONE E LA PERFEZIONE NON È UN DETTAGLIO.”

Leonardo Da Vinci

MACHINES FOR COUNTERS AND INSOLES _ MACCHINE PER CONTRAFFORTI E SOTTOPIEDI
At Simac 2019, the company headquartered in Vigevano (Italy) showed three new machines: the FX 540 and FX 510 humidifiers, and the FX 614 automatic sole press. The FX 540 model has been designed to perform the tasks that precede the lasting operation, i.e., the humidification of the seat of the heel and side of the shoe. Several machine technical features – such as the boiler system, automatic steam flow interruption mechanism, and runtime setup – deliver the best finish product result. The boiler generates saturated steam which is kept at constant 3 bar pressure, and guarantees a consistent distribution of it on the surfaces concerned. A new shoe holding system triggers the steam flow upon shoe insertion, and interrupts it when the shoe is removed. Moreover, the runtime is programmed by the operator in advance, and this enables working different types of leather and materials, including the most delicate ones. The FX 510 is a humidifier designed for the preparation of toe puffs. This model is also equipped with a pressure boiler delivering a consistent pressure steam flow. The ability to perform various adjustments separately makes this a perfect solution for humidifying high thickness materials. This aspect makes the machine ideal for working military boots, trekking shoes, and all the shoe models with hard upper humidification. The FX 614 is the revised and improved version of the automatic press for applying the sole, introduced by Fenix last year. The new model features a system composed of several membranes working in a vacuum, which enables obtaining a greater and deeper vacuum space. And this offers the possibility of working with heels of any type and height. Featuring a touchscreen panel PLC, the FX 614 allows a fast and quick setting of various operating cycle parameters, which can be verified and modified by the operator at any time.
The DOM LINE model - a machine for shaping strips - is the latest machine realized by Tego. Simple and functional, the DOM LINE is suitable for working different materials, both in roll and single strips. The work area consists of a heated upper roller with adjustable temperature and a corresponding male matrix. The transport speed can be set manually or managed directly by the operator through a pedal, which allows good productivity, as well as the quality standard check. In addition, the availability of 4 different groove sizes – from a minimum of 3 mm up to 10 mm - ensures a highly diversified production.

TT-A
The ID 2000-C, is a newly designed pricker machine for the continuous printing of leathers and various materials. It is typically used for working belts, but it is also suitable for other uses. The positioning of the roller at the beginning of the work, as well as its heating are electronically managed. Among the possible settings there is also the workpiece feeding speed control. The hydraulic cylinder, combined with the precision of the various operating steps, ensures a well-defined, clean print with the desired degree of engraving.
Nova 4 IP Master 4.0

This new version enables to streamline the work in all the different phases of the production cycle; furthermore, it significantly reduces the time and operations required to switch among very different forms processing. In summary, this is a machine that meets the growing need for flexible production. The mechanics, while being substantially the same, has been calibrated in order to precisely respond to the possibilities offered by the software. This enables accurate work with high quality standards, even in the presence of particular or extreme shapes, as some women's shoe tips could be. 4.0 also means remote connection via network or cable - a useful feature for both monitoring the production cycle and enabling the remote technical assistance. Moreover, the scanning of “RFID Tag”, allows the automatic setup of the machine according to the shoe being worked (model, size, right or left, etc.). Like other machines by RECES, the Nova 4 IP Master 4.0 is produced in-house, using electrical, hydraulic, pneumatic and mechanical parts realised by Italian or European companies.

La Nova 4 IP Master, tecnologia ampiamente collaudata per il montaggio della calzatura, oggi è disponibile anche nella versione 4.0. L'ultima frontiera della tecnologia è stata raggiunta con la messa a punto di un nuovo software ed un hardware che si distinguono per le funzioni disponibili e la potenza in grado di supportare.

Nova 4 IP Master 4.0

Questa nuova versione permette una ulteriore semplificazione del lavoro, in tutte le diverse fasi del ciclo di produzione, e, inoltre, riduce in modo significativo i tempi e le operazioni necessarie per il passaggio a lavorazioni di forme molto diverse tra loro. In sintesi è una macchina capace di rispondere alla crescente esigenza di produzioni flessibili. La meccanica, pur essendo sostanzialmente la stessa, è stata calibrata per rispondere in modo preciso alle possibilità offerte dal software. Un aspetto che gli permette lavorazioni precise e di alto standard qualitativo, anche in presenza di forme particolari o esasperate, come possono essere alcune punte di calzature da donna. Fabbrica 4.0 significa anche collegamento remoto via rete o via cavo: un passaggio utile sia per monitorare il ciclo produttivo che sia per permettere l’assistenza tecnica a distanza. Inoltre, la possibilità di lettura “Tag RFID”, permette la predisposizione automatica della macchina alla calzatura in lavorazione (modello, taglia, destro o sinistro, etc.).

