

IEG WILL PRESENT TOMORROW "ORIGIN FIRST": PREVIEW OF THE EXHIBITION FOR ITALIAN FASHION MANUFACTURING "ORIGIN PASSION AND BELIEFS"

The preview of the event that brings together the highest manufacturing skills for fashion Made in Italy will be held in conjunction with Milano Unica



Milano, February 4th 2019 - From February 5th to 7th 2019 Fiera Milano Rho will host ORIGIN FIRST, the prestigious preview of the Italian manufacturing excellence for the fashion industry, expected in July at the sixth edition of ORIGIN PASSION AND BELIEFS, the Italian Manufacturing Trade Show at the service of fashion organized by Italian Exhibition Group (IEG) in conjunction with Milano Unica.

The format will present, during the winter edition of Milano Unica, in Hall 8, **four selected companies of Made in Italy, ambassadors of the community of exhibitors** who complete the Italian Fashion System supply chain combining craftsmanship, synergy and innovation.

Leading is the company **RICAMI LAURA s.r.l**, artisan workshop of San Martino in Rio (Reggio Emilia). They realize meticulous workmanship for the most important luxury brands with the technique of "manomacchina embroidery", by manually applying and processing any type of material and thus overcoming every creative limit. In Montesilvano (Pescara) **BLUE™ ITALY** realizes special processes on fabrics, leathers and plastic materials, applying cutting-edge techniques and machinery to the best Italian manufacturing tradition. Since 1979, **ATELIER STIMAMIGLIO** has been supporting Italian and international stylists in the manufacture and industrialization of high-end collections, prêt-à-porter and prêt-à-couture garments. A reality in Vicenza that transmits knowledge and know-how from mother to son, making use of the best of design and production technology available to the fashion industry. Finally a new entry in the ORIGIN PASSION AND BELIEFS community, **PELLEMODA - HOSTAGE** in Empoli (Firenze), specialized in the creation of leather and fabric outerwear. Interpreting the designer's drawings and ideas, the company transforms them into ready-to-wear items for collections and fashion shows, applying artisan manufacturing processes to prototypes as well as samples and larger scale production clothing.

Positioned as the **first platform for the integrated offer of top-level skills in Made in Italy manufacturing**, **ORIGIN PASSION AND BELIEFS** offers small and medium-sized Italian manufacturing companies, specialized in sub-supply and quality services for the fashion industry,

the opportunity to **meet the decision makers of international top-of-the-line and luxury fashion brands**, such as product, production and style office managers. The exhibition is divided into **four thematic areas**: **STONE**, with the best Bijoux, Accessories, Prototyping, Semi-finished products, Product development companies; **TECHNOLOGY** which hosts Heat-welding, Patents, Hot Stamping, Dyeing, Technical consulting; **LEATHER** with Printing, Accessories, Prototyping, Cutting, Weaving and finally **TEXTILE** or Sampling, Modeling, Packaging, Embroidery, Product Development.

ORIGIN PASSION AND BELIEFS will be held from July 9th to 11th, in conjunction with the summer edition of Milano Unica, the Italian Textile Exhibition.

FOCUS ON ITALIAN EXHIBITION GROUP S.p.A.

Italian Exhibition Group (IEG), with structures in Rimini and Vicenza, is leader in Italy for organized trade fairs and among the main European operators in the exhibition and congress sector. IEG Group specializes in organizing events in five categories: Food & Beverage; Jewellery & Fashion; Tourism, Hospitality and Lifestyle; Wellness and Leisure; Green & Technology. In recent years, IEG has embarked on an important path of expansion abroad, also through the establishing of joint ventures with local operators (for example in the USA, United Arab Emirates and in China). IEG closed the 2017 financial reports with total consolidated revenues of 130.7 million euro, an EBITDA of 23.2 million and a consolidated net profit of 9.2 million. In 2017, IEG, in the exhibition and congress venues of Rimini and Vicenza, totaled 50 organized or hosted events and 206 congress events. www.iegexpo.it/en

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