

## It's the start of **ORIGIN PASSION AND BELIEFS**, innovative capsule show by Fiera di Vicenza dedicated to fashion accessories

VICENZA, 8-11 May 2014 – It's the start of **ORIGIN PASSION AND BELIEFS**, first edition of the innovative expo workshop dedicated to the world of fashion accessories. An initiative devised and organised by **Fiera di Vicenza** in partnership with **Not Just A Label (NJAL)**, British platform for international talent scouting. Inside the new pavilion at Fiera Vicenza, 100 designers from 38 different countries will be meeting the experts of Made in Italy "Knowhow", making the most of the business and networking opportunities offered by this exclusive, international format. This is the event that shows Fiera di Vicenza again at the forefront when it comes to promoting the production system of Italian exclusive accessories, and capitalising on skill sets.

Alongside emerging designers and independent brands, **ORIGIN PASSION AND BELIEFS** will also be hosting the super suppliers or in other words, specialist suppliers, together with manufactures, and fashion schools and colleges. Open to over **150 national and international buyers**, opinion leaders and journalists of the branch, **ORIGIN PASSION AND BELIEFS** is a significant opportunity for creating new synergies and putting in place a network of creativity and innovative ideas. The aim of the show is to set up a network of relations and new business opportunities with the buyers from the most sophisticated end of the retail and luxury goods sectors, focusing on the **skill sets** that participants at the event have to offer. The Fiera di Vicenza workshop has been devised as a **platform for interconnection**, where skills from every area of fashion and accessories will come together synergistically: creativity, technical production and materials.

Leather, Stone, Technology and Textile. The workshop is structured into these 4 creative areas. **Leather** is the area dedicated to leather accessories, bags, shoes and clothing. **Stone** explores the world linked to the creation of jewellery and the use of different materials, from gold to titanium, with production experts from the gold and jewellery industry. The **Technology** area is reserved to hi-tech innovations: from display systems through to 3D technology applied to fashion accessories and even eyewear. Designers with the most creative, original and futuristic proposals in the clothing industry will come together with representatives in the textile and fashion brand manufacturing sector in the dedicated **Textile** area. Each sector will have 25 designers showcasing their creations and meeting with manufacturers, independent brands and specialist super suppliers. A cutting-edge means of creating a sort of melting-pot of independent designers, businesses, successful artisans and international buyers.

Some selected brand ambassadors will be representing from unique skills and an exclusive Italian "well done": Bonotto SPA, the very top in fabric manufacture and processing; Tessitura Luigi Bevilacqua with long-standing experience in the production of fine art fabrics and draperies; Stephen Venezia, a brand specialized in luxury designer hosiery for women; Pier SPA, an internationally renowned success in international luxury fashion for the extreme quality of its products, and Intertrade Group which deals in rare and luxury perfumes all over the world.



FIERA DI VICENZA

Over the four days of the show, there will be many appointments for the fashion industry, starting with the exhibition, "CORPOREALITY. JEWELLERY ACCORDING TO GIANFRANCO FERRE'" with 15 pieces created by the celebrated designer, on show in Vicenza in a display by Maria Luisa Frisa.

Carmina Campus, the brand created by Ilaria Venturini Fendi for bags and accessories made using recycled materials, will be a special guest at this first edition of ORIGIN PASSIONS AND BELIEFS. Almost eight years on from its inception, Carmina Campus continues to research the complex, heterogeneous and abundance of waste materials created from manufacturing and consumption, which are behind the aesthetic concepts and content of its products.

Inspiration and trends are also on show at the TRENDVISION Area, where cool hunters and trend forecasters can get together to discuss the most important megatrends identified by the research team from Fiera di Vicenza's independent observatory, TRENDVISION JEWELLERY + FORECASTING, which will be destined to influence the design, production and retail of contemporary jewellery.

It is contemporary jewellery, an essential part of the fashion accessory sector, that will take centre stage at the "Body Ornament" conference held by MISA, the Italian association for fashion studies. Finally, the last day, 11 May, will present ORIGIN PASSION AND BELIEFS as transformed into Europe's largest **TEMPORARY STORE**, opening its doors to a public of enthusiasts and fashion addicts.

## Info

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