La Nova 4 IP Master 4.0, come le altre macchine marcate RECES, viene prodotta all’interno dell’azienda che impiega componenti elettrici, idraulici, pneumatici e meccanici costruiti da industrie italiane o europee.
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**UGG engages in Men’s Relaunch**

An original man’s footwear label but always perceived by the market as a woman’s segment brand, UGG is preparing to expand its collections dedicated to the male universe. The Californian company, in fact, has registered an important growth in sales, precisely in this target. From 2016, the collection was assigned to the designer Enrique Corbi, who gives expression to his satisfaction of the expansion and the new, more youthful image that UGG is trying to carve itself: «Men are lazy in their purchases and have a conservative attitude in their choices. I myself don’t like going to shops, and the buying habits have changed, so we have also implemented online services.»

**Hermes flies high, mostly in Asia**

Despite the global economic scenario, in the first six months of 2019, the luxury brand reported a record net profit of 754 million euro, with an increase of 7%. Especially in Asia, sales increased by 18%. In July, the announced turnover for the entire Hermes Group was 3.28 billion euro, up 15% on an annual basis.

**Menghi sells to the British, but remains a little Italian**

Founded in the 1980’s, the Italian Group Menghi – leader in the production of high-end plastic footwear and components – has decided to sell to the English fund Lion Capital, with the purpose of boosting its business and, thanks to new investments, improving its growth trend. The Menghi family will still retain a significant share of the company: Emanuela Menghi, the current CEO, will pass to the presidency of the Board of Directors, while the other family members will maintain their operational roles.

**UGG impegnato a rilanciare l’uomo**

UGG, marchio di calzature nato per l’uomo, ma da sempre percepito dal mercato come una firma per il segmento donna, si appresta ad ampliare le collezioni dedicate all’universo maschile. L’azienda californiana, infatti, ha registrato un’importante crescita delle vendite proprio in questo target. Dal 2016 la collezione è affidata al designer Enrique Corbi che parla con soddisfazione dell’espansione e della nuova immagine, più giovane, che UGG sta cercando di ritagliarsi: «Gli uomini non sono pigni negli acquisti e hanno un atteggiamento conservatore nelle scelte. Io stesso non amo andare per negozi, e in più le abitudini di acquisto sono cambiate, perciò abbiamo implementato anche i servizi online.»

**Ralph Lauren is booming**

Net revenues up 3% (around 1.2 billion euro), for the US brand Ralph Lauren, which shows positive signs on all markets: North America, Europe, Asia. Despite this, the company expects difficult retail situations in North America for the rest of the year.

**Menghi vende agli inglesi, ma resta un po’ italiana**

Il Gruppo Menghi, nato negli anni ’80 e divenuto leader italiano nella produzione di calzature e componenti in plastica di alta gamma, ha deciso di vendere al fondo inglese Lion Capital, con l’obiettivo di dare ulteriore impulso ai prodotti e, grazie agli investimenti che saranno possibili, un più elevato trend di crescita. La famiglia Menghi manterrà comunque una quota significativa dell’azienda: Emanuela Menghi, attuale CEO, passerà alla presidenza del Cda, mentre gli altri membri della famiglia manterranno i loro ruoli operativi.
**Church’s Wants to Conquer the USA**
The race of the English brand for the conquest of the US market does not stop. In fact, in 2020, with the aim of supporting the New York showroom, the opening of a new store has already been planned in the “Big Apple”. An investment that follows the opening of a window in Chicago and an e-commerce platform dedicated to the US market.

**Bottega Veneta - Pop-Up at Galeries Lafayette**
The pop-up formula (temporary display) is engaging the most prestigious fashion brands. Bottega Veneta, in fact, is exhibiting its winter collection flagship items until November 7th at the Galeries Lafayette in Paris: six suspended glass capsules to present different collections. One of these is dedicated to leather bags in the ‘matelassé’ version.

**VALENTINO, A NEW STORE IN BEIJING**
A new store in Beijing for the famous luxury brand which, with this opening, gets to 30 stores in the country. The inauguration is scheduled for November this year. Clothing, accessories, fragrances, all product categories created by Valentino will be exhibited in over 400 square meters of space with which the brand strengthens its presence in the East. For the occasion, a fashion show and a party will be offered.

**Zalando Wants to Get into Pole Position**
Exceptional growth for Zalando, the German company that distributes fashion products in 17 European countries. Customers have reached 28.3 million. An agreement in Italy with Poste Italiane for better distribution, the inclusion of 5 new eco brands in the portfolio, but also the creation of a logistics center in the Netherlands, are the key points of the development that will allow it to reach the strongly desired objective: “The starting point of European fashion”.

**Church’s vuole conquistare gli USA**
La corsa del marchio inglese per la conquista del mercato statunitense non si arresta. Infatti nel 2020, con l’obiettivo di affiancare lo showroom a New York, è già stata programmata nella città della “Grande Mela” l’apertura di un nuovo negozio. Un investimento che segue quello precedente dell’inaugurazione di una vetrina a Chicago e di una piattaforma per l’e-commerce dedicata al mercato USA.

**Bottega Veneta: pop-up alla Galleria Lafayette**

**Valentino, un nuovo negozio a Pechino**
Un nuovo punto vendita a Pechino per il famoso marchio del lusso, che con questa apertura arriva a quota 30 negozi nel paese. L’inaugurazione è prevista per novembre di quest’anno. Abbigliamento, accessori, fragranze, tutte le categorie di prodotto realizzate da Valentino saranno esposte negli oltre 400 mq dello spazio con il quale il brand rafforza la sua presenza in Oriente. Per l’occasione anche una sfilata e un party.

**Zalando vuole arrivare in pole position**
Crescita eccezionale per Zalando, la società tedesca che distribuisce prodotti moda in 17 paesi europei. I clienti hanno raggiunto
news in brief
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FOR SHOWROOMPRIVÉ THE ACCOUNTS DO NOT ADD UP
The French fashion and beauty group It’s going through a difficult time: between January and June 2019 it suffered a loss of 41.4 million euro. The fall was mostly on the French market (which accounts for 80% of turnover), but also outside the country. ShowroomPrivé excludes the possibility of recovering the losses during the second half of the year, however, it looks to the future, and announced the appointment of a new financial manager. Some of the issues pointed out are the slow consumption dynamics, the difficult management of stock inventories, and logistics costs.

ALIBABA BUYS THE KAOLA PLATFORM
Alibaba Group, Chinese multinational leader in the field of the market online, announced the acquisition of the Kaola business platform owned by NetEase, another Chinese company. The cost of the operation that will ensure Alibaba greater control of the digital economy in the country, amounted to 2 billion dollars. The goal is to grab 60% of online sales on the Chinese market, thanks to a significant increase in sales of foreign products. The agreement, already signed, provides that Kaola will continue to operate independently, but responding to the new CEO, Alvin Liu, import and export general manager of the e-commerce platform, Tmall.

TECNICA GOES SHOPPING
The Veneto-based group acquires Riko Sport, the largest trekking shoe contractor in the Montebelluna district, and also buys 15% of the German company Lowa, an excellence in the technical mountain shoe segment. The double operation will allow the company to strengthen itself in the outdoor world and continue on its path of growth. In 2018, the company reached a turnover of 400 million euro.

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Alibaba compra la piattaforma Kaola
Alibaba Group, multinazionale cinese leader nel campo del mercato online, ha annunciato il passaggio di mano dalla connazionale NetEase, della piattaforma commerciale Kaola: costo dell’operazione che assicurerà ad Alibaba un maggior controllo dell’economia digitale nel paese, due miliardi di dollari. L’obiettivo è quello di accaparrarsi il 60% delle vendite online sul mercato cinese, grazie ad un importante incremento delle vendite di prodotti stranieri.

Per Showroomprivé i conti non tornano
Il gruppo francese di moda e bellezza è in calo: tra gennaio e giugno 2019 ha accusato una perdita di 41,4 milioni di euro. Il calo è riscontrabile sul mercato francese (che rappresenta l’80% del giro d’affari), ma anche fuori dal paese. ShowroomPrivé esclude di poter recuperare nel secondo semestre le perdite archiviate, tuttavia guarda al futuro e ha comunicato la nomina di un nuovo direttore finanziario. Tra le problematiche messe in evidenza ci sono la dinamica di consumo lenita, la difficile gestione delle rimanenze di stock, i costi logistici.

TECNICA fa acquisti
Il gruppo veneto acquisisce Riko Sport, il maggiore terzista di calzature da trekking del distretto di Montebelluna, e compra anche il 15% della società tedesca Lowa, un’eccellenza nel segmento delle scarpe tecnica da montagna. La duplice operazione consentirà alla società di rafforzarsi nel mondo dell’outdoor e di proseguire nel suo percorso di crescita che l’ha vista raggiungere nel 2018 un fatturato di 400 milioni di euro.

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**GUCCI’S GREEN CHOICE**

Marco Bizzari, CEO of Gucci, set the goal of exclusively use renewable sources for the entire production cycle by 2020 - to do so it was necessary to adopt a ‘carbon neutral’ supply chain, also obtaining certification EP&L (Environmental Profit & Loss) which is given on the control of environmental sustainability. The program undertaken by Gucci obviously includes the tanneries that work for the group, which have reduced energy consumption, the amount of water used, and the leather processing waste. Gucci, as part of the Kering group, has signed up for Fashion Pact, a formal commitment by luxury companies to respect the environment. “CO2 emissions - said the CEO of Gucci, Marco Bizzarri, to the newspaper Il Sole 24 Ore - are fought only by teaming up, not independently.”

**FROM TIMBERLAND**

50 MILLION TREES BY 2025

Timberland is committed to planting 50 million plants worldwide by 2025. The US company’s sustainability project will begin in Haiti, to continue in China, the United States, Tanzania, and Mali. The initiative is flanked by a promotional campaign that portrays 12 eco-heroes (people who have distinguished themselves for their environmental commitment) who wear the brand’s autumn-winter 2019 collections. Timberland will also be present in some European cities like London, Paris, Milan, Berlin, and Amsterdam to collaborate on environmental sustainability projects.
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